



**Wirtschaftsakademie  
Schleswig-Holstein**

# **Training and advanced development - investment for the future**

Wirtschaftsakademie Schleswig-Holstein –  
your partner for all matters of professional and  
career-oriented education in the land  
between the North and Baltic Seas





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# The **future** lies in **training and advanced development**

The topicality of knowledge is changing faster than ever before. Within a period of seven years the amount of knowledge available in all fields has, in the meantime, doubled. In order to be prepared to continue meeting challenges successfully, it is all the more essential in business and professional life to keep up-to-date.

Companies profit from the tailor-made proficiency and skills of their employees. For the employees new knowledge also means new job opportunities. Advanced development has become a symbiosis for the company and the employees – for both it ensures further development and the ability to meet future demands.

Even early on the Chamber of Industry and Commerce (Industrie und Handelskammer - IHK) recognised the great importance of development in and for the job. This awareness led to the founding of the Wirtschafts-akademie Schleswig-Holstein. We are committed to this idea and are carrying it forth. The number of enquiries about the Wirtschafts-akademie Schleswig-Holstein's programmes shows that the concept has proved practical and market-oriented. The key to success then remains valid: The future lies in further education and development.



A handwritten signature in black ink, appearing to read 'D. Reeker'.

Dr. Detlef Reeker

*Managing Director of the Wirtschafts-akademie Schleswig-Holstein GmbH*



Sentrum  
Gebäude

# Tailored knowledge -

## The Wirtschaftsakademie Schleswig-Holstein

Companies thrive and survive on the know-how of their employees. Conveying knowledge for the job is the responsibility and assignment of the Wirtschaftsakademie Schleswig-Holstein. It was founded in 1967 and then re-established itself as the new Wirtschaftsakademie Schleswig-Holstein GmbH at the beginning of 2004 through a merger with the interplant educational centre founded in Elmshorn in 1974. As a private service company with the status of a public welfare institution, it provides advanced training courses for the Flensburg, Kiel and Lübeck Industrie- und Handelskammer (IHK - Chambers of Industry and Commerce).

Qualified and individual consultancy provided by competent staff as well as a selection of courses tailored to meet current occupational requirements are the bases for the successful training and advanced development programmes of the Wirtschaftsakademie Schleswig-Holstein. Experienced lecturers and instructors communicate their knowledge taken from the job for application to the job. Hence the Wirtschaftsakademie Schleswig-Holstein contributes new perspectives to working life and to the economic success of the companies in the land between the North and Baltic Seas.



Continuous advanced training and the willingness to react flexibly to the demands in the professional and working world are more important than ever before. The needs of the company and of those being trained are as diverse as the requirements they are being prepared to meet. Programmes tailored to suit the individual and a particular situation are indispensable. The diversity of the extensive programmes offered by the Wirtschaftsakademie Schleswig-Holstein reflects this: from preparation for an occupation or external training, from training to adapt and career advancement training to the cooperative education programme. Close contact to the companies in the land of Schleswig-Holstein is a self conception at the Wirtschaftsakademie Schleswig-Holstein. Only if you are close to the market, can you sense new trends and help create them. Only then can you be oriented to the future. Personnel training and advanced development are two sides of a coin. In the race for the masterminds in the Land Schleswig-Holstein tailored development programmes are in demand, on the one hand, to provide targeted advanced training and, on the other hand, to develop talented personnel to become managers in their own companies. By continually adapting the programmes offered and applying modern methods of instruction, the Wirtschaftsakademie Schleswig-Holstein is also in this respect a competent and reliable partner.

## **Individually** tailored **programmes**



# The Berufsakademie - managers of tomorrow



The Berufsakademie (BA - College of Cooperative Education) of the Wirtschaftsakademie Schleswig-Holstein is a career-oriented alternative to technical colleges and universities. It combines on-the-job training with studies in Business Management, Industrial Engineering and Management and Industrial Information Technology. The possibility to specialise in the tourism branch, in trade or in the real estate business are additional, professionally oriented directions guaranteed from the start of studies. Recognised degrees of the Berufsakademie obtained in only three years can be favourably compared to other degrees and clearly indicate the advantages of cooperative education at the college: on-the-job-training makes it possible to recognise strengths and to eliminate weakness early on. The studies qualify students to handle management tasks in companies later on. The successful graduates of the Berufsakademie clearly have a head start over the graduates of other courses of study. And they are well prepared for their professional careers.

# State-approved Fachschule für Betriebswirtschaft

**know-how**  
for the job



Attending technical college has been a long and successful tradition in Germany. The method of conveying knowledge and the career-orientation allow further development on the job or for the return to the job. The Fachschule für Betriebswirtschaft (FS - College of Business Management) is the oldest division of the Wirtschaftsakademie Schleswig-Holstein, for sound business management know-how has always been in demand. On the basis of existing professional education and several years of job experience, the participants receive the know-how necessary for career advancement as well as new abilities and skills through modern methods of teaching. After two years of full-time study or three years parallel to the job, the graduates in Kiel, Lübeck or Flensburg are granted the title of “certified business economist”. In addition to enhancing opportunities on the job market, obtaining the Fachhochschulreife – a certificate entitling entrance to higher education at universities – is a decisive step for the future-oriented qualified employee. Improved employee competence also represents a benefit to the company’s performance.



The Wirtschaftsakademie Schleswig-Holstein offers diverse courses of study at 16 locations covering rural areas state-wide. Modern equipment, lecturers and instructors focussed on practical experience, and high quality standards ensure the participants' learning success. Accommodation is available nearby at the colleges' own guest houses e.g. in Kiel, Elmshorn, Lübeck or Husum.

# **Accessible and present - training and advanced development**

**for Schleswig-Holstein**

By offering customised, flexible seminar concepts for the employed and those searching for jobs as well as in-company training, the Wirtschaftsakademie Schleswig-Holstein reacts to meet each need. In the technical-commercial work shops in Elmshorn, Lübeck or Itzehoe theoretical knowledge is put into practice. Special vocations are focussed on in selected locations: in Husum hotel and restaurant management as well as renewable energies, Itzehoe stands for state-of-the-art microtechnology and in Lübeck intensive studies in tourism are provided. The Wirtschaftsakademie is also committed to preparing young people throughout Schleswig-Holstein for their future careers. The Berufsakademie (College of Co-operative Education) and the Fachschule (Technical Colleges) in Kiel, Lübeck and Flensburg complete the programme offered.



# Career

with apprenticeship/internship  
and advanced development

Inflexible careers are extinct today. Lifelong learning is the motto. The Wirtschaftsakademie Schleswig-Holstein takes this into account offering practical educational concepts which are based on the existing foundations of the employee, constructs upon them and opens the way for future job opportunities or helps secure the job in economically difficult times. Advanced development signifies human resource development for the companies. It contributes to keeping competent staff by offering perspectives within the company. Motivation is the essential impact of further training. With new knowledge and enhanced abilities and skills the foundation is laid for occupational success. Success is fun and brings recognition and, in addition, creates self-confidence and self-assurance for achieving new goals. For personal career advancement. For the success of the company in northern Germany.





## Quality assured & market-driven

Participating in educational courses is a matter of confidence. For this reason it is very natural for the Wirtschaftsakademie Schleswig-Holstein to examine its own programme regularly and also to request the participants to evaluate the seminars and courses. To ensure success. To keep in line with the market. To guarantee quality and to continue developing. The consistent implementation of quality assurance systems is one means of achieving this. The programmes offered by the Wirtschaftsakademie are certified according to DIN EN ISO 9001 and the LQW standard. The training and educational know-how of the Wirtschaftsakademie have resulted from years of experience and have proved successful in practice against competition. The close co-operation with the Chambers of Industry and Commerce (IHKs) in Schleswig-Holstein and participation in the committee of the Deutschen Industrie- und Handelskammertag (DIHK - German Chambers of Commerce Assembly) are the essential pillars for the development of our programmes.

# Competent

partner for needs-based  
education

Whether for contracting authorities – such as the Federal Labour Office, communities or the Promotion Service for the German Federal Armed Forces – or for companies and employees: the Wirtschaftsakademie Schleswig-Holstein can ensure a needs-based offer for almost every area of occupational education based upon its experience and the competence of its employees and its numerous freelance instructors and docents. The elaboration of modern courses of study, the adaptation of time-tested concepts or designing individual offers for in-house and external training for company employees have already become a part of the educational process for the Wirtschaftsakademie Schleswig-Holstein. Finding the precisely tailored learning solution is a daily challenge in advanced training. And a task the Wirtschaftsakademie Schleswig-Holstein has committed itself to.





# International experience

The Wirtschaftsakademie's experience in Europe and internationally has contributed to the success of the educational activities in Schleswig-Holstein. Whether doctors need to be prepared to serve in Scandinavia or managers are to be schooled in the Baltic countries – the Wirtschaftsakademie Schleswig-Holstein possesses international time-tested know-how, which is at the same time useful for domestic offers. Co-operation in economic and scientific projects throughout the country, the elaboration of new innovative ways of learning within the scope of European projects or also exemplary assistance to those returning to or entering the Danish or German workforce - casting a look outside the box opens new horizons, new light is shed on things and new competencies result.

**... casting a look outside the box**



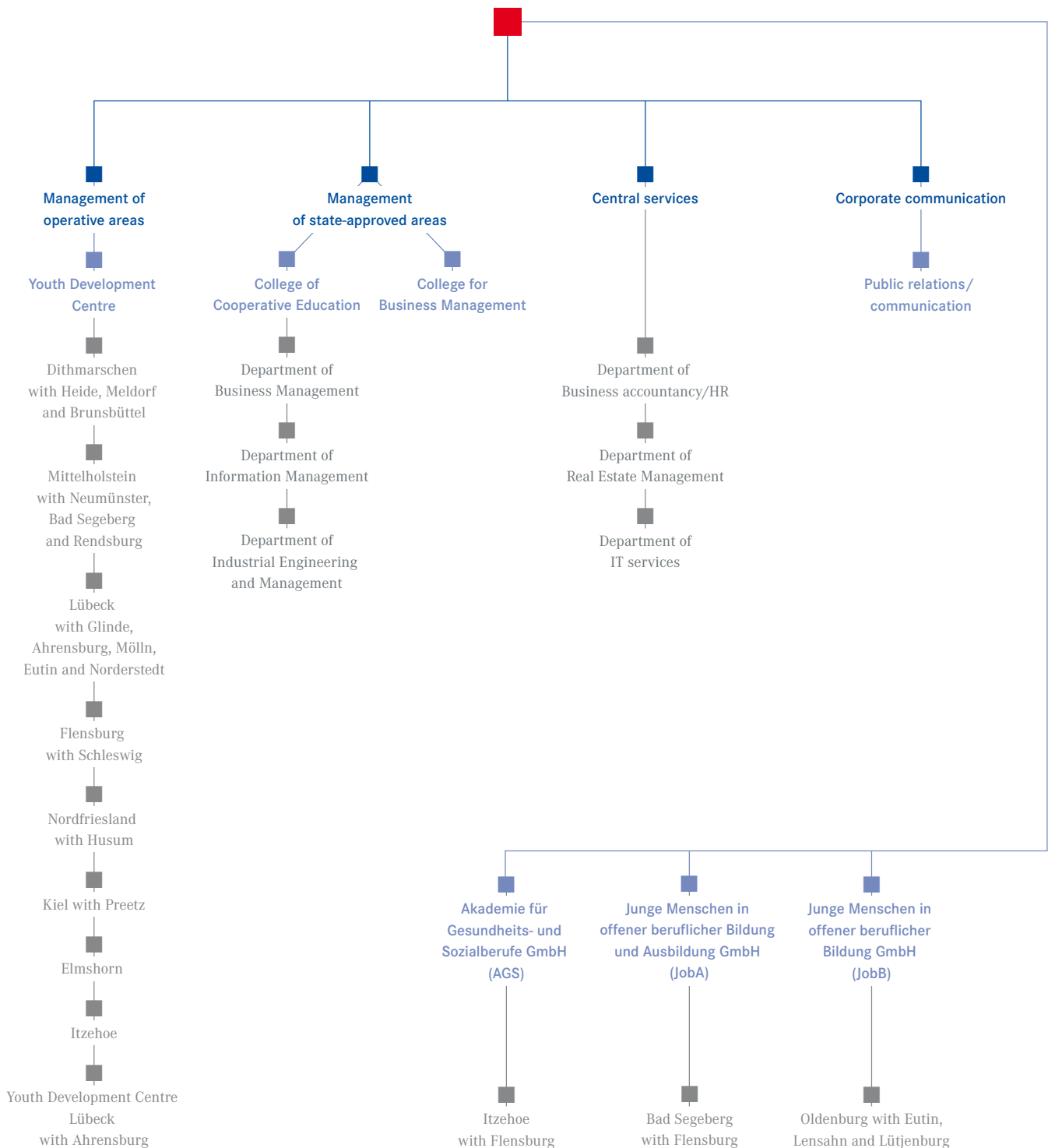
# **The Wirtschaftsakademie**

## **Schleswig-Holstein**

### **- an overview**

The activities of the Wirtschaftsakademie Schleswig-Holstein GmbH are organised in operative areas of the branches and the Jugendaufbauwerk (Youth Development Centre), in state-approved areas with the Berufsakademie (College of Cooperative Education) and the Fachschule für Betriebswirtschaft (College for Business Management) as well as the subsidiary, the Akademie für Gesundheit und Sozial gGmbH (AGS) - Academy for Health and Social Occupations, and in central services.

# Managing Director



A selection of **tailored**  
**degrees**  
at the IHK-Wirtschaftsakademie

Bachelor of Arts

(until 2006: Business Management degree (BA))

Bachelor of Engineering

(until 2006: Industrial Engineering (BA))

Bachelor of Science

(until 2006: Information Management (BA))

Business Economist (VWA)

Certified Business Economist

Business Economist (IHK)

Technical Business Economist (IHK)

Master craftsman (IHK)

Accountant (IHK)

Specialised Economist (IHK)

Technical Merchant (IHK)

IHK Final Examination of Basic Education

IHK Final Examination after Re-education

IHK Certificates

LCCI Certificate of Examination

EN 287- 1 TÜV Certificate of Welder Examination

TÜV Certificate for E Welding,

MAG/MIG/WIG Welding, Gas Welding

conform to 97/23 EG, AD 2000 HP3,

conform to EN 287-1

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