

40 years of experience in dual studies and a digital perspective.

Prof. Dr. Darius O. Schindler

www.dhbw.de

THE SHIFT OF QUALIFICATION DEMAND WITHIN THE ECONOMY:



*Source: Prof. Matthias Landmesser. *Challenges of the Academic Further Education from the Corporate Perspective*. KIT, March 2013.

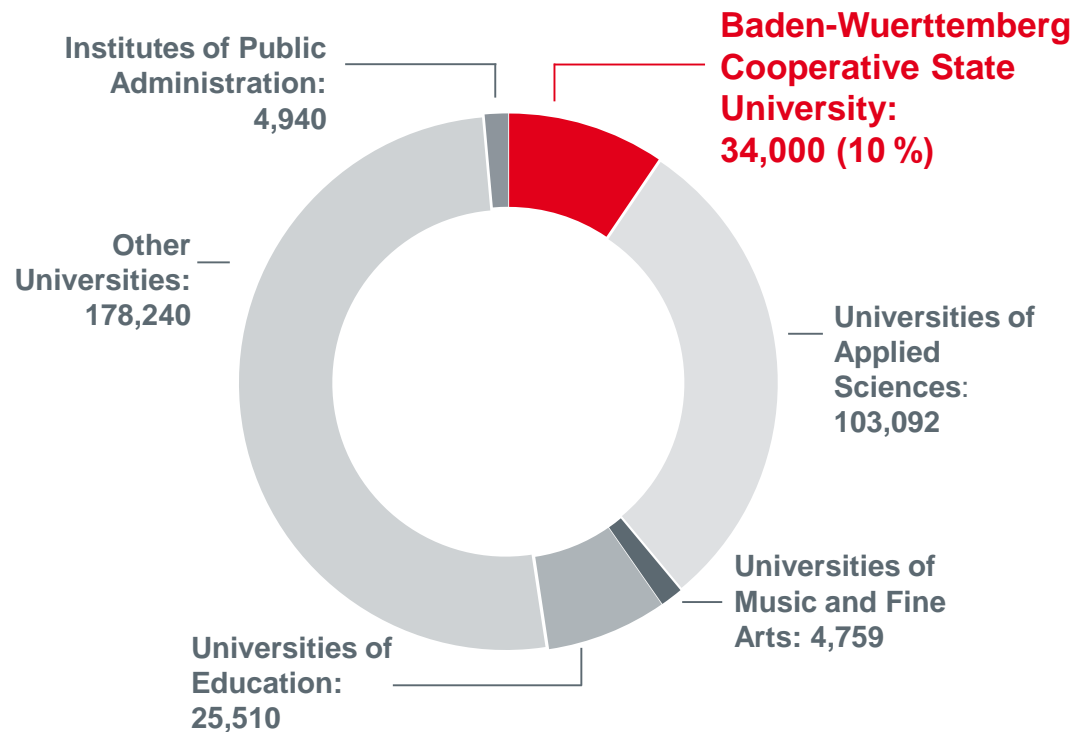
HIGHER EDUCATION IN BADEN-WUERTTEMBERG

- 9 traditional research universities
(Universität)
- 25 universities of applied sciences
(Fachhochschule)
- 9 universities of fine/performing arts and music
(Akademie)
- 6 universities of education
(Pädagogische Hochschule)
- 8 locations of the cooperative state university
(Duale Hochschule)
- OVER 335,000 STUDENTS IN TOTAL

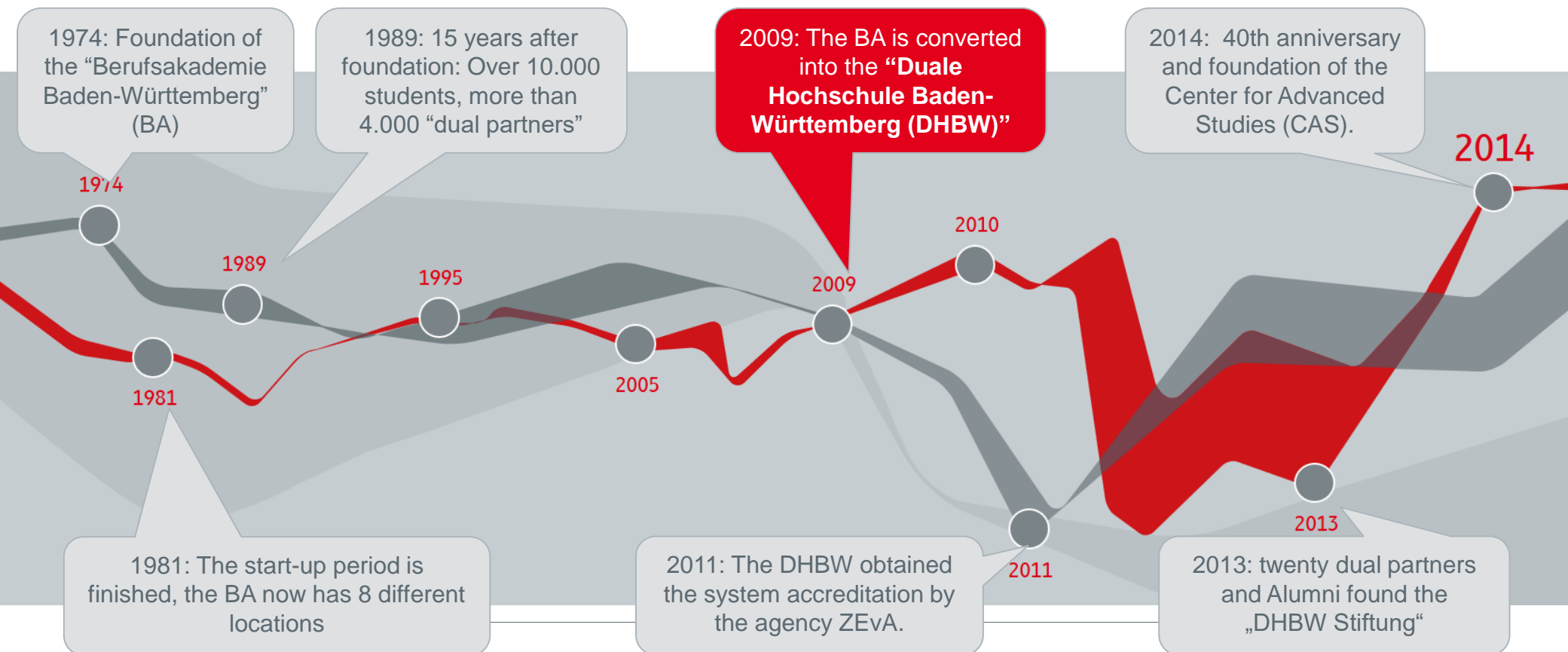


HIGHER EDUCATION INSTITUTIONS & ENROLLED STUDENTS WINTER TERM 2014/15 BADEN-WUERTTEMBERG

Overall 358,000 enrolled students (Baden-Wuerttemberg, winter term 2014/2015)



A SHORT OVERVIEW ON THE HISTORY OF THE BADEN WUERTTEMBERG COOPERATIVE UNIVERSITY



DHBW: BASED ON THE US STATE UNIVERSITY SYSTEM

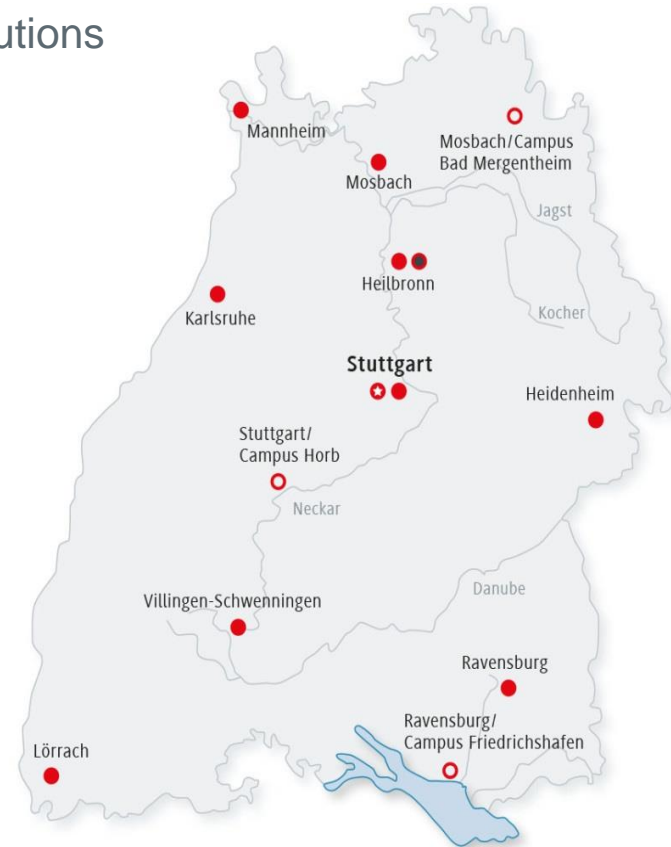
DHBW counts as one of the largest higher education institutions in the German Federal State of Baden-Wuerttemberg:

- » 9 DHBW locations &
- » 3 DHBW campuses

- » approx. 34,000 students
- » over 9,000 corporate partners

DHBW is the first German **higher education** institution offering degree programs with an **integrated on-the job training**

- ★ Headquarters
- Main Location
- Campus
- Center for Advanced Studies (CAS) based in Heilbronn



DHBW-COOPERATIONS WORLDWIDE



COURSE OF STUDIES

INDICATORS OF SUCCESS

The best
secondary
school leavers
study at DHBW

Empirical study of the
University of Tuebingen

DHBW graduates are
promoted to executive
positions earlier than the
graduates of other higher
education institutions.

IBM study on career
opportunities

DHBW graduates enjoy
higher incomes compared
to other employees within
the same age range (30-
41 y.o.)

IBM study on career
opportunities

Source:
Kramer, Jochen et. al. (2011): *While the best opt to study at universities, does the rest choose other higher education institutions?* [Education Magazine](#). September 2011, Volume 14, Issue 3, pp 465-487.

IBM Deutschland GmbH, Corporate Communications (2000): *Berufsakademie: IBM is one of the biggest work placement providers*. Press release 17.06.2000, Böblingen.

ADVANTAGES FOR ENROLLED AND PROSPECTIVE STUDENTS

- Advantageous combination of vocational training and higher education
- Close supervision due to small classes
- Early career launch due to the short time-to-degree
- Financial independence from the first semester onwards
- Faculty comprising both academic teaching staff and industry experts
- Excellent prospects on the labor market due to the valuable work experience



COOPERATIVE HIGHER EDUCATION: ACADEMIC LEARNING + WORKPLACE TRAINING

THEORETICAL BACKGROUND

6 x 3 months studying at one of the
12 DHBW locations and campuses



PRACTICAL EXPERIENCE

6 x 3 months practical qualification at
one of over 9.000 cooperating
companies and social institutions

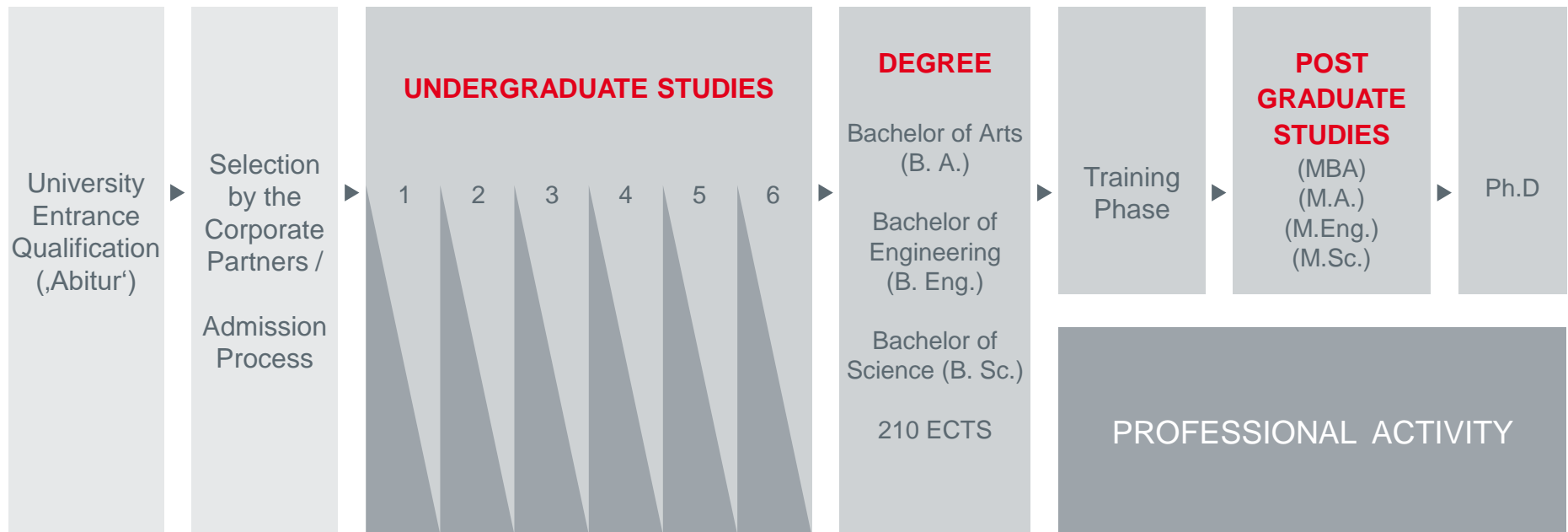


ADVANTAGES OF DHBW IN RELATION TO EDUCATION AND LABOR POLICY

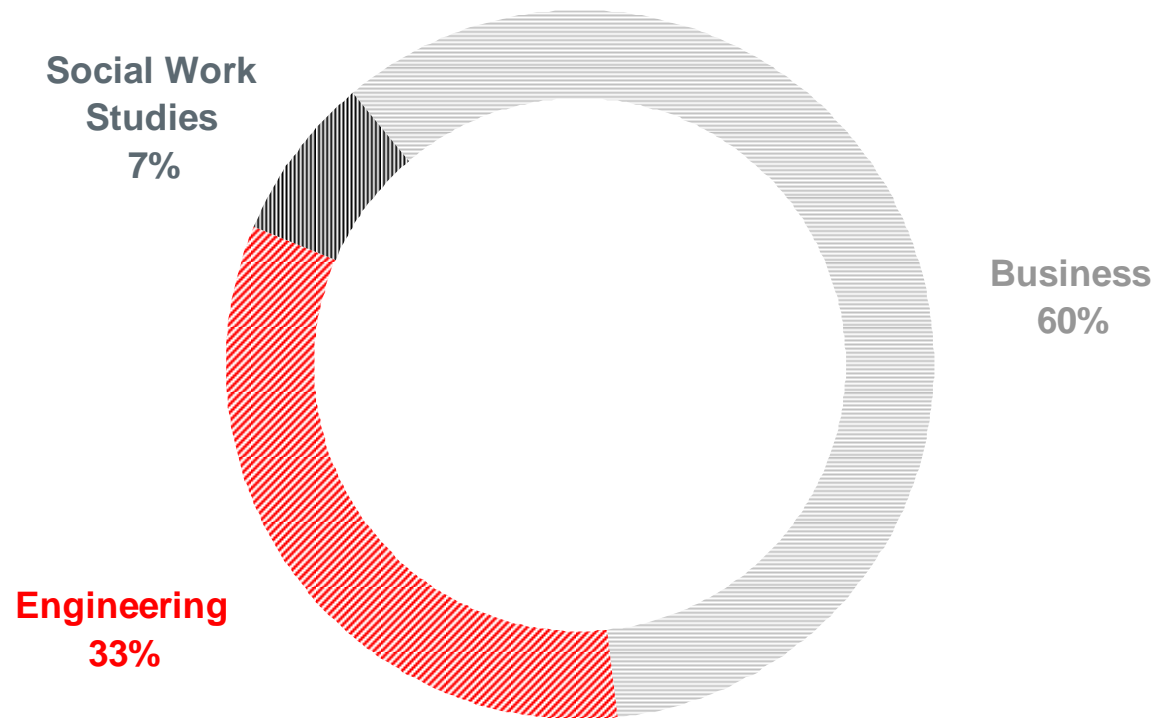
- **Short study period (3 years)**
- **Extremely low drop-out rate: approx. 90 % of the students successfully complete their studies**
- **Graduates enjoy high employability upon graduation (approx. 85 - 95 %)**



DHBW: ORGANIZATION OF THE STUDY PROCESS



ALLOCATION OF STUDENTS – ACCORDING TO DEGREE PROGRAMMES (2015)



DEGREE PROGRAMMES BUSINESS

DHBW School of Business	Heidenheim	Heilbronn	Karlsruhe	Lörrach	Mannheim	Mosbach	Mosbach/Bad Mergentheim	Ravensburg	Stuttgart	Villingen-Schwenningen
Accounting, Taxation and Business Law										
Accounting and Controlling					•				•	
Auditing									•	•
Business Taxation, Corporate Accounting and Finance						•				
Taxation and Auditing			•	•					•	•
Applied Health Sciences										
Applied Health Sciences **	•	•	•						•	
Applied Nursing Science										
Applied Nursing Science *									•	
Business Administration										
Banking	•	•			•	•		•	•	•
Business Development					•					
Commerce	•	•	•	•	•	•		•	•	
Controlling and Consulting										•
Exhibition, Congress and Event Management					•			•		
Financial Services				•	•			•	•	
Food Management		•								
Healthcare Management				•	•			•	•	•
Human Resource Management				•						
Industrial Management	•	•	•	•	•			•	•	•
Insurance and Risk Management	•	•	•						•	
International Business	•	•	•	•	•	•	•	•	•	•
Media and Communications									•	
Public Sector Administration					•					
Real Estate Management					•				•	
Service Management / Services Marketing	•	•			•				•	
Skilled Trades and Crafts									•	
Small and Medium Sized Enterprise										•
Technical Management										•
Tourism and Hospitality Management				•				•		
Transport and Logistics	•		•	•						

DHBW School of Business	Heidenheim	Heilbronn	Karlsruhe	Lörrach	Mannheim	Mosbach	Mosbach/Bad Mergentheim	Ravensburg	Stuttgart	Villingen-Schwenningen
Business Information Systems										
Application Management					•	•			•	
Business Engineering	•									•
International Management for Business and Information Technology					•				•	
Sales and Consulting				•	•	•			•	
Software Engineering				•	•	•				
Entrepreneurship										
Entrepreneurship			•							
International Business Management (trinalational)										
International Business Management (trinalational) ***				•						
Media										
Digital Media					•					
Media Design								•		
Online Media						•				
Physiotherapy										
Physiotherapy **				•						

DEGREE PROGRAMMES ENGINEERING

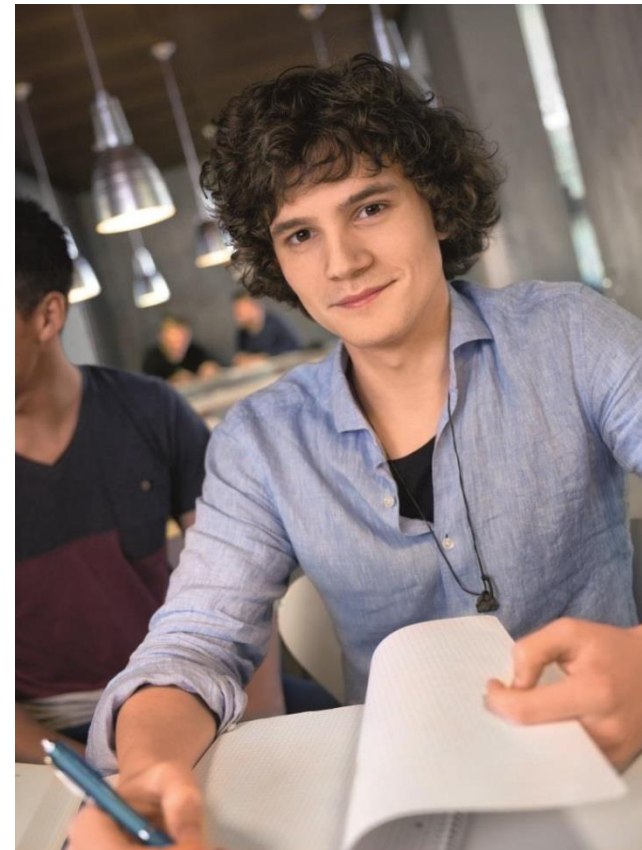
DHBW School of Engineering	Heidenheim	Karlsruhe	Lörrach	Mannheim	Mosbach	Mosbach/ Bad Mergentheim	Ravensburg/ Friedrichshafen	Stuttgart	Stuttgart/ Horb
Aerospace Engineering									
Aerospace Electronics								•	
Aerospace Systems								•	
Business Administration and Engineering									
Chemical and Process Engineering	•			•					
Electrical Engineering		•		•			•	•	
Facility Management							•	•	
Innovation and Product Management	•					•		•	
International Technical Project Management	•				•				
International Technical Sales	•	•	•	•	•	•	•	•	•
Production and Logistics		•		•	•			•	•
Computer Science									
Applied Computer Science		•	•	•	•			•	•
Information Technology	•	•		•			•	•	•
IT Automotive								•	
Medical Informatics	•	•							
Construction									
Facade Engineering					•				
Project Management					•				
Electrical Engineering									
Automation		•	•	•	•		•	•	•
Communications Engineering		•					•	•	
Electrical Power Engineering				•					
Electronics			•	•				•	•
Energy and Environmental Engineering				•			•		
Medical Engineering				•					
Vehicle Electronics							•		

DHBW School of Engineering	Heidenheim	Karlsruhe	Lörrach	Mannheim	Mosbach	Mosbach/ Bad Mergentheim	Ravensburg/ Friedrichshafen	Stuttgart	Stuttgart/ Horb
Mechanical Engineering									
Automotive Engineering							•	•	
Automotive Test Engineering									•
Design Engineering and Development	•	•	•	•	•		•	•	•
Polymer Engineering					•				•
Process Engineering					•	•			
Production Engineering	•	•	•	•			•	•	•
Supply and Energy Management				•					•
Virtual Engineering					•				
Mechatronics									
Automotive Systems Engineering								•	•
Electromobility					•	•			
General Mechatronics		•			•	•		•	•
Power Industry					•				
Project Engineering					•				
Service Engineering					•				
Mechatronics Trinational									
Mechatronics Trinational ***		•							
Medical Science and Technology									
Medical Science and Technology	•								
Paper Technology									
General Paper Technology		•							
Physician Assistant									
Physician Assistant		•							
Safety, Health and Environmental Engineering									
Environmental Engineering		•							
Occupational Safety		•							
Radiation Protection		•							
Wood Technology									
Furniture and Interior Fitting					•				
Wood and Plastics Business Engineering					•				
Wood and Plastics Engineering					•				
Wood Construction and Construction Elements					•				

DEGREE PROGRAMMES SOCIAL WORK STUDIES

DHBW School of Social Work	Heidenheim	Stuttgart	Villingen-Schwenningen
Interprofessional Healthcare			
Interprofessional Healthcare **	•		
Social Work			
Child and Youth Care	•	•	
Education and Profession			•
Forensic Social Work		•	
Networking and Community Welfare			•
Social Management	•		
Social Work and Disability Studies			•
Social Work and Healthcare Case Management	•		
Social Work: Early Years and Primary Education		•	
Social Work in Healthcare		•	•
Social Work: Long-Term Care and Rehabilitation		•	
Social Work: Mental Health and Addiction			•
Social Work with the Elderly and Civic Commitment	•		
Work, Integration and Social Security		•	
Youth, Family and Social Welfare Services	•	•	•
Youth Work		•	
Social Economy			
Social Economy			•

- * study programme with on the job training, begin of studies in April
 - ** study programme combined with apprenticeship
 - *** programme duration: 7 semesters
 - ▲ Please note that only these programmes are entirely taught in English
- bold:** field of study
normal: course of study



SUCCESSFUL ALUMNI

**Thomas Edig**

Personalvorstand
Volkswagen

**Gräfin Bettina
Bernadotte**

Managing Director
Mainau AG, Insel Mainau

**Frank Zeeb**

CEO
Alliander AG

**Martina Köderitz**

CEO
IBM Germany

**Philipp Schiemer**

CEO Mercedes Benz of Brasil and
Daimler Latin America, Daimler AG

**Jan-Hendrik Mohr**

CEO of CSE and the business unit
Getreideernte of CLAAS Group

**Olaf Koch**

CEO
Metro AG

**Jürgen Hahn**

CFO Marc O'Polo AG

**Claudia Gläser**

CEO
Gläser GmbH



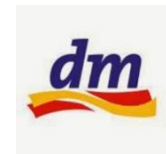
RENOWNED CORPORATE PARTNERS

**SIEMENS**

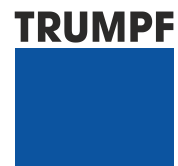
DAIMLER

**häring**

PORSCHE

**IBM**Alcatel·Lucent **Deloitte.****STIHL****WÜRTH****DECATHLON***Coca-Cola***elringklinger**

WITTENSTEIN

ThyssenKrupp **FESTO****Allianz** 

DUAL MASTER

THE DUAL MASTER AT THE CAS (CENTER FOR ADVANCED STUDIES)

The DHBW master programme promotes career building for graduates

Conditions: 1 year working experience + graduation degree with 210 Credit points

DHBW Master programmes are work-integrated and feebased

Graduation degrees:

- Master of Arts (M. A.)
- Master of Engineering (M. Eng.)
- Master of Science (M. Sc.)



MASTER-DEGREE PROGRAMMES AT DHBW

Business

•**Master in Business Management**

- Accounting, controlling and taxation
- Services
- Finance
- General business management
- International business
- Marketing
- Media and marketing
- Personnel and organization
- Supply chain management, logistics and production

•**Taxation, Accounting and Auditing (M.A.)**

Engineering

•**Bio-Fiber Technology (M.Eng.)**

•**Electrical Engineering (M.Eng.)**

•**Computer Science (M.Sc.)**

•**Integrated Engineering (M.Eng.)**

•**Mechanical Engineering (M.Eng.)**

•**Industrial Engineering (M.Sc.)**

Social Work

•**Governance of Social Work (M.A.)**

B.A. ENTREPRENEURSHIP

Entrepreneurship

- Established 2008
- First degree programm for entrepreneurs in Germany
- Students are founder oder follower (family-owned company)
- High school graduation or lower graduation with vocational training
- New course scheme: **classes only on Fridays and Saturdays** (9-17 h)
- Close involvement of company-related questions (project work, seminar papers and Thesis)

Awards

- 2009: Ausbildungsangebot des Monats (Bundesinstitut für Berufsbildung – BBiB)
- 2011: Weiterbildungs-Innovationspreis (Vocational retraining-Innovation Award of the BBiB)
- 2013: Landeslehrpreis (State Teaching Award from the State of Baden-Württemberg)
- 2015: Senior-Fellowship Hochschullehre (university education)
for Professor Dr. Pfannenschwarz (leader of the degree program)

DIGITAL PERSPECTIVE

Entrepreneurship - online

- Established 2015
- Students are founder oder follower (family-owned company)
- High school graduation or lower graduation with vocational training
- New course scheme: **classes only online** three times a week (each 3,5 h)
- Close involvement of company-related questions (project work, seminar papers and Thesis)

Thank you for your attention.

Prof. Dr. Darius O. Schindler
Professor of Business Law
Legal adviser of the DHBW Karlsruhe