

Internationalisation at Aalen University

– Players & Strategy –

– International Marketing of German Higher Education –

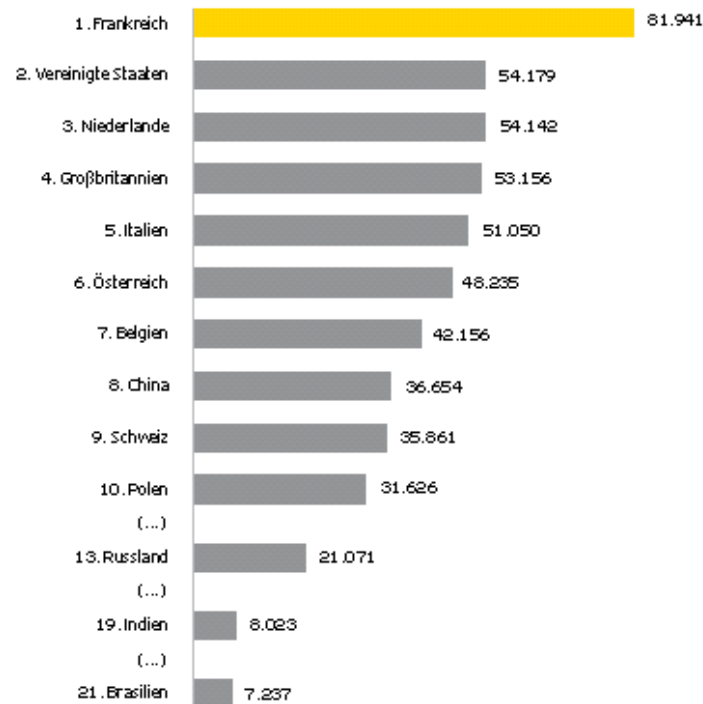




Internationalisation Goals

- 1. Graduates well prepared for the global market
- Why? **Germany = Export-Nation.**

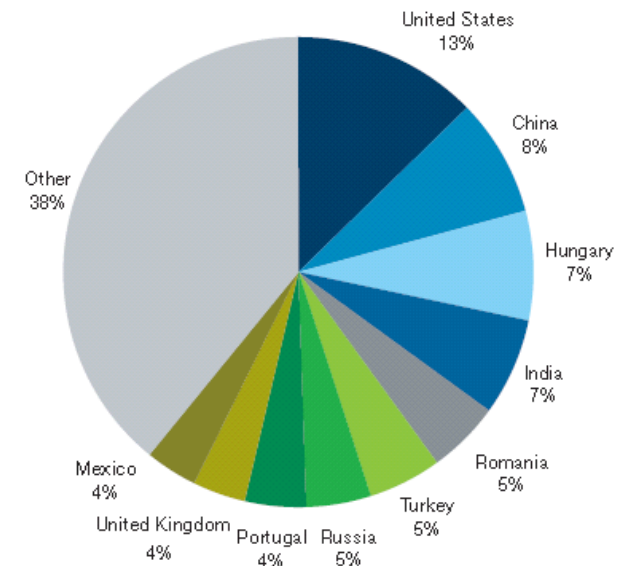
(2009 in Millionen Euro)



Angaben in Millionen Euro
Quelle: Statistisches Bundesamt

Top destinations of German companies, by estimated jobs

2008





Internationalisation Goals

- 2. Universities well prepared for International Students
- Why? **Growing deficit of High Qualified Potentials.**

	2015	2020	2025	2030
• Erziehungswissenschaften, Lehramt	-25%	-35%	-39%	-40%
• Rechts-, Wirtschaftswissenschaften	-7%	-10%	-12%	-15%
• Ingenieurwissenschaften	-17%	-22%	-27%	-32%

Abweichung des Arbeitskräfteangebots von der Nachfrage; Quelle: PROGNOSE 2009

Every German University will have the following goal starting from 2020

- **Well prepared for the Competition on the Educational Market**
- **Why? Demographic Change.**
 - Less people come to start studies starting from 2020
 - Population decrease of about 4.1 Millionen up to 2030
 - Deficit of working people between 4.2 and 5.2 Millions
 - Until 2030 a shortage of around 2.4 Millionen Graduates on the working market.
 - Increasing Competition between Universities to fill capacities
 - Attractiveness of larger cities will increase at the disadvantage of smaller cities

International Marketing in German Higher Education

- [DAAD](#) (support and funding for co-operations)
- [GATE-GERMANY](#) (support in international marketing)
- [Research in Germany](#) (to attract international researchers)
- [Study in Germany](#) (to attract international students)
- [STUDY-GUIDE BW](#) (to attract international students for ba-wü)
- [bw-i](#) (support for ba-wü universities in international marketing)

Practice orientation as Leverage Effect for Internationalisation



The University environment: global players in the neighborhood including many many small and medium sized companies



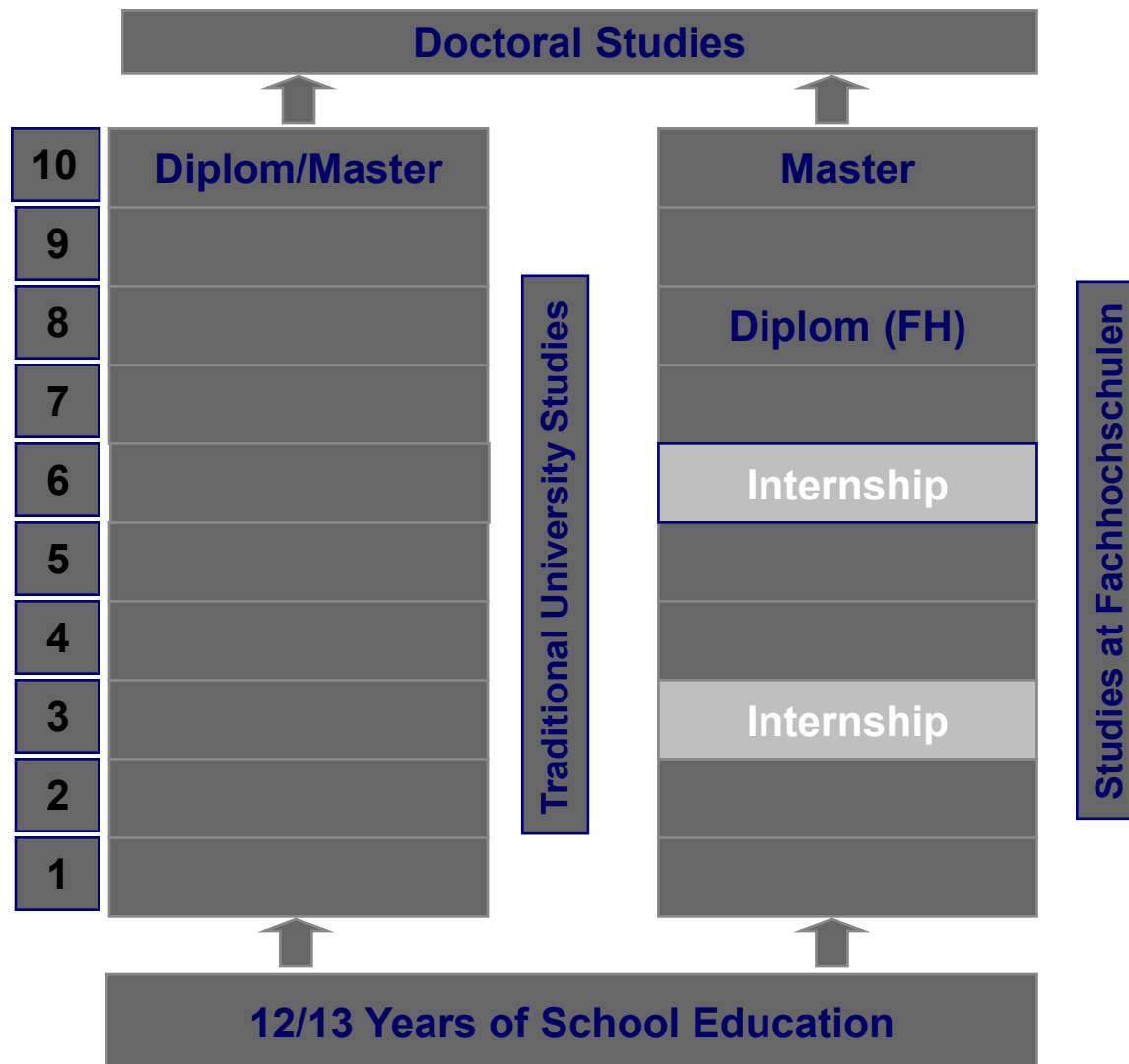
Practice oriented Education



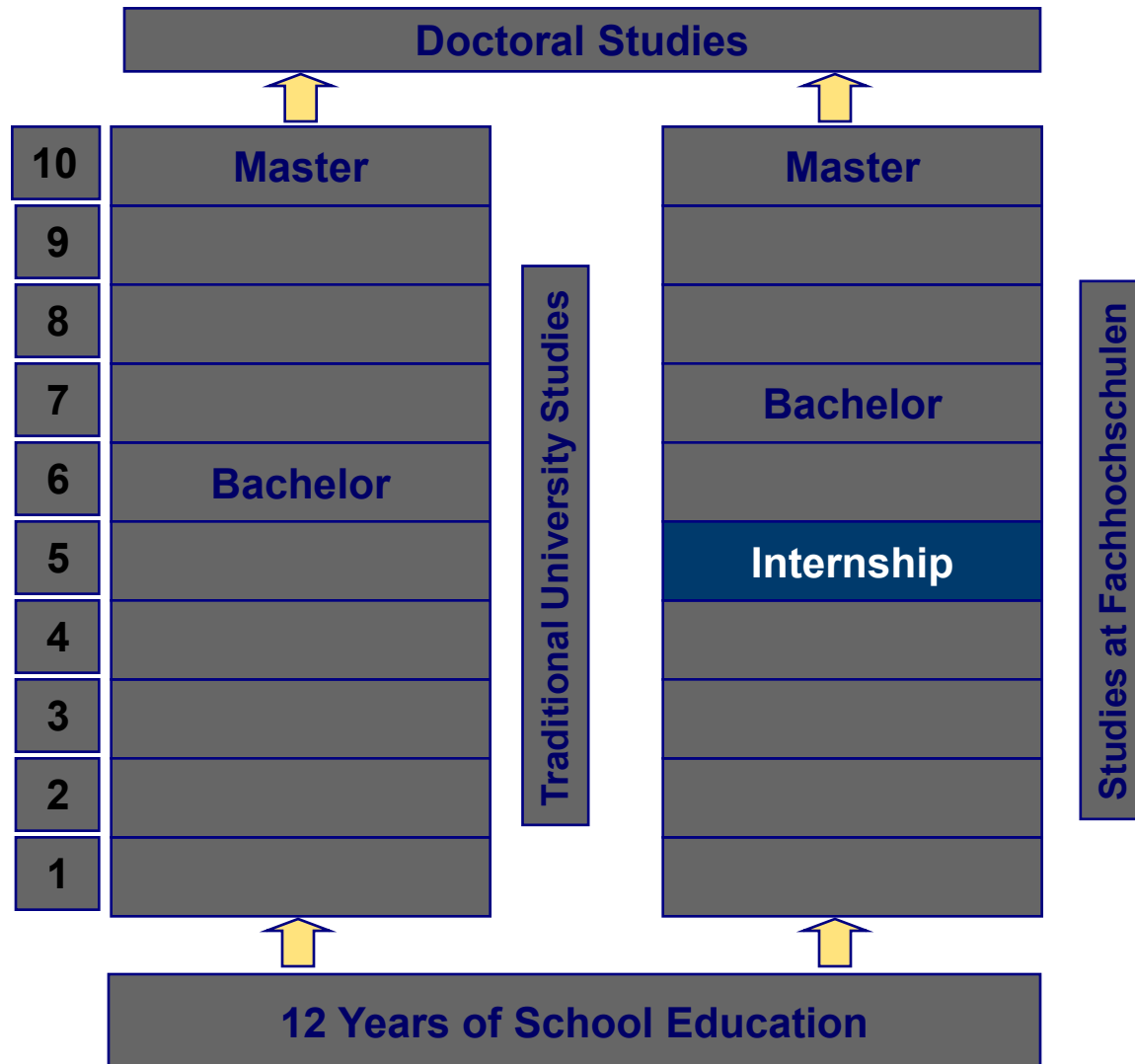
Teaching & Curricula / Syllabuses

- The Bachelor at Universities of Applied Sciences must prepare for direct employment on the labour market
- Practical elements are introduced into the syllabuses:
 - Lab work
 - Projects: → Prof. Dr. Ulrich Holzbaur
 - Group assignments
- Students should also train their social (and intercultural competences) as expected & discussed with companies
- 5th Semester in Industry for a placement is compulsory
- Bachelor Theses in Companies are supported
- Curricula / Syllabuses are developed in cooperation with industry, e.g. within the frame of advisory boards (what qualifications are expected?)





DEGREE STRUCTURES IN GERMANY



DEGREE STRUCTURES IN GERMANY

Advantages of internships with the job search

- Companies recruit students through the practical placement
- Theoretical knowledge is deepened and strengthened and is put into practice directly
- Connection created between studies and work practice
- Smooth Transition from the World of Learning to the World of Working

Support from the University

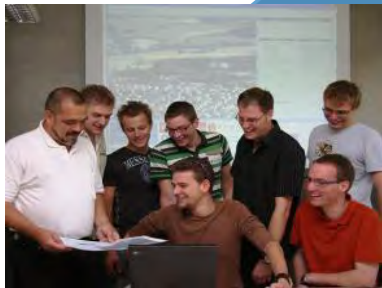
- Requiring & Assisting, in terms of
 - ... Supporting in process, but self-initiative is necessary,
 - ... Finding soft and job skills
- „Helping to be Independent,“ favouring independence
- Close-knit network of information providers
- Individual consultation on all levels
- Directing and assisting: from planning to return
- „Returnees“-involvement in process, even after graduation

4 Important Elements in Advising & Supervision



**Faculties /
Departments**

Career Center



**International
Relations Office**

**Experts from
Industry**



Connecting Aalen University with Industry

- Annual Career Fair (AIM)
 - Opportunity to network
 - Companies present themselves
 - Inform students of practical placements
- Job Wall with concrete internship offers
- Professors from industry share contacts
- Company representatives sit in University Council



The screenshot shows the homepage of the 'AIM for students' website. The header features the AIM logo with 'Aalener Industriemesse an der Hochschule Aalen' and 'for students' text. A navigation menu includes 'Home', 'Die Messe', 'Rückblick', 'Anmeldung', 'Kontakt', and 'Hochschule Aalen'. Below the menu, there are three photographs showing students and professionals at the career fair. The main text area contains a welcome message and information about the 18th annual event, scheduled for Wednesday, October 31, 2012, from 9-14 Uhr. It mentions that the fair has been held since 1994 and provides a link to the application form for exhibitors.

Compulsory Industrial Placements from the View of Faculties and Departments

- **Excerpt of the Study and Examination Regulations (SPO)**
 - **§8 Pre studies internship: compulsory for most of the engineering study programs**
 - **§9 Compulsory placement in the 5th semester with generally between 95 and 110 working days**

Responsibilities of Students & Departments

- Each student is responsible to find his/her own internship
- Departmental Internship Office Director responsible for formalities
 - Writing recommendation letters
 - Approving concrete company placement offers
 - Signing funds/scholarship applications
 - Evaluating Placement Reports
 - Validating internships

Examples of Practical Placements provided by the International Relations Office

- Informational events for all departments
- Informational events directly in department
- Individual consultation per appointment
- Further events with external guest speakers from placement and funding organisations

Professors & Lecturers

- 140 Professors with longstanding professional experience in industry
- Industry experience compulsory (minimum 3 years) otherwise no Professorship; 5 years of prof. experience in total required + PhD
- Since a couple of years: are required to be able to teach in English Language
- Salaries: Fix Part + Δ (for research, third party funds ...)
- Sabbatical: every 4.5 years for half a year: research semester, mostly in industry (or research institutes)
- About 200 additional Lecturers: come all from industry and are specialists in their fields



Company Networks (where & how?)

- Just in front of the door (Regional Economy)
- Subject Oriented (Professional Associations, Bodies of Employers e.g. Southwest Metal Industry Association, National Electronic Engineers Association and so on...)
- International Networks thanks to compulsory Placements abroad
- Introduction of Industry in Boards like Board of Governors or Board of Trustees
- Regular Organisation of (Recruiting) Fairs and Conferences on chosen topics (in Aalen like Die Casting, Technical Sales Mgt, SME Enterprises Days...)
- **ALUMNI !!!**



Practice Oriented – Network with Businesses

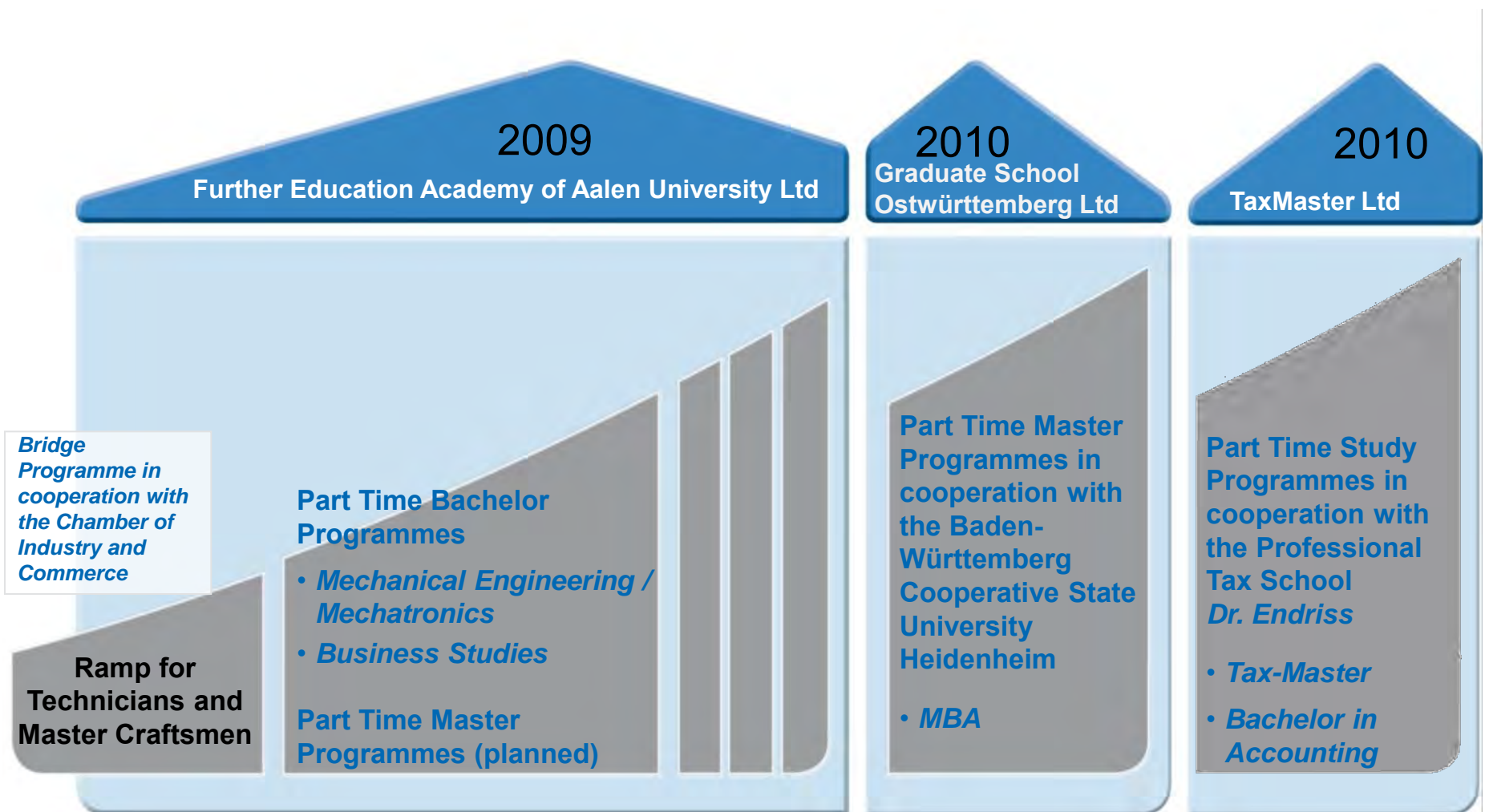
- Companies/Foundations award special prizes to students, including the Karl Kessler Prize, the Kreissparkasse Ostalb University Prize, ZFLS Prize, Prize for Technology and Medicine, IWO Prize
- Aalen University has 9 endowed professorships (Professor Chairs) in the areas of
 - Direct Customer Relationship Management
 - Business Start-Ups
 - Machine Tools and Milling Production Technologies
 - Optical Production Technologies
 - Automotive Engineering
 - Health Management (4 professorships)



Part Time Programmes (Further Education) for Professionals



Part Time Programmes at Aalen University



Employers of the WBA Students (Engineers)

Leitz GmbH&Co. KG

Voith GmbH

Liebherr Werk Ehingen GmbH

MAPAL Dr. Kress KG

Carl Zeiss AG

Schwäbische Hüttenwerke GmbH

Ricardo Deutschland GmbH

EMAG Automation GmbH

BSH Bosch und Siemens Hausgeräte GmbH

Schwenk Zement AG

Tyco Electronics AMP GmbH

Daimler AG

ZF Lenksysteme GmbH

Behr GmbH

Gigatronik Stuttgart GmbH

TRW Automotive GmbH

Riehle Maschinenbau GmbH & Co. KG

SHW Storage & Handling Solutions GmbH

Maschinenfabrik Alfing Kessler GmbH

Kocher-plastik Maschinenbau GmbH

TÜV Süd Industrie Service GmbH

Awards for the Further Education Academy WBA

National Award of Further Education 2010 for the Aalen Concept of Studies from the renowned „Haus der Technik“



[Deutscher-Weiterbildungspreis.de](#) | Home

"And the winner is..."

Alexandra Jürgens hat mit ihrem maßgeschneiderten Studienmodell für beruflich Qualifizierte den Deutschen Weiterbildungspreis 2010 gewonnen.

Das maßgeschneiderte Studienmodell ermöglicht es Meistern, Technikern und beruflich Qualifizierten, berufsbegleitend einen akademischen Titel im Bereich Maschinenbau und Mechatronik zu erlangen. Auf diese Weise kann eine neue Zielgruppe zu einem akademischen Abschluss gebracht werden. Die Idee für dieses Konzept ist angesichts des regionalen Fachkräftemangels entstanden und zeigt mit Weitblick eine Lösung zur notwendigen Ausrichtung auf die Anforderungen der heutigen Arbeitswelt auf.

Die Preisverleihung fand am 10. Februar 2011 im Rahmen eines feierlichen Festaktes im HDT in Essen statt, moderiert von Kristin Gräfin von Faber-Castell.

Wir gratulieren Alexandra Jürgens und bedanken uns bei den vier weiteren Finalisten, die der Jury die Entscheidung nicht leicht gemacht haben. Ein herzliches Dankeschön auch an alle übrigen Bewerber um den Deutschen Weiterbildungspreis 2010.

[Pressemittteilung zur Verleihung des Deutschen Weiterbildungspreises 2010](#)



April 2011

Initiative Award 2010 of the German Association of Chambers of Industry and Commerce Education and Further Education



September 2010



Structural Links to Industry

Boards with External Members

- **University Council (Board of Governors):** 11 Members; 5 Internal Members, 6 External Members (currently from University of Ulm, Bosch, Voith, Zeiss, Deutsche Bahn, Mapal); Much power, decides about the Rector Candidates, the Budget, Professor Appointments etc. ; meets 4 times a year.
- **Board of Trustees:** about 40 Members; all from Industry and other Organisations like e.g. the Chamber of Industry and Commerce; Only Consulting Function; meets twice a year.
- **Association of Friends and Supporters of the University:** many companies are members and are also sponsoring the University.

Summary – Practice Oriented Education & Research

- Student Projects & Theses with Partners
- Compulsory Placements for Students
- Applied Research & Steinbeis Transfer Centres
- Professorships sponsored by Industry
- EULE / NIKE Innovation Centre
- Part Time Programmes for Professionals of the Industry
- Board of Trustees consisting mainly of Company Representatives
- Board of Governors with a Majority of External Members

(Typical) Requirements of Companies

- **„We need people who know how to walk on an international parquet floor “**

(Dr. Ruffer, Director Trainee-Program of Siemens)

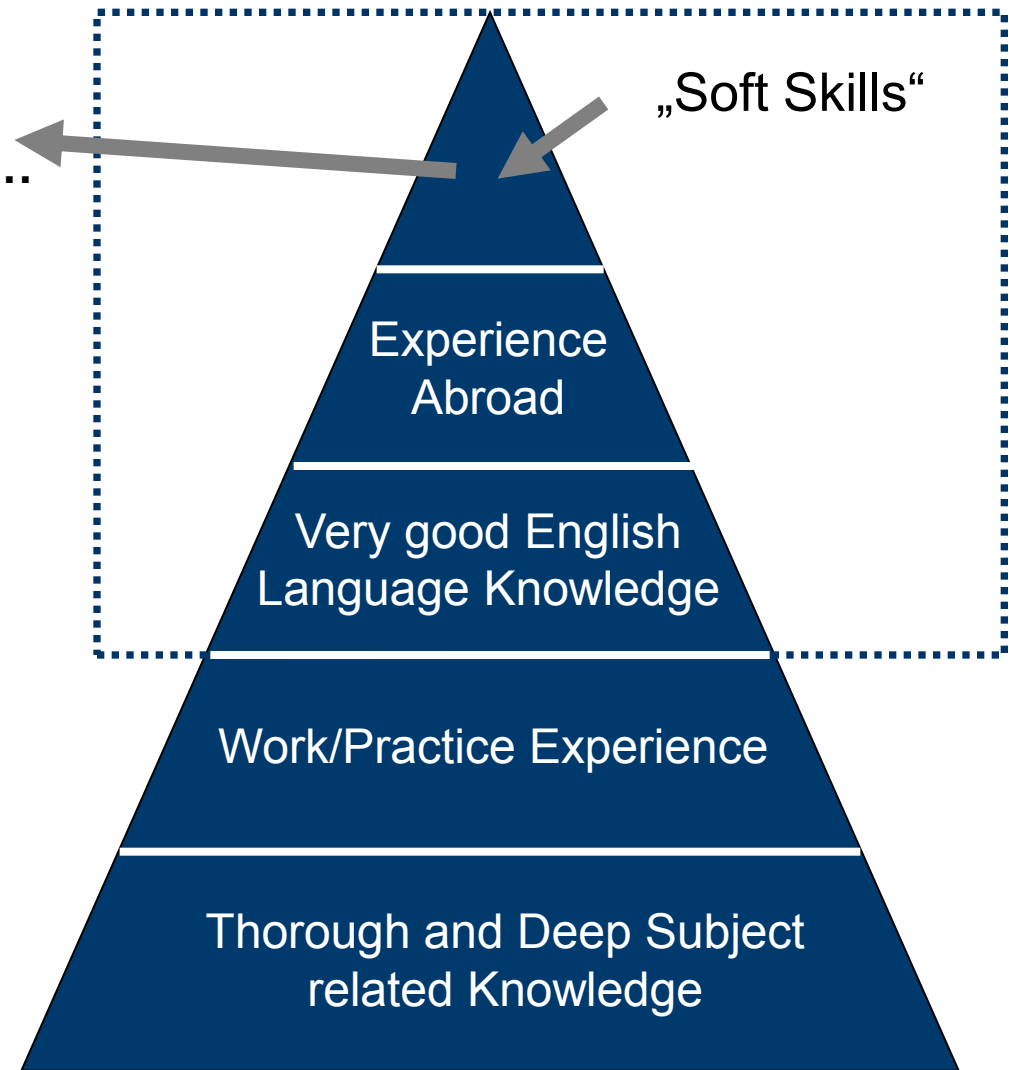


(Typical) Requirements of Companies

**„Soft Skills“ =
Extracurricular Competences , like...**

- Communication & Social Skills,
- Interdisciplinary Knowledge
- Teamwork Competences,
- Adaptiveness,
- Flexibility,
- Mobility,
- Tolerance,
- Intercultural Understanding and Sensibility,

... can be aquired in a particularly effective way through a stay abroad !



Quiz about the International Market of Education

- Which nation in Latin America has the most highly ranked university, according to Shanghai JiaoTong's 2012 "Academic Ranking of World Universities"? **Brazil**
- Which national government has given out "megagrants" of up to EUR 3.5 million each to 40 world-class researchers yearly since 2010? **Russia**
- Which country enrolls just 12% of its university-aged population, yet still has the third-largest higher education enrolment in the world, at approximately 13.5 million? **India**
- Which country has supposedly surpassed the United States in enrolling the world's largest student population in higher education? **China**
- In which country the largest ethnic group provides the smallest participation ratio in higher education studies? **South-Africa**

Remember: „the BRICS Countries!“

Agenda

- Importance of Internationalisation
- Organisational Structure
- Internationalisation
- Student Exchanges
- Networks
- International Projects



Importance of International Cooperation

- Very high importance, written into structure and development plan.
- Aalen University promotes its students' personal development, to enable to employ their skills and undertake responsibility in their career and in society as highly-qualified employees and leaders in globally-oriented businesses.
- Encouragement of study-integrated stay abroad and increase in the attractiveness of the university for international students and visiting scientists.
- Promotion of exchanges, English-language courses, cooperative doctoral programmes, network projects in research and education.

The International Relations Office Team

OUTGOINGS



Studies Abroad
Nichola Adams



**Internships
Abroad**
Karin Kadow



Director
Pascal Cromm

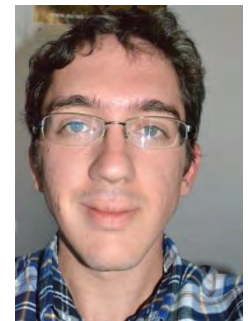


Educational Projects In & Out
Martina Kübler

INCOMINGS



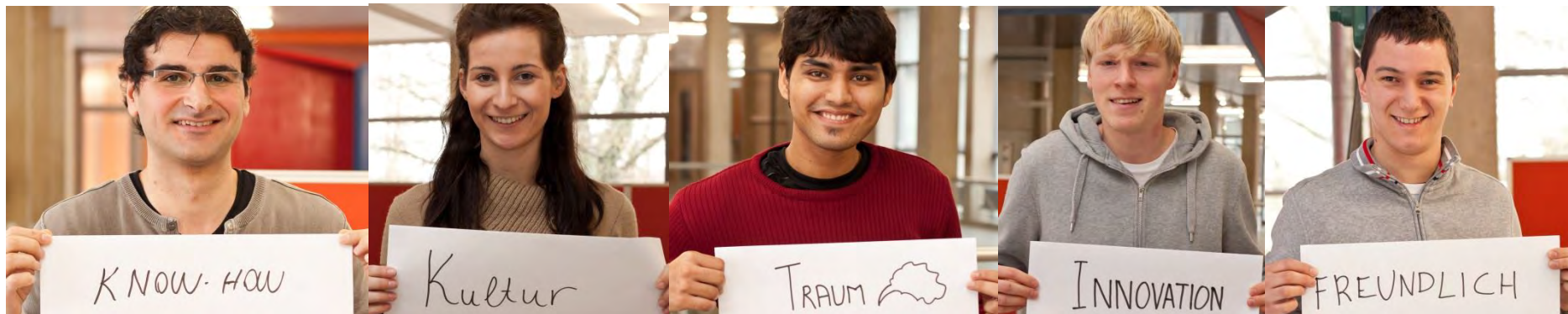
**International
Student Studies**
Antje Discher



Tutor 2013/2014
Nicolas Gibney

International Center

- Language Center and International Relations Office combine services
- Purpose: to create synergies that will strengthen internationalisation
- Goals:
 - Centre of excellence for teaching languages and intercultural skills
 - Centre for support and integration activities in the university, in society, and in the working world.
 - Centre for International University Marketing, student recruitment
 - Further co-operation with universities and organisations both in Germany and abroad



Internationalisation Facts

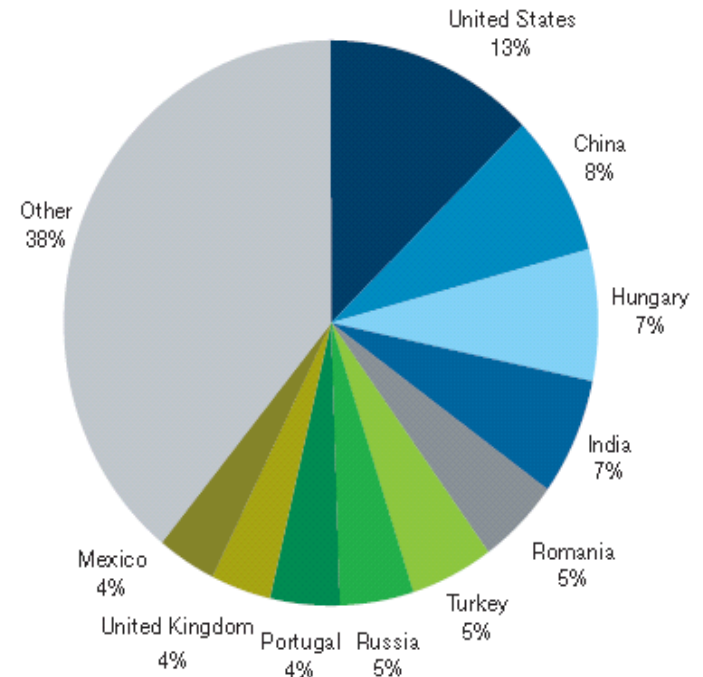
- 95 Partner Universities on every continent
- 464 international students from more than 60 nations
- 32% of the 2012 graduates completed at least one semester abroad during their studies.
- Top destinations for Aalen students (2012):
 1. USA (28%)
 2. Spain (16%)
 3. China (10%)
 4. UK (7%)
 5. Sweden (4%)
- 4th Place on the National List for European Erasmus Mobility Grants in Placements

Aalen University

- Goals:
 - Prepare Graduates for Global Market
 - Prepare University for International Students
 - Starting in 2020: Prepare University for increased competition in educational market
 - Demographic changes
 - Less students applying to universities
 - Increase number of outgoing students to 40% until 2018
 - Increase number of incoming students to 15 % until 2018
 - Networking

Top destinations of German companies, by estimated jobs

2008



Europe

- Double Degree Programmes with Universities in France (Master in Business Studies), the UK (Bachelor in Business Studies, Chemistry & Computing Science),
- Doctorate Agreements with Universities in the UK (Business Studies), Spain (Optometry and Optoelectronics)
- Participation in EU Projects in Education and Research, including in third-party countries

North America

- Strategic cooperation with universities in Maine and Pennsylvania at master and bachelor levels, including professor exchanges in business studies
- Strategic optometry partnerships with Pacific Oregon University and the Boston College of Optometry at the master level (joint realisation)

Latin America

- Double degree programmes with universities in Argentina with the Universidad de Belgrano, Buenos Aires and in Mendoza in the field of business studies (soon)
- Baden-Württemberg-Programme with Monterrey Tech. for numerous courses of study

Asia & Oceania

- Programme „Language & Praxis“ with Chinese partner universities for business studies and engineering.
- Consortia Member of the Baden-Württemberg State Malaysia Programme to educate degree seeking Malaysians in Engineering topics
- Doctorate cooperation with universities in Australia.

Middle East & Africa

- Consortia Member of the German-Jordanian University, Amman (Industrial Management).
- Strategic partnerships with Central University of Technology in Bloemfontein, South Africa for numerous courses of studies as well as doctorate cooperations.

German Academic Exchange Service (DAAD)

DAAD

Deutscher Akademischer Austausch Dienst
German Academic Exchange Service

wandel durch **austausch** • change by **exchange** •

- Funding Organisation
- Motto: “Change by Exchange”
- Aalen University funding from DAAD for its various programmes and projects.

German Rectors‘ Conference

HRK German Rectors‘ Conference

The Voice of the Universities

- Platform where ideas and experiences are shared
- A way for Aalen University to exchange ideas and improve its own action plans for internationalisation

European University Association



- Represented in 47 Countries
- Forum where universities can keep informed about changes and trends in higher education and research policies

Southwest University Federation (Hochschulföderation Südwest)

- 6 Universities of Applied Sciences (Aalen, Esslingen, Heilbronn, Mannheim, Ravensburg-Weingarten, HdM Stuttgart)
- 30.000 Students together
- To create synergies among others in Internationalisation



HfSW

Euclides-Network

- Four Goals
 - Start student and staff exchanges
 - Set up and finish research projects
 - Create contacts and co-operation with private companies
 - Exchange information and expertise
- Aalen University can set up projects and programmes with in this network
 - Promote international exchange
 - Internationalise



Ciência sem Fronteiras Alemanha

Ciência sem Fronteiras 
Alemanha   

- Brazilian scholarship holders in engineering studies for studies and placements (12 to 18 months) to Aalen University

Consortia Member of the Ba-Wü State Malaysia-Program

- Malaysia gvt scholarship holders in engineering as degree seeking students at Aalen U.



Consortia Member of the German-Jordanian University

- Curricula dvpt in Industrial Management; GJU-Students for studies and placements (12 months) at Aalen U.



الجامعة الألمانية الأردنية
German Jordanian University

Consortia Member of Ba-Wü State Monterrey Tech Program

- Exchange with Students from Monterrey Tech., Mexico



MOST KIND



MOST KIND

Mentoring **OST**württemberg

Kooperative **I**ntegration

Nicht-**D**eutscher Studierender

www.most-kind.de

- Partner with 3 other Universities in Baden-Württemberg State
 - Duale Hochschule Baden-Württemberg Heidenheim
 - Hochschule für Gestaltung in Schwäbisch Gmünd
 - University of Education in Schwäbisch Gmünd
- International Student Support
 - Excursions
 - Buddy Programme
- Intercultural Trainings
 - Students Trainings
 - Employee Trainings

TOM – Technical Office Management

- Common Curriculum Development
 - Technology Management
- Opportunity for Double Degree
- Partnered with Katholieke Hogeschool Sint-Lievens (KAHO), Université Claude Bernard LYON 1, University of East London, Universitatea ‘Stefan cel Mare’, and Fachhochschule Joanneum GmbH



DIES – Dialogue on Innovation Higher Education Strategies

- International Experience Exchange
- Purpose: Partnership and co-operation between universities in developed and developing countries
- Specifically to Aalen University:
 - Partnerships with universities in Peru and Chile



Cap4Com – Capacity for Competency on Innovation Higher Education Strategies

- Building University-Enterprise Partnerships in Armenia, Georgia, and Ukraine



Historical Perspective: Internationalisation Milestones

• Internationalisation Milestones

- 1977: First international contacts with the French Institut des Sciences de l'Ingenieur de Nancy – first for sports activities and later for academic exchange
- 1985: Formal partnership with the University of Strasbourg, France (Chemistry)
- 1988: Formal partnership with the Teesside Polytechnic, UK (Mechatronics)
- 1993: Institution of the International Relations Office
- 1994: Formal partnerships with universities in China and Hungary
- 1997: First double degree in Materials Science (between Rouen and Aalen)
- 1997: Internationalisation is topic at the first strategy meeting of Aalen University leaders (rectorship, academic senate, deans, head of departments)
- 1999: Institution of the English taught course offer (MSc in Polymer Technology)
- 2000: Full application of the ECTS system
- 2001: Creation of an independent Language Centre and the registered “International Society Aalen e.V. (ISA) to foster internationalisation activities of Aalen University
- 2002: Internationalisation is part of the newly instituted Structure & Development Plan (valid until 2007 and currently in its 2nd phase 2008-2013)
- 2006: Switch from “Diplom” to internationally recognised Bachelor/Master degrees
- 2012: Institution of an International Center (IRO and Language Center)

Aalen University

- Internationalisation written into Structure and Development Plan
- Six internationalisation points
 - Aalen University students abroad (Outgoings)
 - Students from other countries at Aalen University (Incomings)
 - Aalen University professors as visiting professors at foreign universities
 - Professors from foreign universities as visiting professors and in some cases permanent professors at Aalen University
 - International “flair” at Aalen University
 - International education projects

Thank you very much for your attention!

