DHBW
Duale Hochschule
Baden-Württemberg

Cooperative Education at DHBW

The Successful Learning Model of the Baden-Wuerttemberg Cooperative State University

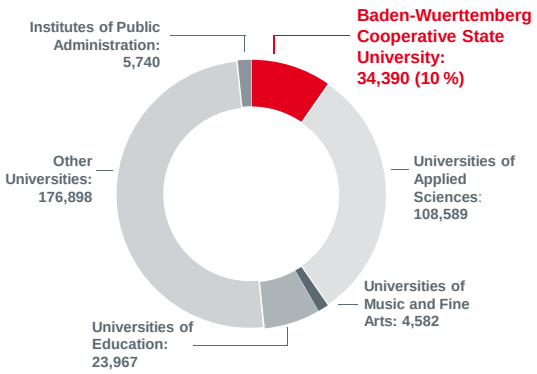
Prof. Dr. Ursina Boehm
Head of Department International Business, DHBW Mannheim

www.dhbw.de

DHBW

Higher Education Institutions & Enrolled Students Winter Term 2014/15 Baden-Wuerttemberg

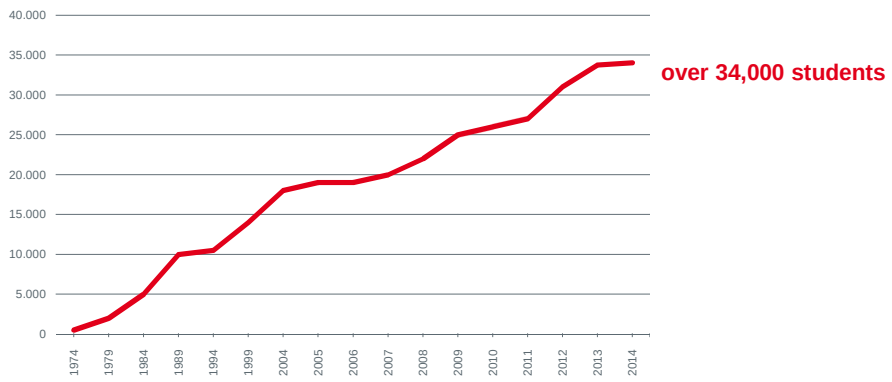
Overall over 354,000 enrolled students (Baden-Wuerttemberg, winter term 2014/2015*)



* According to the Statistisches Landesamt Baden-Württemberg: http://www.statistik-bw.de/BildungKultur/Landesdaten/studInsgg.asp

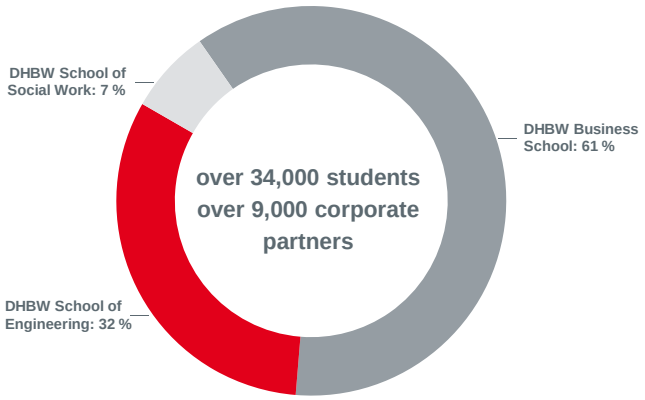
DHBW

Students Enrolled at DHBW 1974 – 2014



DHBW

Allocation of Students: DHBW School of Engineering, DHBW Business School & DHBW School of Social Work



DHBW

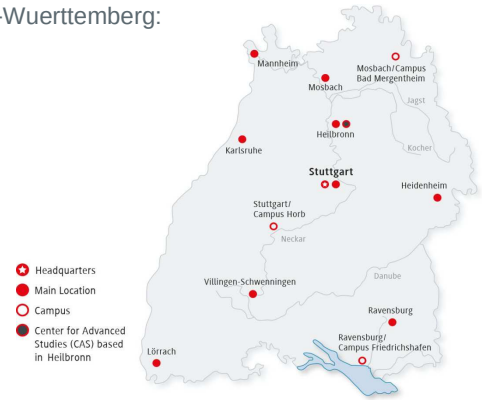
DHBW: Based on the US State University System

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

  » **9 DHBW locations** &
  » **3 DHBW campuses**

  » **over 34,000 students**
  » **over 9,000 corporate partners**

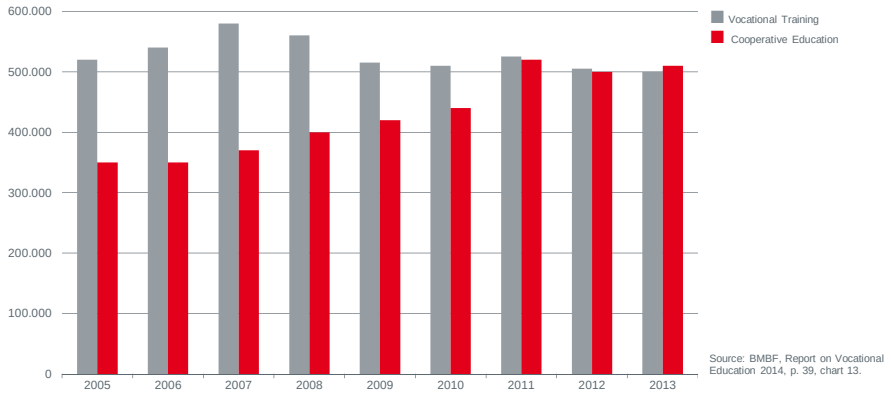
- DHBW is the first German **higher education** institution offering degree programs with an **integrated on-the job training**



DHBW

Cooperative Education in Germany

Number of enrolled first-year students in Germany (2005 to 2013)

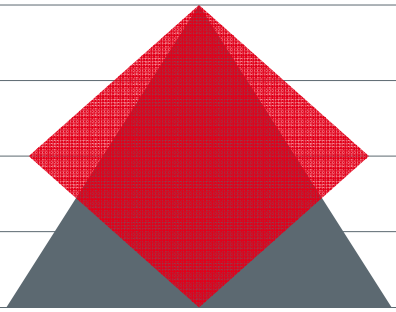


Source: BMBF, Report on Vocational Education 2014, p. 39, chart 13.

DHBW

The Shift of Qualification Demand within the Economy:

QUALIFICATION LEVEL	Past	Future
Executive Managers, Project Managers, Technical Experts		
Degree (Bachelor's, Master's)		
Vocational Qualifications		
Unskilled Labor		



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

DHBW

Cooperative Higher Education: Academic Learning + Workplace Training

THEORETICAL KNOWLEDGE

Intensive 3-month phases of academic learning at one of the 12 DHBW locations and campuses

+

PRACTICAL EXPERIENCE

3-month work placements at one of over 9,000 partner companies and social institutions ('corporate partners')

ACADEMIC LEARNING > **Integration of Theory & Practice in the Curriculum** < **WORKPLACE TRAINING**

DHBW

Cooperative Higher Education: Theory and Practice Integrated

THEORETICAL KNOWLEDGE

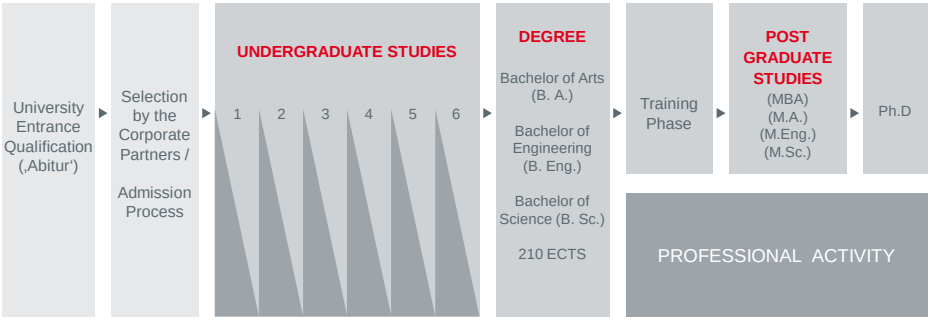
- At DHBW academic knowledge is conveyed by more than **700 full-time professors** and **9,000 associate lecturers**.
- This guarantees that the students are provided **applied** and **up-to-date knowledge** from the chosen professional field.

PRACTICAL EXPERIENCE

- Work placement at one of over **9,000 partner companies and social institutions** enables the students to reality-test their careers.
- As a result, co-op students have a clearer sense of their career objectives than the students of other higher education institutions.

DHBW

DHBW: Organization of the Study Process



DHBW

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

Advantages for Enrolled and Prospective Students

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

DHBW

Advantages for Partner Companies and Social Institutions

- Admission process: co-op students are selected by the corporate partners
- Industry-related studies for future executives and field experts
- Excellent performance of cooperative students
- Corporate socialization of the young generation of qualified employees
- Early talent retention
- Active cooperation of companies and social institutions (university partners)

DHBW

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.

DHBW

DHBW Study Programs

Degree Programs **Business**	Heidenheim	Heilbronn	Karlsruhe	Lörrach	Mannheim	Mosbach	Mosbach / Bad Mergentheim	Ravensburg	Stuttgart	Villingen-Schwenningen
Business Administration										
Banking	•		•		•	•		•	•	•
Controlling & Consulting										•
Service Sector Management/- Marketing	•	•			•				•	
Financial Services				•				•	•	
Food Management		•								
Health Care Management				•	•		•	•	•	
Management in Commerce	•	•	•	•	•	•		•	•	
Craft									•	
Real Estate Management					•				•	
Management in Industry	•		•	•	•	•		•	•	•
International Business	•		•	•	•		•	•	•	•
Media and Communications								•		
Exhibition, Congress and Event Management					•			•		
Small and Medium Sized Enterprise										•
Public Sector Administration					•					
Human Resources Management/Employment Services				•						•
Transport and Logistics	•			•	•					
Technical Management										•
Business Studies with Tourism and Hospitality				•				•		
Insurance	•		•		•				•	
Business Development					•					

Accounting Taxation Commercial Law										
Accounting & Controlling					•				•	
Business Taxation, Corporate Accounting, Finance						•				
Tax & Audit			•		•				•	•
Auditing									•	•
Commercial Law									•	
Business Information Systems										
Application Management				•	•	•			•	
Business Engineering	•							•		•
Sales & Consulting			•	•	•				•	
Software Engineering			•	•	•					
International Management for Business and Information Technology					•				•	
Media										
Digital Media					•					
Media Design								•		
Online Media						•				
International Business Management										
International Business Management				•						
Entrepreneurship										
Entrepreneurship			•							
Applied Healthcare Science										
Applied Healthcare Science**	•				•				•	
Applied Nursing Science										
Applied Nursing Science*									•	
Physiotherapy										
Physiotherapy**				•						

DHBW

DHBW Study Programs

Degree Programs **Engineering**	Heidenheim	Karlsruhe	Lörrach	Mannheim	Mosbach	Mosbach / Bad Mergentheim	Ravensburg / Friedrichshafen	Stuttgart	Stuttgart / Horb
Physician Assistant		•							
Construction					•				
Electrical Engineering		•	•	•	•		•	•	•
Wood Technology					•				
Computer Science	•	•	•	•	•		•	•	•
Aeronautical Engineering							•		
Mechanical Engineering	•	•	•	•	•		•	•	•
Mechatronics		•		•	•			•	•
Mechatronics International			•						
Medical Science and Technology	•								
Paper Technology		•							
Safety, Health and Environmental Engineering		•							
Business Administration and Engineering	•	•	•	•	•	•	•	•	•

Degree Programs **Social Work Studies**	Heidenheim	Stuttgart	Villingen-Schwenningen
Social Work			
Work, Integration and Social Security		•	
Education and Profession			•
Case Management in the Social and Healthcare Sector	•		
Pedagogy for Looked After Children	•	•	
Child Care and Families	•	•	•
Social Work with Children and Young People		•	
Network and Local Community Work			•
Social Work with Older People	•		
Social Management	•		
Care and Rehabilitation		•	
Social Work in the Justice System		•	
Early Years		•	
Social Work in the Health Care Sector		•	•
Social Work with People with Mental Health and Addiction Issues			•
Social Work with People with Disabilities			•
Social Economy			
Social Economy			•
Interprofessional Healthcare			
Interprofessional Healthcare**	•		

* pilot study program with integrated on-the-job training
** work-study degree program

DHBW

DHBW Students and Alumni

«While studying at the former *Berufsakademie Baden-Wuerttemberg* I was able to combine profound academic studies with extensive workplace experience.»

Thomas Edig

Dr. Ing. h.c. F. Porsche AG

Deputy Chairman of the Executive Board
Executive Board Member for Human Resources and Welfare

Graduate in Business Administration

DHBW

DHBW Students and Alumni

«I fondly reflect on my time at the *Berufsakademie* and recall the amazing team spirit and the sense of community.»

Tina Bozbayir

ABB Training Center GmbH & Co.

Head of the Department for Vocational Engineering Training

Graduate in Engineering

DHBW

Moving towards Success with renowned Corporate Partners

adidas GROUP · SIEMENS · DAIMLER · LIDL · Ritter SPORT
PORSCHE · HARTMANN · IBM · Alcatel·Lucent · caritas
Deloitte. · BOSCH Technik fürs Leben · STIHL · ALDI SÜD · WÜRTH
DECATHLON · KÄRCHER · Coca-Cola · elringklinger · WITTENSTEIN
TRUMPF · ThyssenKrupp · FESTO · hp · Allianz

DHBW

DHBW Corporate Partners

DUALER PARTNER DHBW

«Cooperative education enables both domestic and outbound employment and encouragement of young talented professionals, allowing them to adjust to our practical challenges.»

Franz Fehrenbach

Chairman of the Supervisory Board and Managing Director of the Robert Bosch Industrietreuhand KG

Robert Bosch GmbH
Corporate partner since 1974

BOSCH Technik fürs Leben

DHBW

DHBW Corporate Partners

«As a high tech enterprise we depend on the fruitful ideas that our competent employees can develop in a both application-oriented and creative manner. Therefore, DHBW is our valuable partner.»

Dr. phil. Nicola Leibinger-Kammüller

Chair of the Executive Board

TRUMPF GmbH + Co. KG
Corporate partner since 1976

DHBW

DHBW Corporate Partners

«The students get to know both our company in general and often one of our international locations. Upon completion of their studies it is immediately clear in what corporate division of the wenglor company the students can efficiently perform – according to their professional skills and passions.»

Rafael und Fabian Baur

Chief Executive Officers

wenglor sensoric gmbh
Corporate partner since 1997

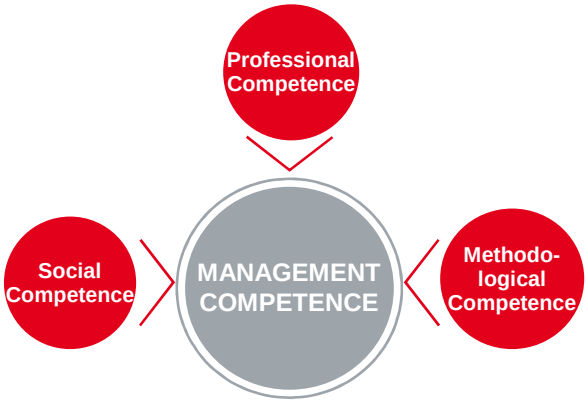
DHBW

DHBW

BACK-UP

DHBW

DHBW Education Goals



DHBW

Cooperations Worldwide

DHBW

DHBW Corporate Partners

«Many of the exceedingly more than 3,000 cooperative graduates of Daimler have proven their qualities within our company through their impressive development.»

Wilfried Porth

Human Resources Director
Industrial Relations Director

Daimler AG
Corporate partner since 1974

DAIMLER

DHBW

DHBW Corporate Partners

«We search for highly motivated talented young professionals, who are open towards innovative tasks and solutions and enjoy the challenging work in international teams. The DHBW graduates have these prerequisites.»

Martina Koederitz

Chair of the Executive Board

IBM Deutschland GmbH
Corporate partner since 1975

IBM