

Cooperative Higher Education at DHBW

Employer Engagement in Baden-Württemberg

ACUP - La formació universitària dual | Barcelona (E) | 20 May 2015
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Baden-Württemberg Cooperative Education: Combination of Academic Learning and Work Experience

The German Federal State of Baden-Württemberg:

- One of the leading economic regions in Europe.
- Home to internationally renowned corporations and thousands of successful small and medium-sized enterprises
- Innovative drive and inventive spirit
- High level of productivity
- Low unemployment rate.



DHBW Stuttgart Facts and Figures

Indicators	Germany	Baden-Württemberg	Stuttgart Metropol
Inhabitants	82 Millions	11 Millions	3 Millions
Area	357000 km ²	36000 km ²	3700 km ²



Moving towards success by cooperative vocational and higher education with renowned partners:

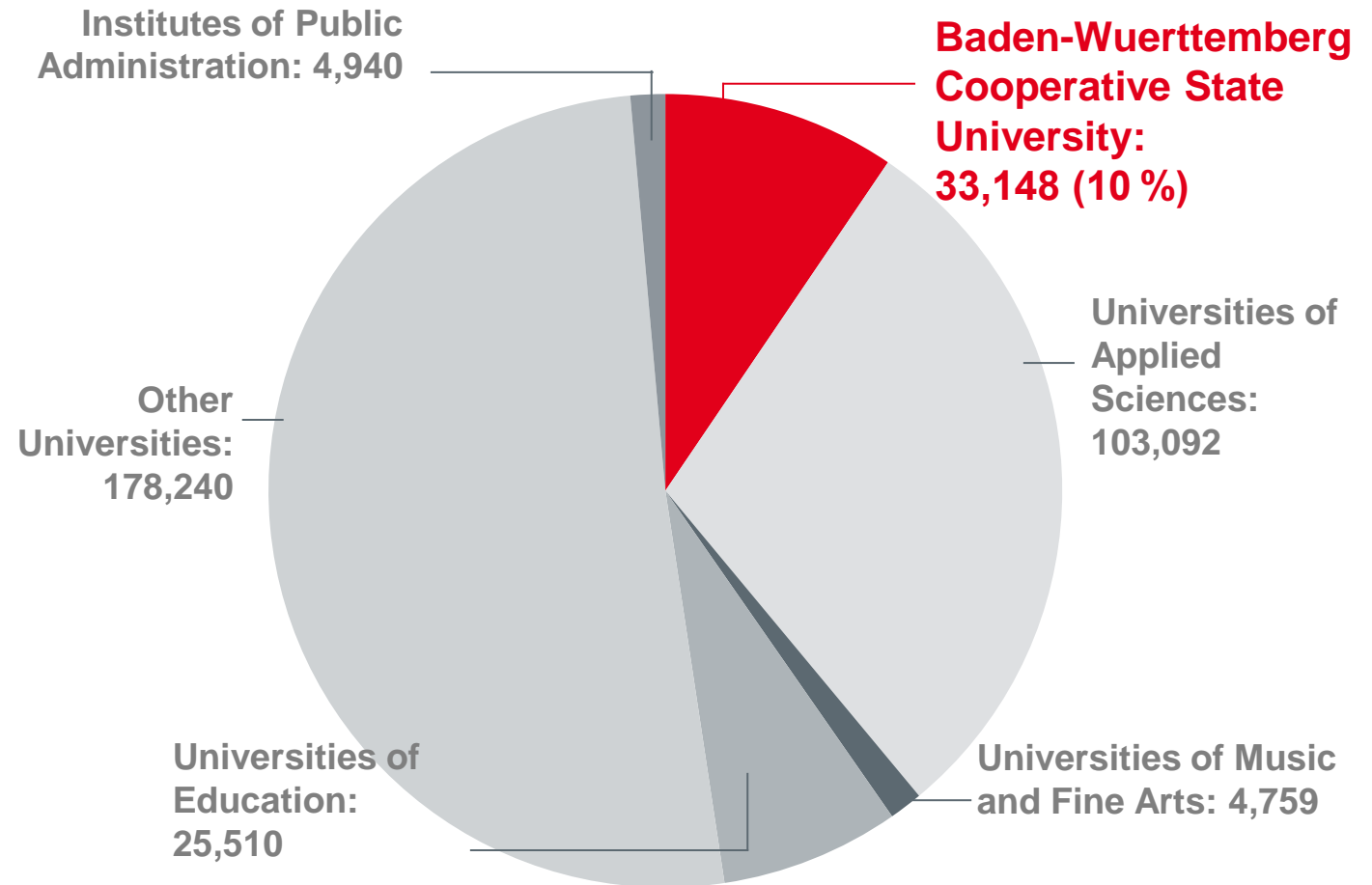


The Shift of Qualification Demand within the Economy:



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

Higher Education Institutions & Students enrolled



Overall:
 350,000
 students enrolled
 (Baden-Wuerttemberg,
 winter term 2013/2014*)

* According to the Press Release StaLA, Stuttgart, 25. November 2013 – Nr. 347/2013: preliminary figures are based on the first releases of the higher education institutions (<http://www.statistik.baden-wuerttemberg.de/Pressemit/2013347.asp>)

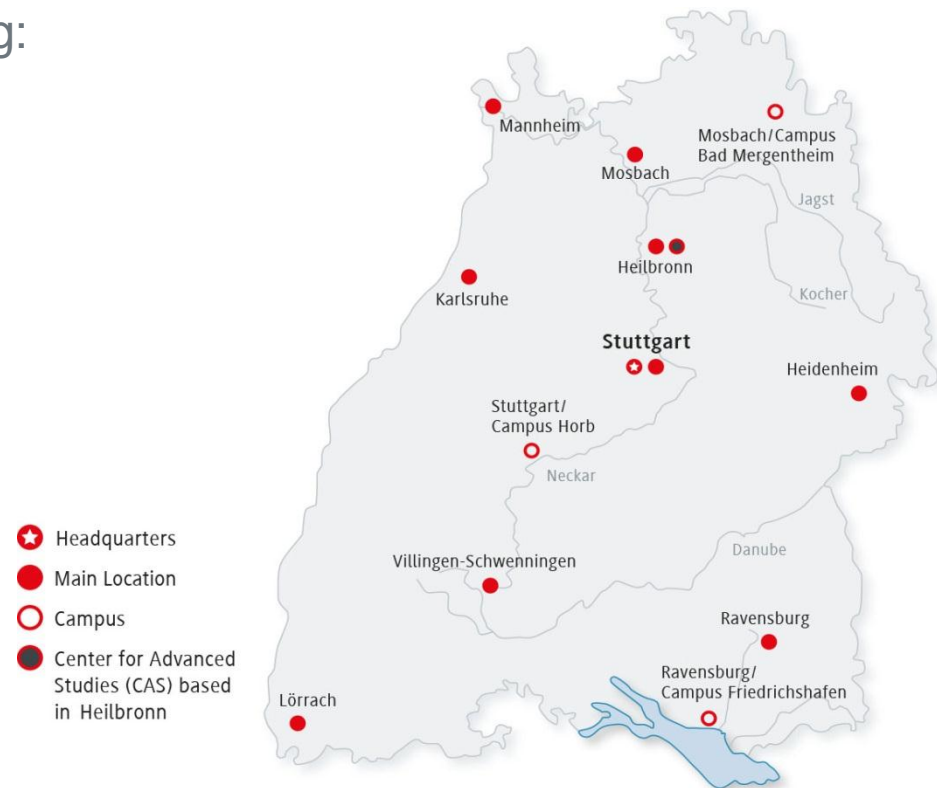
DHBW - A State University System

DHBW is one of the largest institutions for higher education in Baden-Württemberg:

- » 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



DHBW - Cooperative Higher Education

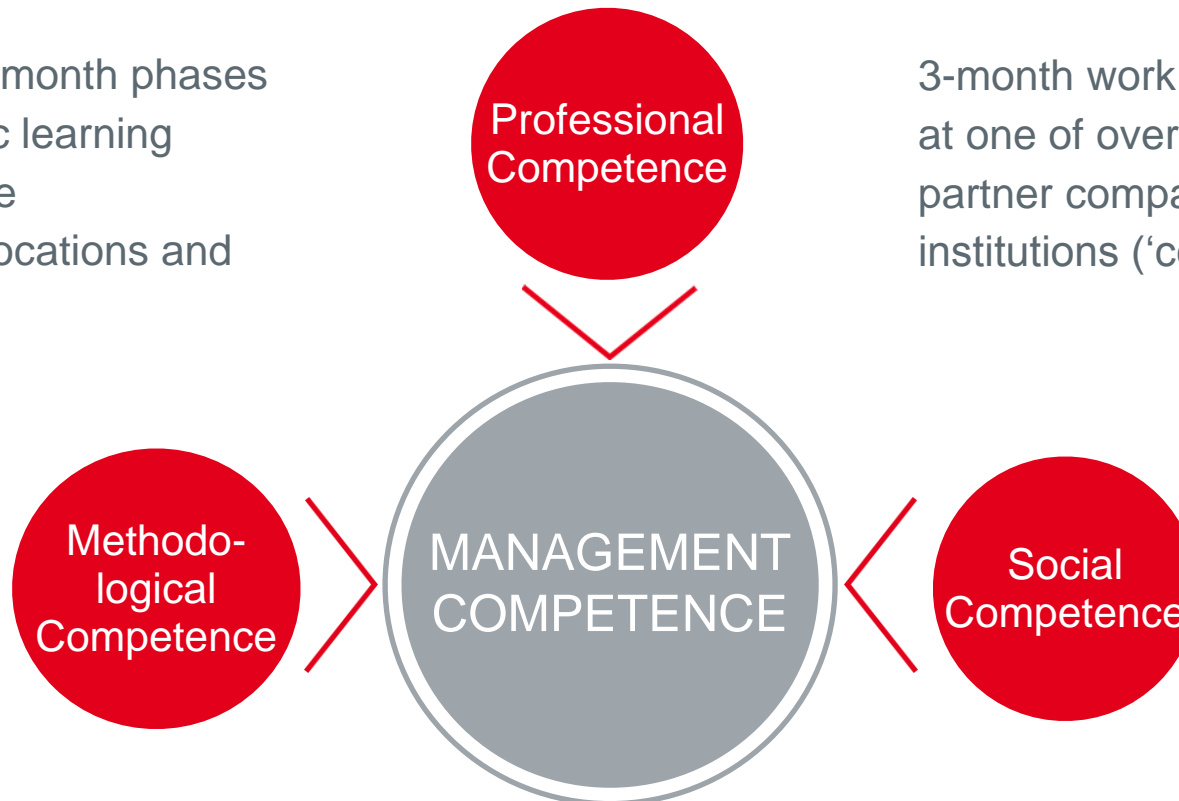
THEORETICAL KNOWLEDGE

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

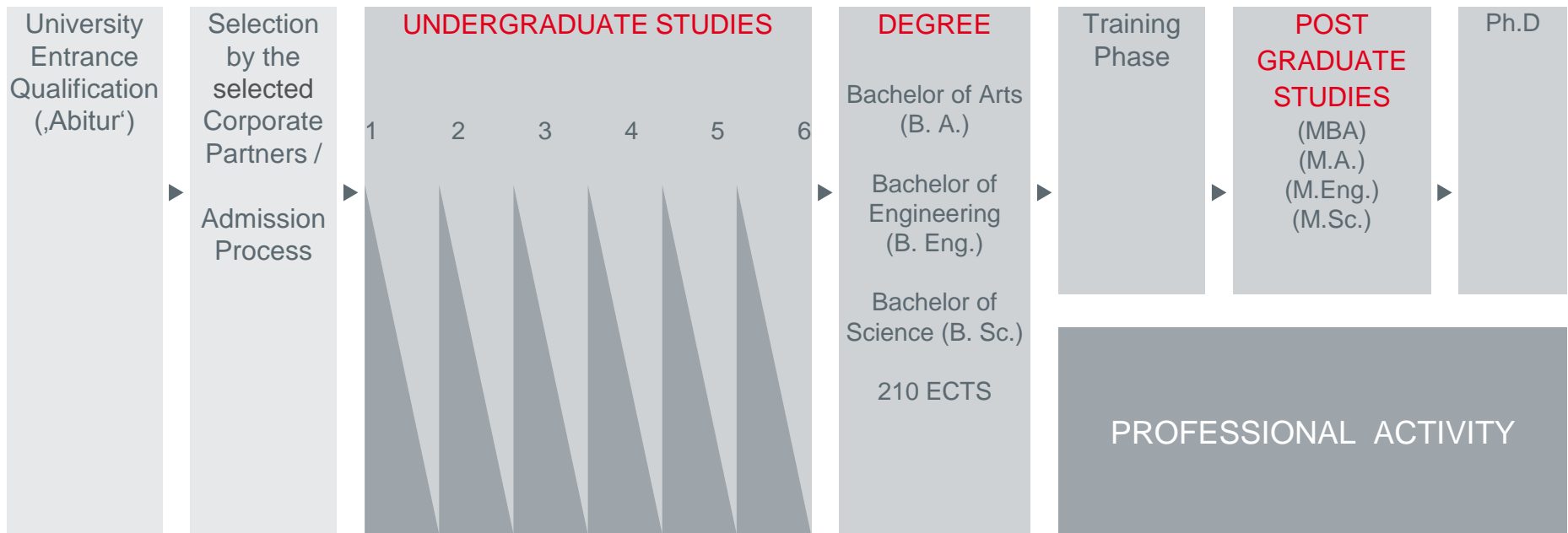


PRACTICAL EXPERIENCE

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

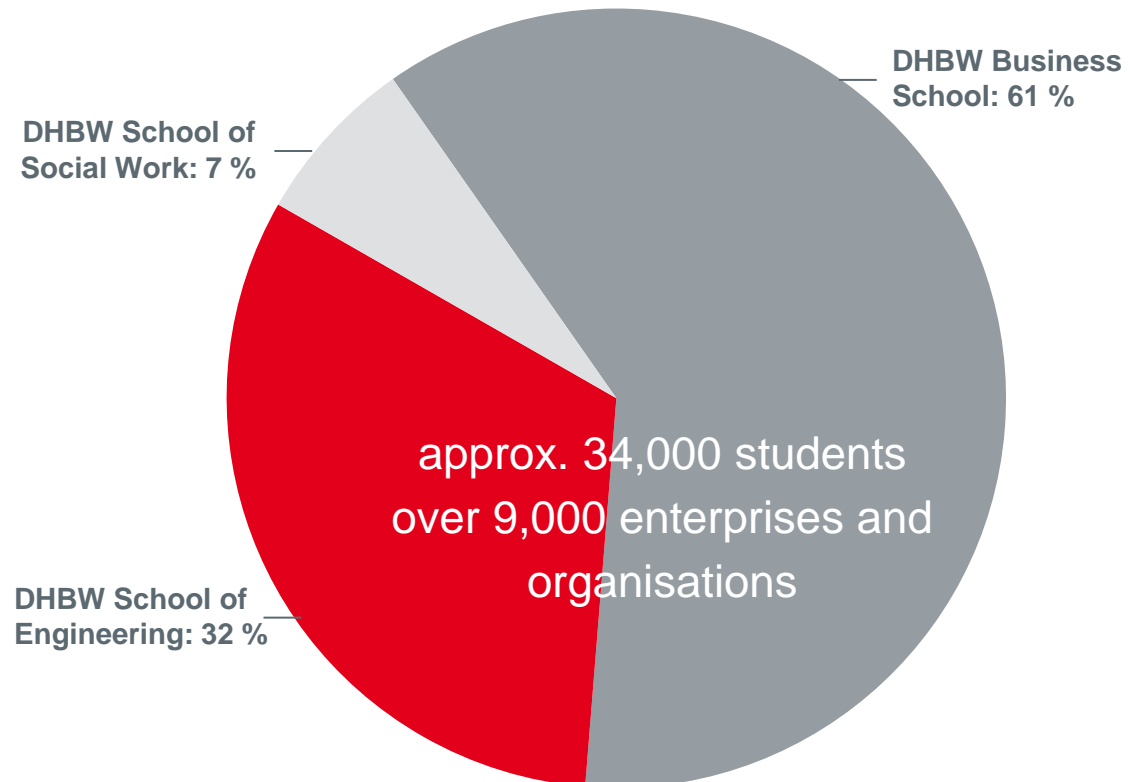
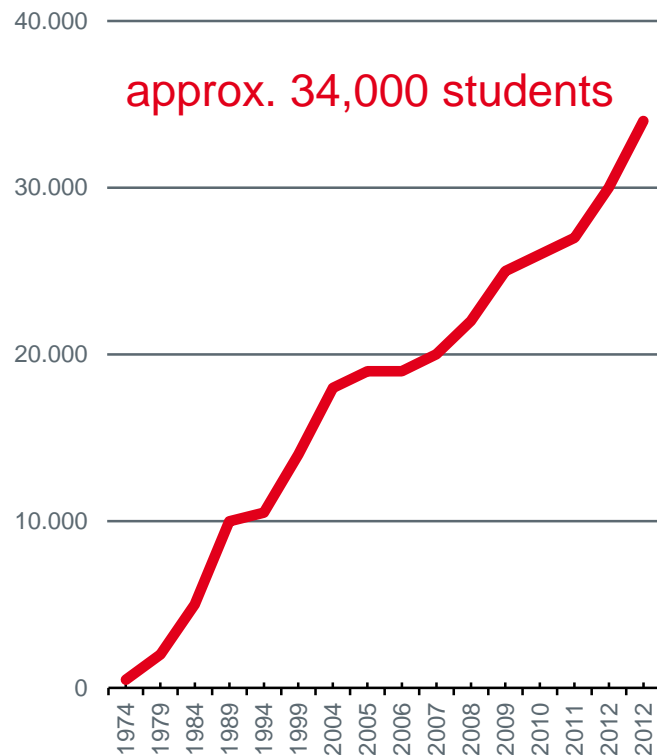


DHBW - Study Process and Academic Workload



**210 ECTS credits within 3 years for B.A., B.Sc. and B.Eng.
 90 ECTS credits within 2 years part-time M.A., M.Sc. and M.Eng.**

Allocation of Students: Engineering – Business - Social Work



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.



Advantages for Enrolled and Prospective Students

- Advantageous combination of vocational training and higher education
- Excellent opportunity to reality-test one's career
- 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



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
- Early talent retention
- Corporate socialization of the young generation of qualified employees
- Active cooperation of companies and social institutions (university partners)
- Excellent performance of cooperative students



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 %)



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

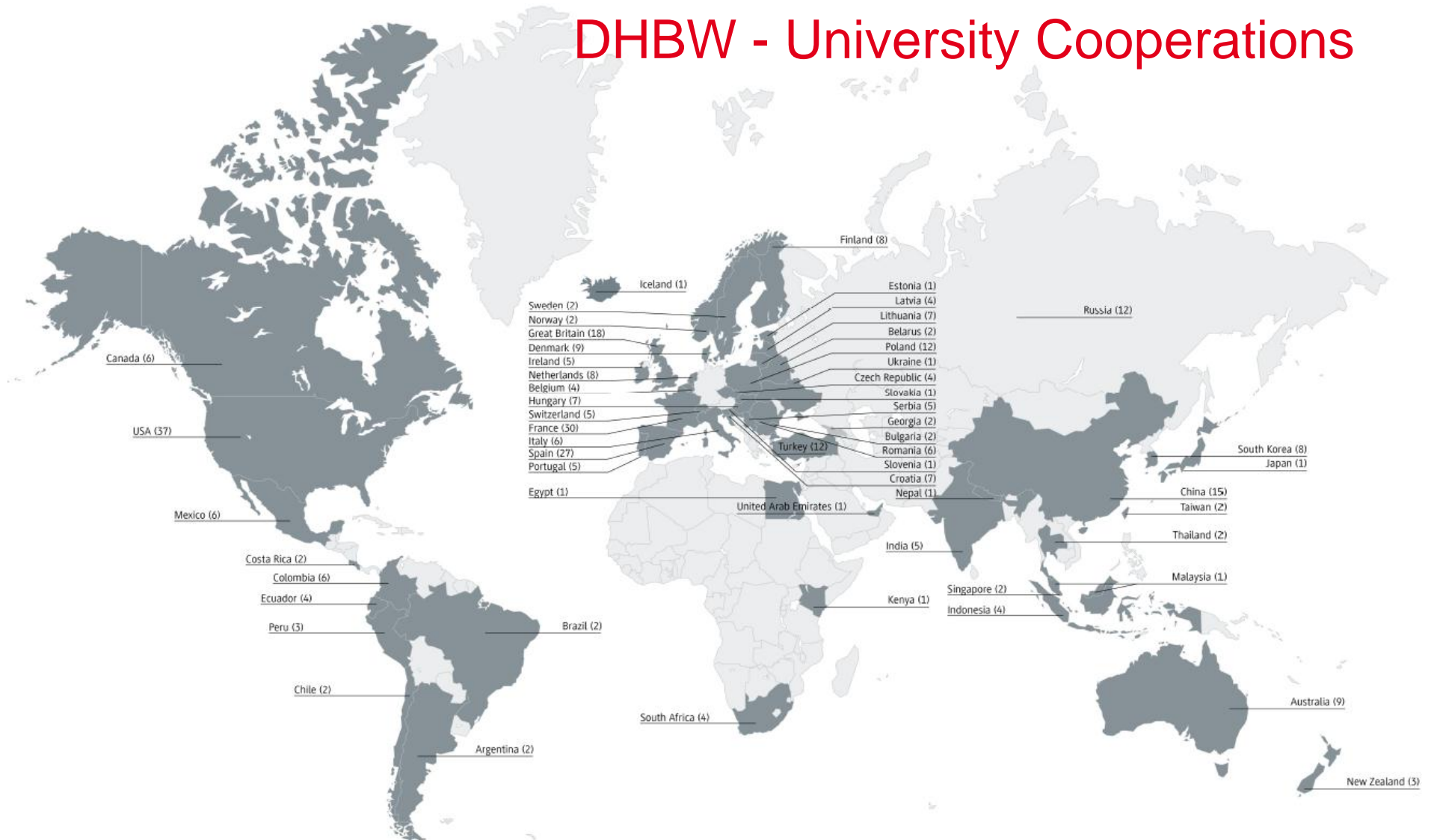
DHBW graduates enjoy higher incomes compared to other employees within the same range of age (30-41 y.o.)

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 - University Cooperations



Cooperative dual
studying **at its best:**

Dual Education + Employment

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