



Duale Hochschule Baden-Württemberg (DHBW)

Baden-Wuerttemberg Cooperative State University

www.dhbw.de

„Made in Germany:“ Combining Practice Oriented Higher Education & Internationalization at the DHBW

**1st INTERNATIONAL WEEK on
Practice Oriented Higher Education (IW-PROHE)
at Széchenyi István University, in Győr/Hungary
February 2 – 5, 2015**

WHY THIS TOPIC, TODAY?

Longstanding faculty cooperation

New ERASMUS+ Agreement

Common corporate partners

(Audi, for example)

Compatible industry profiles

Tendency for DHBW & partners to

„go east“ for good opportunities

(Good people, hospitality...)

BADEN-WUERTTEMBERG – a Prospering Federal State in Germany and a Perfect Location in the Heart of Europe

- **Baden-Wuerttemberg – a central gateway to Europe**
- **80 % of all European capital cities can be reached within two hours**
- **Economic power house: GDP of almost € 400 bn is higher than that of many European nations**
- **4,8 % of GDP is invested into research & development (more than any other federal state in Germany)**
- **Engineering is the traditional strength: Half the machines produced in Germany come from Baden-Wuerttemberg**



BADEN-WUERTTEMBERG – Home to Many Global Players



BOSCH

FESTO

DAIMLER

HEIDELBERG



STIHL

Baden-Wuerttemberg Cooperative State University (DHBW)

DHBW Heidenheim

DHBW Heilbronn

DHBW Karlsruhe

DHBW Loerrach

DHBW Mannheim

DHBW Mosbach

with Campus Bad Mergentheim


DHBW Ravensburg

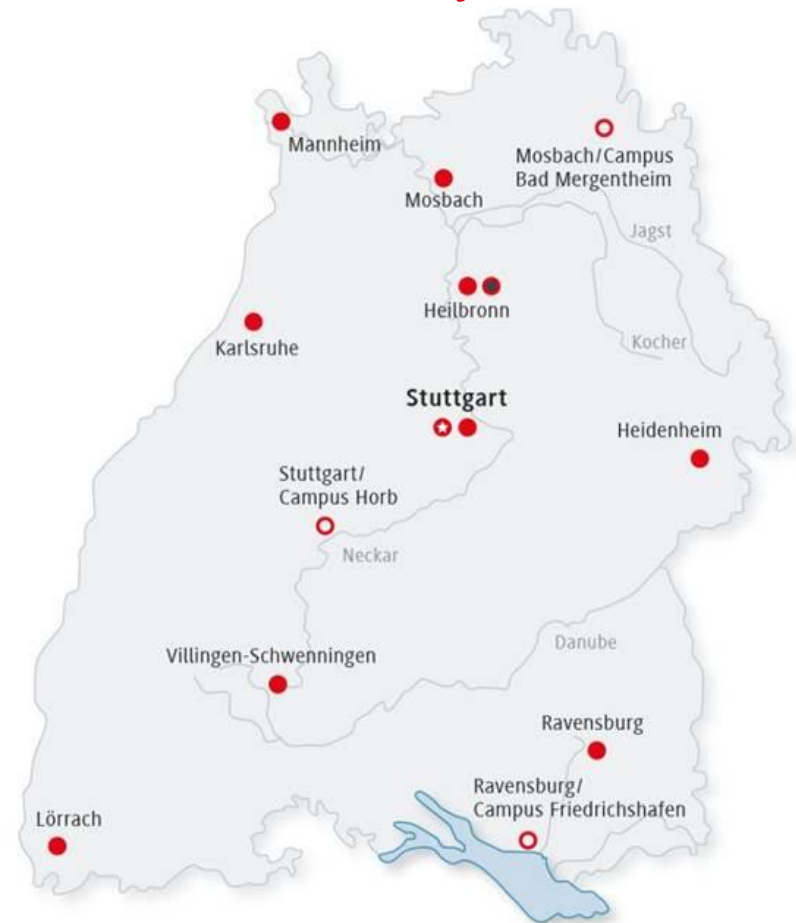
with Campus Friedrichshafen

DHBW Stuttgart

with Campus Horb

DHBW Villingen-Schwenningen

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



→ approx. 34,000 students (out of total 350,000 students in Baden-Wuerttemberg)

History of the Baden-Wuerttemberg Cooperative State University (DHBW)

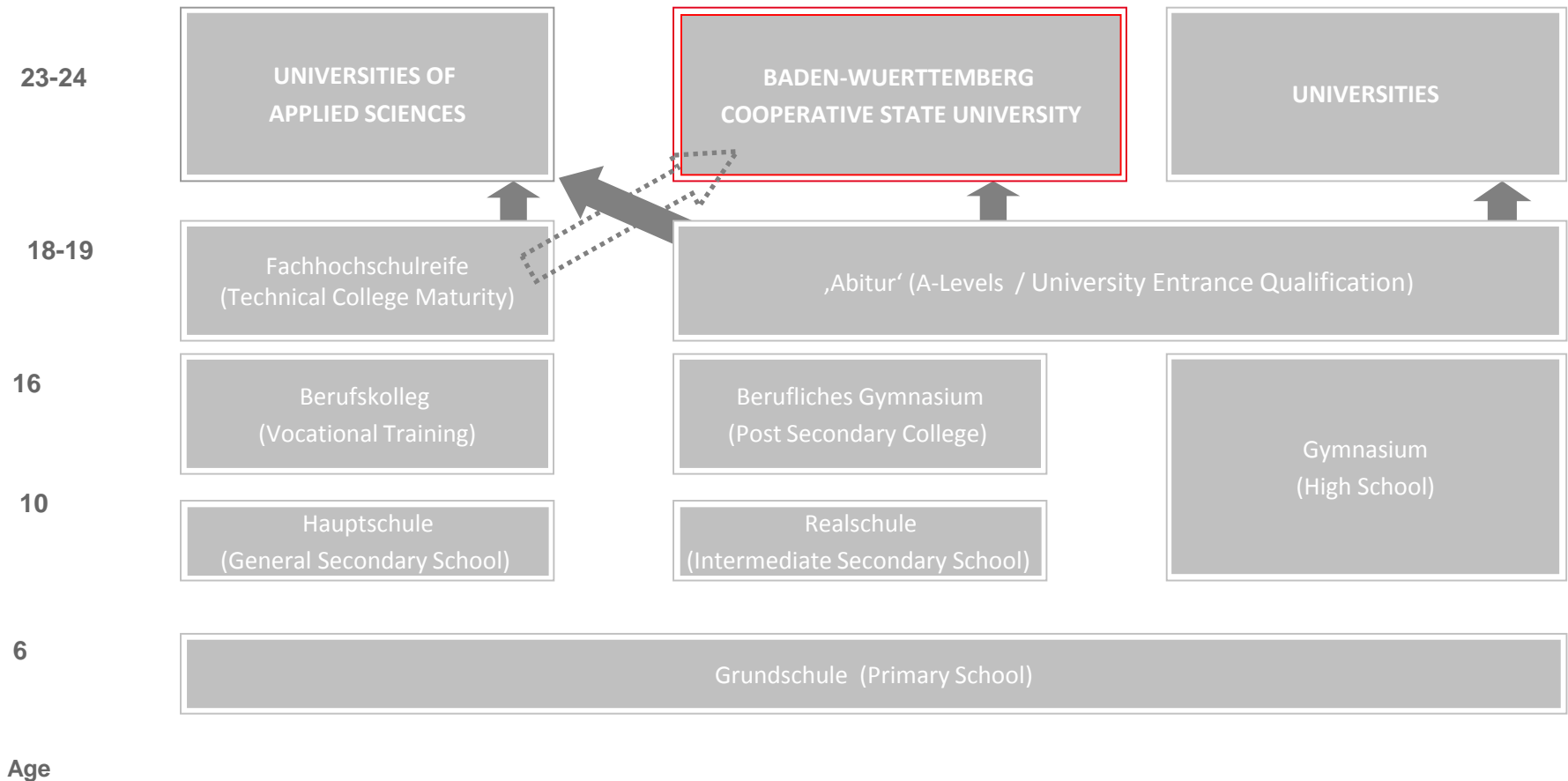
- **1974:** Berufsakademie Baden-Wuerttemberg (BA) is founded.
- **1982:** The start-up phase is over. Berufsakademie has 8 main locations.
- **1989:** 15 years since foundation: approx. 10,000 enrolled students and 4,000 partner companies and social institutions (corporate partners).
- **2006:** DHBW shifts from traditional pre-Bologna („Diplom“) study programs to bachelor's degree programs.
- **2009:** The German Federal State of Baden-Wuerttemberg grants Berufsakademie the legal status of a university. Conversion into the Baden-Wuerttemberg Cooperative State University (DHBW).
- **2014:** Approx. 34,000 students and over 9,000 corporate partners.

Key Features of the Baden-Wuerttemberg Cooperative State University (DHBW)



- **Based on the US State University System**
- **Unique combination of vocational training and higher education**
- **Short duration of study guarantees an early career launch**
- **Faculty comprising both academic teaching staff and industry experts**
- **Active cooperation of partner companies and social institutions**
- **Cooperative research**
- **Corporate socialization of the young generation of qualified employees**
- **Industry-related postgraduate study programs for future executives and field experts**

Education System in Germany



Cooperative Higher Education: Theory and Practice Integrated

Theoretical knowledge

6 x 12 weeks of intensive studies at
one of the 12 DHBW locations and
campuses

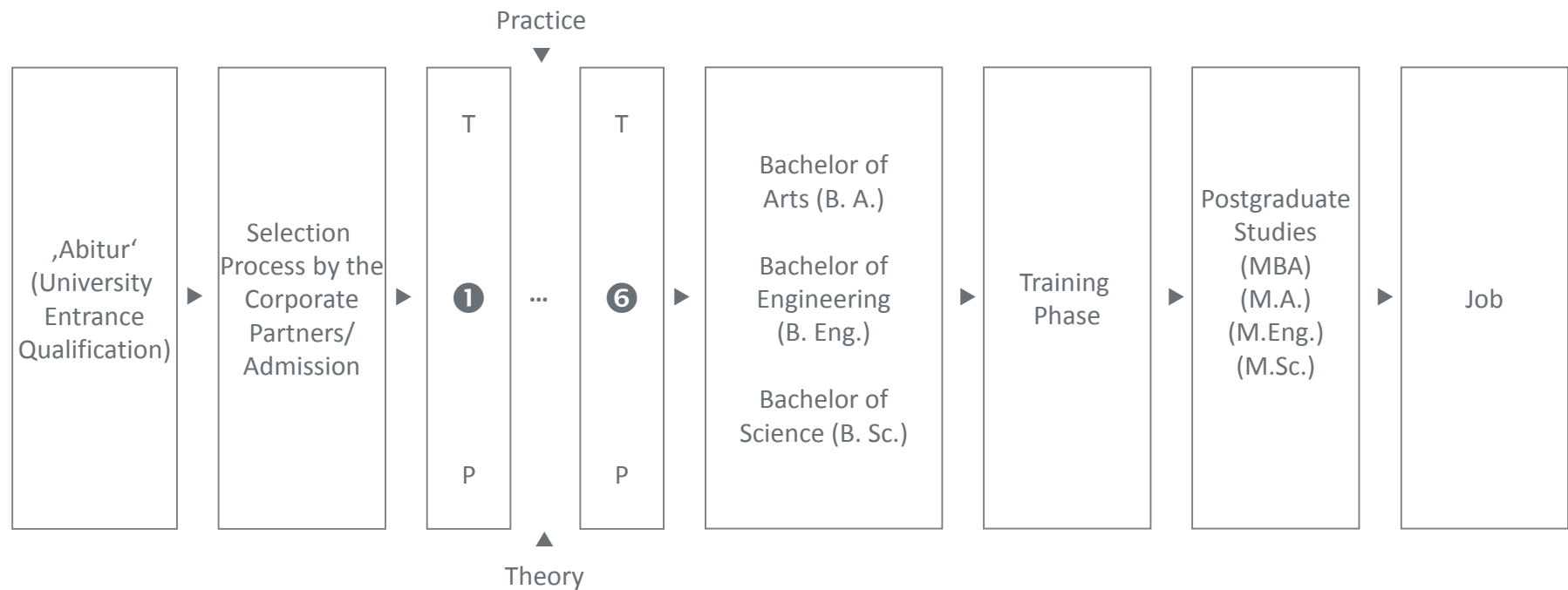


Practical experience

6 x 12 weeks of workplace training
in one of over 9,000 partner companies
or social institutions

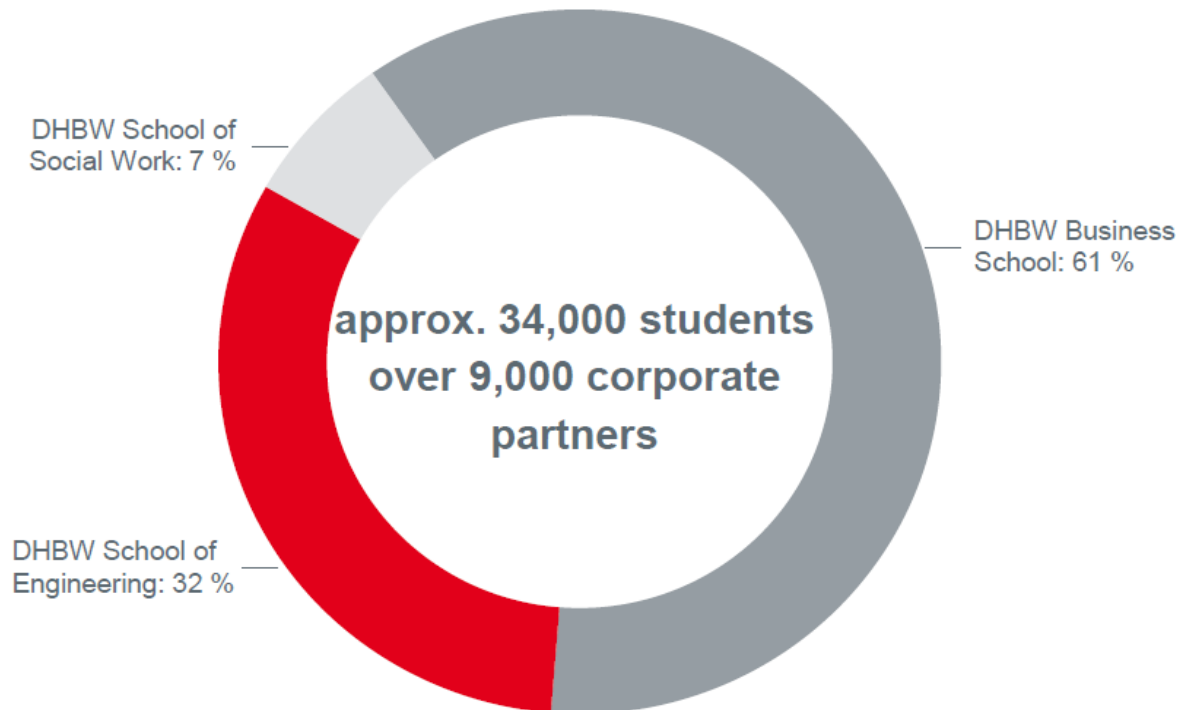


DHBW: Organization of the Study Process

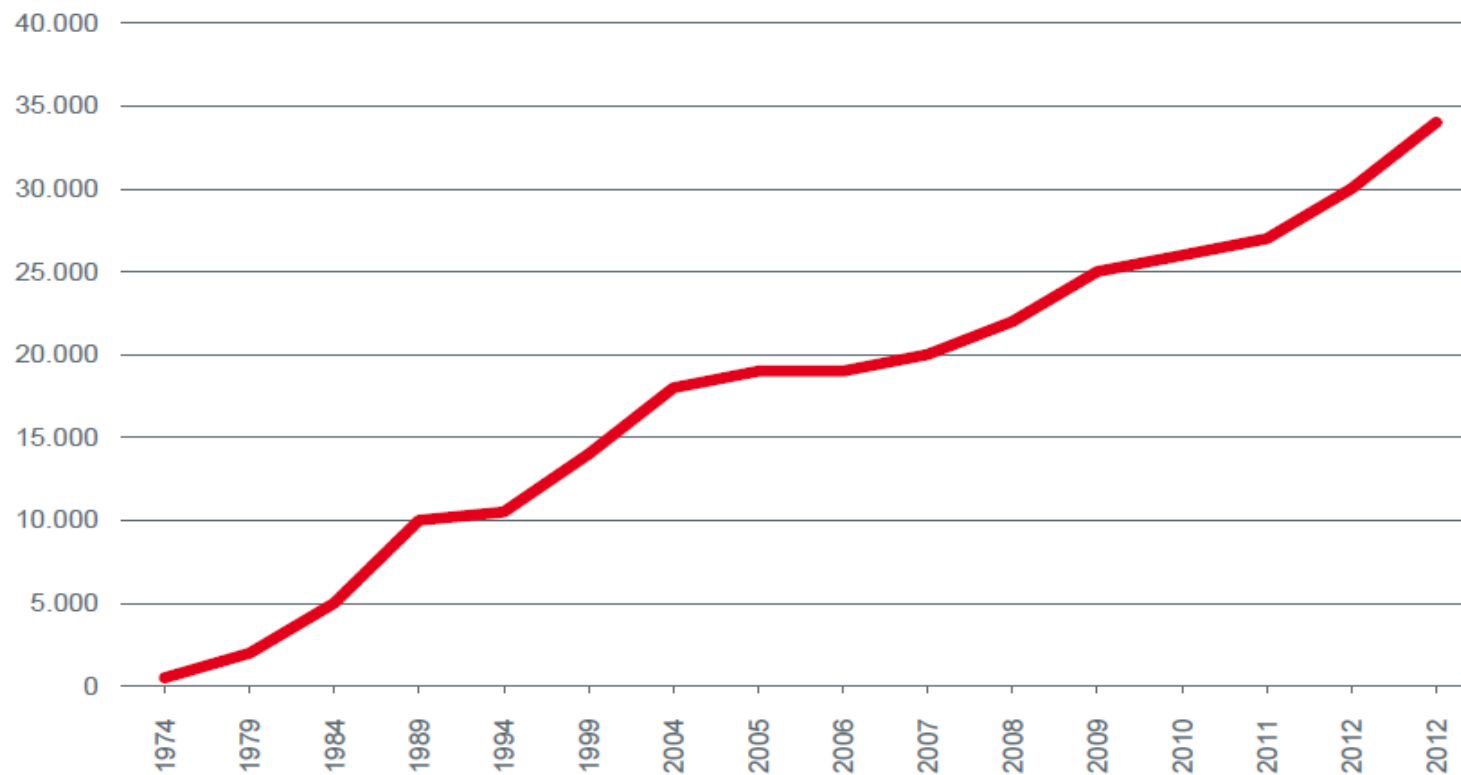


ALLOCATION OF STUDENTS:

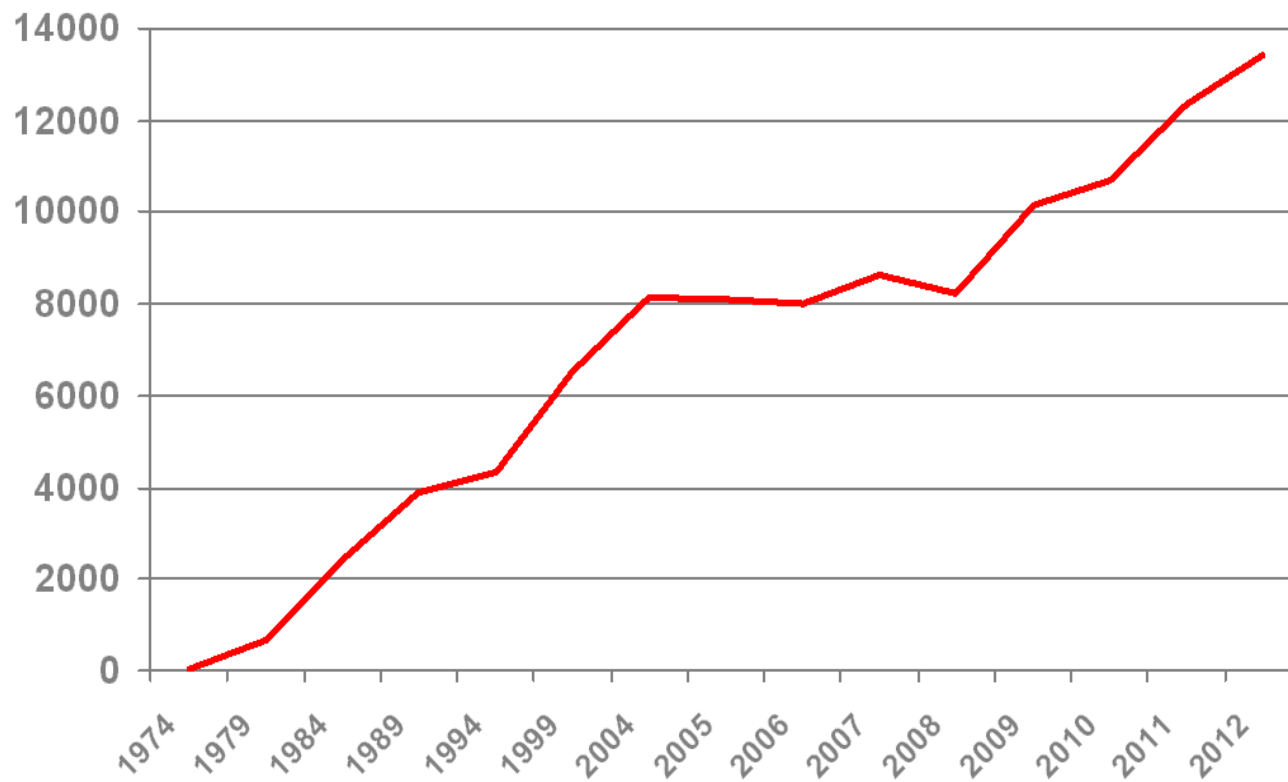
**DHBW School of Engineering
DHBW Business School &
DHBW School of Social Work**



Enrolled Students: DHBW 1974 – 2012



Corporate Partners of DHBW: 1974 – 2012



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, the rest chooses 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 higher education and workplace training**
- **Financial independence from the first semester onwards**
- **Early career launch due to the short duration of studies**
- **Individual supervision due to small classes**
- **Faculty comprising both academic teaching staff and industry experts**
- **Field-related know-how passed on by freelance experts and professionals from cooperating companies and social institutions**
- **Excellent prospects on the labor market**

Advantages for Corporate Partners

- **Students are selected by corporate partners – early talent retention**
- **Corporate socialization of the young generation of qualified employees**
- **Active cooperation of companies and social institutions**
- **Excellent performance of co-op students**
- **Co-op graduates adjust quickly to new challenges – better work adjustment**
- **Significantly reduced costs in comparison to initial training schemes of the graduates of other higher education institutions**

Advantages in Relation to Education and Labor Policy

- **Short study period of only 3 years**
- **Extremely low drop-out rate: approx. 90 % of co-op students at DHBW successfully complete their studies**
- **Graduates enjoy high employability upon graduation (85 – 95 %)**
- **Young graduates**
 - **23 years on average – female graduates**
 - **24 years on average – male graduates**

Opportunities for improvement: Dual System at DHBW

Rapid growth has caused stress inc. between DHBW and Partners

DHBW planning process (i.e., hiring tenured faculty) much longer than in industry

While DHBW has many SMEs (typical German “hidden champion” companies, some smaller companies cannot plan or finance talent acquisition 3 years in advance

Approved Quality

- **All of the study programs at DHBW are both nationally and internationally recognized intensive degree programs with 210 ECTS points.**
- **In 2011, DHBW was the first university in Baden-Wuerttemberg that obtained system accreditation by the Central Evaluation and Accreditation Agency (ZEvA).**
- **150 ECTS for the theoretical & 60 ECTS for the practical part:**
 - **Integration of theory and practice phases in the curriculum**
 - **Strong interrelation of academic learning and workplace training**
 - **Defined system of evaluation and quality management**

Cooperations Worldwide



The DHBW Model in Other Countries („Export“ of DHBW Model)

Latin America:

- Brazil
- Colombia
- Ecuador
- Mexico
- Peru

Numerous inquiries and visits
from across the world



Internationalization in the Dual Environment

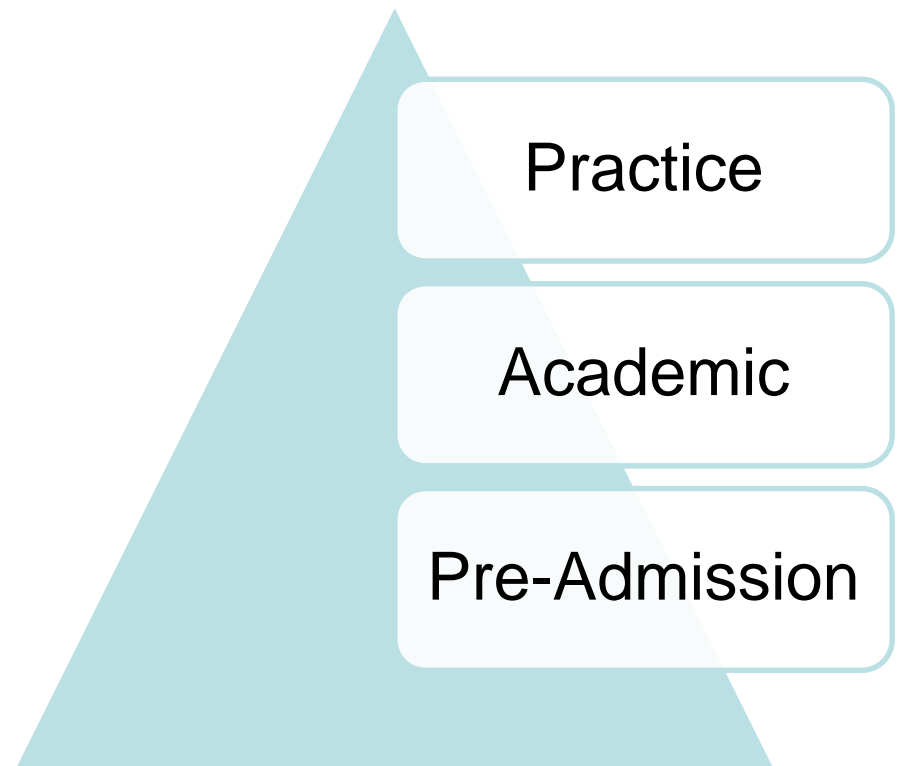
Intense academic program combined with work schedule (ca. 4 semesters @ 11 week per year!) – difficult to schedule

Some employers value international assignments, others avoid them!

Most partner universities have longer term or semesters (negotiation with company required for extra time)

Rich Opportunities for Globalization!

„Kolleg“ – University prep program for international high school graduates
International recruitment (full bachelor's)
Classic academic semester abroad
Praktika – internship abroad
International Program in Business
International Program in Engineering
Departmental or class global programs (one week to 2 semesters)
Summer Schools (Chile, China, USA, etc.)
Campus-wide focus but
Statewide programs as well



Opportunities for improvement: „Dual“ Internationalization

“Sell” global opportunities better to Chairs and Professors

(DHBW has Presidential Directive: globalization takes precedence over curriculum details)

“Sell” better to partner companies: demonstrate the advantages of early global experience in careers of young managers

Improve pre-departure training

Improve “shock” and support for returning students

Systematically “infuse” globalism into curriculum and campus life (opportunities for students who do not or cannot go abroad)

Now a few points specifically on Campus Mosbach (inc. Bad Mergentheim)



Major Highlights in the Region



Heidelberg



Castle Hornberg



Duale Hochschule



Technical Museum in Sinsheim



Frankfurt



Bad Wimpfen



Castle Guttenberg



Mannheim



Stuttgart



Rothenburg
o. d. Tauber

Wuerzburg





Angewandte
 Informatik
 Applied Information Systems

AI


Bauwesen -
 Fassadentechnik
 Civil Engineering – Facade
 Technology

FS

Bauwesen -
 Projekt-
 management
 Civil Eng. – Project Mgmt.

PM

E-Mobility
 E-Mobility

EM

Elektrotechnik
 Electrical Engineering

ET

Holztechnik
 Wood Technology

HT

Kunststofftechnik
 Plastics Technology

KT

Internationale
 Produktion/
 Logistik
 Int'l. Production/Logistics

IPL

Int. Technisches
 Projekt-management
 Engineering
 Int'l. Technical Project Mgmt.

ITP

Informations-
 technik
 Information Technology

IT

Maschinenbau
 Mechanical Engineering

MB

Mechatronik
 Mechatronics

MT

Virtual
 Engineering
 Virtual Engineering

VE

Verfahrenstechnik
 Automotive Electronics

VT

Wirtschaftsing.
 ITVM*
 Business Engineering –
 Int'l. Technical Sales Mgmt.

ITV

Bank
Banking **BK**

Electronic
Business **EB**
Electronic Business

Handel
Trade **HD**

Holz-Betriebs-
wirtschaft **HH**
Timber Trade

Industrie
Industry **IN**

Industrie -
Zeitarbeit **ZA**
Industry – Temporary
Employment

Industrielles
Service-
management **ISM**
Industrial Service Mgmt.

Internationaler
Handel **IH**
International Trade

**Junior Program of
Business
Administration** **JP**

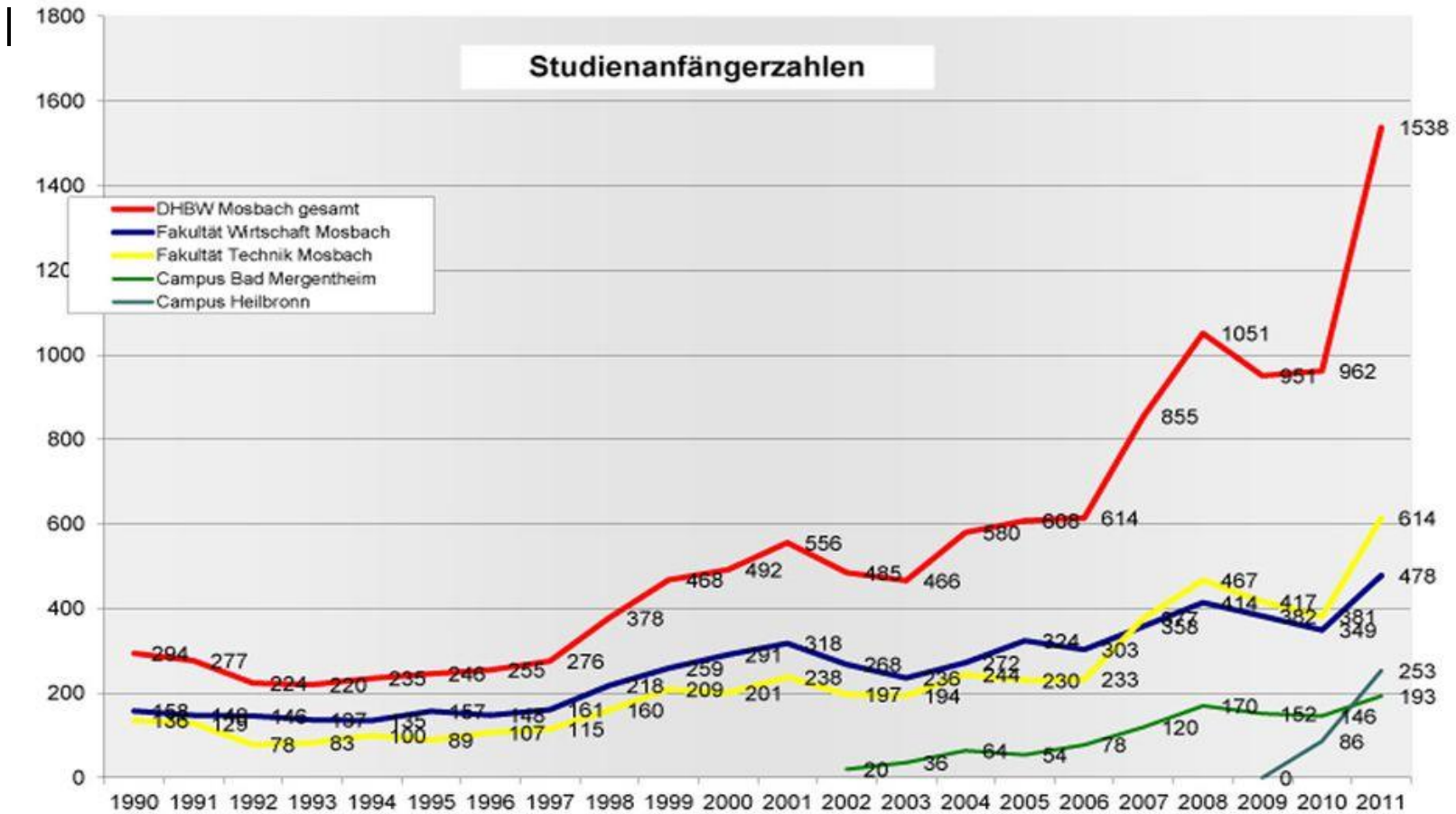
Onlinemedien **ON**
Online Media

Steuern und
Prüfungswesen **SP**
Accounting, Taxes & Auditing

Vertriebs- und
Koop.-management **VK**
Sales & Cooperation Mgmt.

Warenwirtschaft
und Logistik **WL**
Supply Chain Management

Wirtschafts-
informatik **WI**
Business Information Systems



22 % of all degree students study abroad for at least one semester (2010/11)

More engage in a practice semester abroad, through their companies

Student Exchange/ Study Abroad

→ **Outgoings:** One semester or one year of studies in Engineering or Business at a partner university (with full recognition of credits) - 2010/11: 182 students; 2011/12: 167 students; **2012/13: approx. 220 students**

→ **Incomings:** Free selection of courses or modules in different degree programs in Engineering and Business taught in German and in English in Mosbach and Bad Mergentheim – 2010/11: approx. 70 students - **2011/2012: approx. 62 students (40 MOS/22 MGH)**

DHBW Mosbach cooperates with universities all over the world...





**(based on a 6 semester Bachelor's program,
+2 for American equivalent)**

Kolleg – prep program for international students

Semester abroad – primarily in the 4th theory semester

Internship abroad – predominantly in the 4th theory semester

Summer School – in the 2nd or 4th (eventually the 6th) internship semester

IPB (Int'l Prog. Bus.) – in the 3rd or 4th theory semester

IPE (Ont'l Prog. Engineering) – in 6th theory semester

Various other opportunities (class or departmental trips, full year abroad in certain departments, etc.)

EUROPE

Denmark

International Business Academy, Kolding

Finland

Central Ostrobothnia University of Applied Sciences, Kokkola
Laurea University of Applied Sciences, Espoo

France

Ecole La Mache – Centre de Formation, Lyon
IDRAC, Lyon
ESDES an der Université Catholique de Lyon, Lyon
Université de Franche-Comté, Besançon

Great Britain

Anglia Ruskin University, Chelmsford, England
Cardiff University, Cardiff, Wales
Staffordshire University, Stafford, England
University of Glamorgan, Pontypridd, Wales

Ireland

Athlone Institute of Technology, Athlone

The Netherlands

Hogeschool Zeeland, Vlissingen

Poland

University of Economics in Katowice, Katowice

Russia

Bauman Moscow State Technical University, Moskau
St. Petersburg Polytechnical University, St. Petersburg

Sweden

University West, Trollhättan

Slovakia

University of Economics in Bratislava, Bratislava

Slovenia

University of Ljubljana, Ljubljana

Spain

Universidad de Alcalá, Madrid
Universidad Politécnica de Valencia, Alcoy
Europäische Wirtschaftsakademie, Madrid

Czech Republic

Mendel University of Agriculture and Forestry, Brno

Turkey

Istanbul Kültür University, Istanbul

Hungary

Budapest College of Management, Budapest
Budapest University of Technology and Economics, Budapest
Szent István University, Gödöllő
University of Pécs, Pécs
SZE Győr

USA

NAU (Northern Arizona University), Flagstaff, Arizona
California State University System, California
University of California, Riverside, California
UNF (University of North Florida), Jacksonville, Florida
GVSU (Grand Valley State University), Grand Rapids, Michigan
Augsburg College, Minneapolis, Minnesota
OSU (Oregon State University), Corvallis/Bend, Oregon
Texas State University, San Marcos, Texas

Canada

University of Waterloo, Waterloo, Ontario

Chile

Universidad Técnica Federico Santa María, Valparaíso

Ecuador

Universidad de Cuenca, Cuenca
ESPE – Escuela Politécnica del Ejército, Quito
ESPOCH (Escuela Superior Politécnica de Chimborazo), Riobamba
Universidad Católica Santiago de Guayaquil

Colombia

Corporación Universitaria Empresarial Alexander von Humboldt, Armenia
Fundación Universitaria Empresarial de la Cámara de Comercio de Bogotá, Bogotá
Corporación Universitaria Autónoma de Occidente, Cali
Corporación Universitaria Tecnológica de Bolívar, Cartagena
Universidad Autónoma de Bucaramanga, Bucaramanga

Egypt

GUC – German University in Cairo

Australia

Griffith University, Brisbane/Logan/Gold Coast, Queensland
University of the Sunshine Coast, Sippy Downs, Queensland

China

SEU (Southeast University), Nanjing

Georgia

European School of Management, Tbilisi

Japan

Momoyama Gakuin University, Izumi, Ōsaka

Korea

Ajou University, Suwon
CAU (Chung-Ang University), Seoul

New Zealand

NMIT (Nelson Marlborough Institute of Technology), Nelson

Singapore

NYP (Nanyang Polytechnic), Singapore

Mexiko

Tecnológico de Monterrey, Monterrey (Hauptcampus)
UNID, Tlalneplantla/Luis San Potosi/Zacatecas

Peru

Universidad de San Martín de Porres, Lima

THANK YOU!

