



Wirtschaftsakademie
Schleswig-Holstein

BA Berufsakademie



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The Dual Study System

Schleswig-Holstein's Wirtschaftsakademie has been providing degree courses in Business Administration, Industrial Engineering and Business Information Systems at its Berufsakademie (College of Cooperative Education) for more than three decades. The advantage of the Dual Study System, in comparison with traditional purely theoretical degree courses, is the combination of a degree in higher education and practical vocational training. The degree does not merely include periods of practical work placement, but is closely interlinked with in-company training – the Berufsakademie provides the theoretical knowledge and the company the practical experience.

Dual Study degree and training courses at the Berufsakademie are a good alternative for school leavers who have passed the German university entrance examination ('Abitur' or 'Fachhochschulreife', the entrance examination for a University of Applied Science).

Degree courses at the Berufsakademie are both theoretically and practically oriented and students can complete this challenging and attractive qualification in only three years – in a system which has proved itself by producing countless candidates for management. The emphasis on both theoretical and social competence opens up perspectives for graduates to take on leading positions in middle and upper management.

Graduates leave the Berufsakademie with a Bachelor degree. This is a qualification that is both nationally and internationally recognized and also provides the graduate with the option of aiming at further qualifications in higher education.

The Berufsakademie currently offers the following dual degree courses in Flensburg, Kiel and Lübeck:

	Flensburg	Kiel	Lübeck
Business Administration	■	■	■
Business Information Systems		■	
Industrial Engineering		■	



Advantages of the Dual System

- Theoretical degree course in close partnership with practical vocational training
- Short and compact 3-year course
- Active learning through management games, case studies and project work
- Monthly student compensation paid by the training company
- Small groups, direct contact between students and lecturers
- Further qualifications in form of parallel vocational training and additional seminar certificates
- Intensive training in problem solving strategies and transfer skills
- Training in specialist skills and key qualifications
- Qualified lecturers with practical business experience
- Well-equipped laboratories, seminar and computer rooms
- High chance of continuing in training company when graduating
- Best chances on the work market

Advantages for the training companies

- Focus of degree course meets the companies' requirements
- Qualified and motivated management students
- Graduates can go to work immediately, no long familiarisation times
- Graduates have practical experience in the company
- Graduates can make use of economic and also IT and engineering tools to solve practical problems
- Matters related directly to the company are the subject of project work and the final thesis

Bachelor degree

Changing over to Bachelor degree courses is part of the Bologna Process, whereby Bachelor and Master degree courses are to be introduced at all European universities by 2010. In future there will only be these two qualifications. Bachelor degrees equip students with basic theoretical and methodological skills and an overview of the overall context, interrelationships and



correlations. Introducing the Credit Point System, is intended to make national higher education systems more compatible and also easier to compare.

Advantages of a Bachelor degree

- Nationally and internationally recognized academic degree
- Qualification assessed according to European standards
- Language skills training
- Further professionally valuable qualifications can be acquired
- The Bachelor degree also enables graduates to acquire further academic qualifications
- The profile of our graduates with a Bachelor degree is ideal in particular for small and medium-sized companies: these graduates are younger, possess social skills such as the ability to work in teams and have a higher level of practical experience than graduates from other universities

How is the Dual Study system organized and what are Credits?

Bachelor degree courses are organized on the basis of modules. Courses with a common learning objective are combined together in one module. The foundations are laid in basic modules. Students are then able to choose from a variety of optional modules which can be combined to suit individual wishes. In addition there are integrational and further optional modules with interdisciplinary content. This breadth of choice means that beyond a fixed core of subjects, students can choose modules relevant to their own particular sector or company.

At the end of the semester each module finishes with some form of assessment. This can be an examination, a term paper or term project paper, a talk or presentation.

On successfully completing a module, students are awarded a grade and also Credits. The number of Credits awarded is based on the time involved in completing the module - one Credit is the equivalent of 25 periods of instruction. Credits are also awarded for the training part of the degree carried out in the companies. The aim of the Bachelor thesis is to work for a period of eight weeks on a subject which is currently relevant for the training company and to develop practical suggestions for solving problems. Students acquire a total of 180 Credits before they are awarded a Bachelor degree at the Berufsakademie.



Degree in Business Administration

A wide range of employment in industry, trade and services is open for graduates from the Berufssakademie. A degree in Business Administration is the ideal preparation for a career which will continually demand a high degree of specialist knowledge and the authority to make decisions. Our students learn from practical experience how to answer questions themselves and to solve problems in the best interests of their companies.

How are students prepared?

The foundations are laid with compulsory business administration modules such as Accounting, Marketing, Finance, Capital Spending, Corporate Management and others. In addition, students take modules designed for different sectors (Trade, Tourism, Property, Banking, Services). Further integration and optional modules provide knowledge of Economic Law, Change Management, languages such as English and Spanish and also methodological and social competence.

In the 5th and 6th semesters, students can choose between a variety of optional modules in order to consider in greater depth subjects relevant to their own particular training company.

The Dual Study course in Business Administration finishes with a Bachelor of Arts degree (B.A.).

Degree in Business Administration

	Module	Credits
1st Semester	■ Foundation Mathematics	5
	■ Business Information Systems	4
	■ Communications	4
	■ Foundation Business Administration	4
	■ Accounting I (external accounting)	6
2nd Semester	■ Practical module I	5
	■ Operational Marketing	4
	■ Corporate Management I	5
	■ Foundation Business English	4
	■ Accounting II (internal accounting)	5
3rd Semester	■ Specific Sector Business Administration I	6
	■ Practical module II	5
	■ Advanced Business English	4
	■ Capital Spending	4
	■ Statistics	4
4th Semester	■ Economics	5
	■ Specific Sector Business Administration III	6
	■ Practical module III	5
	■ Economic Law	4
	■ Capital Spending	4
5th Semester	■ Strategic Marketing	4
	■ Taxation	5
	■ Specific Sector Business Administration III	6
	■ Practical module IV	5
	■ Innovation Management	4
6th Semester	■ Specific Sector Business Administration IV	6
	■ Business Administration Optional module I	6
	■ Business Administration Optional module II	6
	■ Practical module V	5
	■ Management Accounting	4
6th Semester	■ Corporate Management II	5
	■ Business Administration Optional module III	6
	■ Company Simulation	4
	■ Business Administration Optional module IV	6
	■ Practical module VI	5
6th Semester	■ Bachelor Thesis	10
	Total	180



Degree in Business Information Systems

Graduates in Business Information Systems are ideally qualified for jobs at the interface between computer technology and the business world. There are innumerable opportunities for them in companies, some of which are the selection, introduction, customisation, service management and sales of IT systems.

Business Information Systems graduates are increasingly involved in the analysis and design of information flow and process chains, and it is essential that they have well-developed communications and project management skills. Growing numbers of such graduates can be found in positions in service and sales. Business Administration is therefore just as important for them as well-founded Information Systems knowledge.

How is this knowledge taught at the University of Cooperative Education?

Based on the traditional foundations of Business Administration and Information Systems, students can later select from a variety of optional modules to place the emphasis of their course where they consider necessary. In addition, students develop their language skills (e.g. English or Spanish) and their methodological and social competence. The focus is on project work, ensuring that the practical relevance is always visible and allowing students to gain experience in teamwork.

In addition, students can acquire various recognized further qualifications (e.g. in Project Management or Business Consulting) which can be of great importance for future careers in the field of Business Information Systems.

The Dual Study course in Business Information Systems finishes with a **Bachelor of Science degree (B.Sc.)**.

Degree in Business Information Systems

	Module	Credits
1st Semester	■ Foundation Mathematics	5
	■ Communications	4
	■ Introduction to Business Information Systems	4
	■ Programming I	6
	■ Foundation Business Administration	4
2nd Semester	■ Practical module I	5
	■ Mathematics for Information Systems	5
	■ Foundation Business English	4
	■ Algorithms and Data Structure	6
	■ Software Engineering	5
3rd Semester	■ Accounting	5
	■ Practical module II	5
	■ Advanced English for Information Systems	4
	■ Programming II	6
	■ Operating Systems and Networks	5
4th Semester	■ Databases	5
	■ Finance	5
	■ Practical module III	5
	■ E-Business	4
	■ IT Service Management	4
5th Semester	■ Project Knowledge and Information Systems	6
	■ Marketing	4
	■ Project Management and Organisation	6
	■ Practical module IV	5
	■ Business Intelligence	5
6th Semester	■ Information Systems Optional Module I	6
	■ Personnel Management	4
	■ Innovation Management	4
	■ Practical module V	5
	■ Law	4
Total	■ IT Security and Data Protection	4
	■ Information Systems Optional Module II	6
	■ Business Administration Optional Module	6
	■ Management Accounting	4
	■ Practical module VI	5
	■ Bachelor Thesis	10
Total		180



Degree in Industrial Engineering

Graduates in Industrial Engineering are ideally qualified for jobs at the interface between technology and the business world thanks to their training in both technical and economics subjects. There are innumerable opportunities for them in companies, for example in the fields of logistics, material management, purchasing, marketing and sales, accounting and management accounting and also manufacturing and production. These fields are characterized above all by the analysis and structuring of information flows and process chains and require personnel with highly developed communications and project management skills.

How are Business Studies and Engineering combined at the University of Cooperative Education?

The emphasis in this interdisciplinary course is - next to Business Studies - on mechanical and electrical engineering. In addition, students take integration and optional courses in Economic Law, Power Engineering, Change Management and Economics. They also train their foreign language skills (e.g. English or Spanish) and their methodological and social competence. The focus is on project work, ensuring that the practical relevance is always visible and allowing students to gain experience in teamwork. In addition, students can acquire various recognised further qualifications (e.g. in Project Management or English).

The Dual Study course in Industrial Engineering finishes with a **Bachelor of Engineering degree (B.Eng.)**.

Degree in Industrial Engineering

	Module	Credits
1st Semester	■ Foundation Mathematics	5
	■ Communications	4
	■ Technical drawing	4
	■ Mechanics	4
	■ Foundation Business Administration	4
2nd Semester	■ Practical module I	5
	■ Mathematics for Engineers	5
	■ Foundation Business English	4
	■ Metallurgy	4
	■ Components in Electrical Engineering	4
3rd Semester	■ Accounting	5
	■ Practical module II	5
	■ Advanced English for Industrial Engineers/Factory Tour	4
	■ Technical thermodynamics	5
	■ Plastics technology	4
4th Semester	■ Electrical Engineering	6
	■ Finance	5
	■ Practical module III	5
	■ Technical Physics	5
	■ Electronics	5
5th Semester	■ Strength of Materials/Machine Elements	6
	■ Marketing	4
	■ Project Management and Organisation	6
	■ Practical module IV	5
	■ Production engineering	5
6th Semester	■ Production and Materials Handling Engineering	5
	■ Personnel Management	4
	■ Innovation Management	4
	■ Business Administration Optional Module	6
	■ Practical module V	5
6th Semester	■ Law	4
	■ Automation technology	5
	■ Technical project	4
	■ Technical Optional Module	6
	■ Management Accounting	4
6th Semester	■ Practical module VI	5
	■ Bachelor Thesis	10
Total		180

Additional Qualifications

In addition to the Bachelor degree, students can also take other examinations for further qualifications at the Berufsakademie (on payment of seminar or examination fees).

Certification by PM-Zert

Students who have chosen to specialize in Project Management can choose to take part in a 4-stage certification programme (GPM) up to IPMA Level D. GPM certification at the University of Cooperative Education is carried out in cooperation with GPM Deutsche Gesellschaft für Projektmanagement e.V., Germany's leading Project Management association. In this programme students learn about leading a project competently from the point of view both of the methodology and the social skills required. The programme deals with the skills needed in the fields of knowledge, methodology, organisation and leadership.

Languages: London Chamber of Commerce and Industry (LCCI)

Each degree course includes two compulsory English modules. In the 1st semester students can already take an optional module in English Communication to train their language skills. In addition, they can also take the internationally recognized language certificate from the London Chamber of Commerce and Industry (LCCI).



IHK Certificates

After completing their 2nd year students can take part in an examination for commercial skills (in the fields of banking, industry, information systems etc.) from the German Chamber of Industry and Commerce (Industrie- und Handelskammer).

CISCO



Students can take part in a course and examination on networking to become a "CISCO CERTIFIED NETWORK ASSOCIATE", organized together with CISCO SYSTEMS. In this course students learn to develop and configure a network and to solve possible problems.





Instructor Certification

Students who wish to be able to work as instructors in the future can take part in an Instructor Certification examination by choosing two optional modules (Professional and Vocational Instruction I and II).

What qualifications are necessary to be accepted for the Dual Study System?

In order to be accepted at the Wirtschaftsakademie's Berufsakademie in Schleswig-Holstein, students must have the following qualifications:

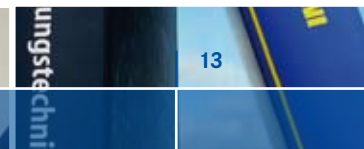
- School-leaving certificate entitling holder to a place at a University or University of Applied Science ('Abitur' or 'Fachhochschulreife')
- Contract covering degree course and training with a company
- Willingness to work hard
- Ability to work under stress
- Initiative and commitment

How do I apply for a place?

Those interested in a place at the Berufsakademie have to apply directly to the companies.

- Approximately 11/4 years before starting a training and degree course, you can apply either directly or at <http://www.wak-sh.de/wak/berufsakademie/index.html> for a list of companies which cooperate with the Wirtschaftsakademie.
- We also recommend that applicants themselves try to find a suitable company. New companies can become cooperation partners if they fulfil the necessary quality criteria (as shown in a training plan).

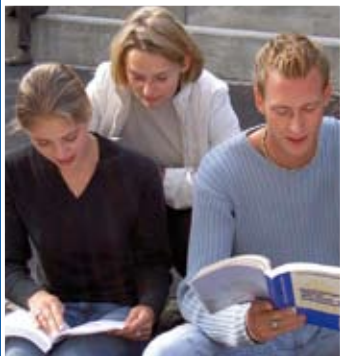
Training starts on October 1st of each year with a practical phase in the company.





A SELECTION OF THE BERUFSAKADEMIE'S LONG-STANDING COOPERATION PARTNERS





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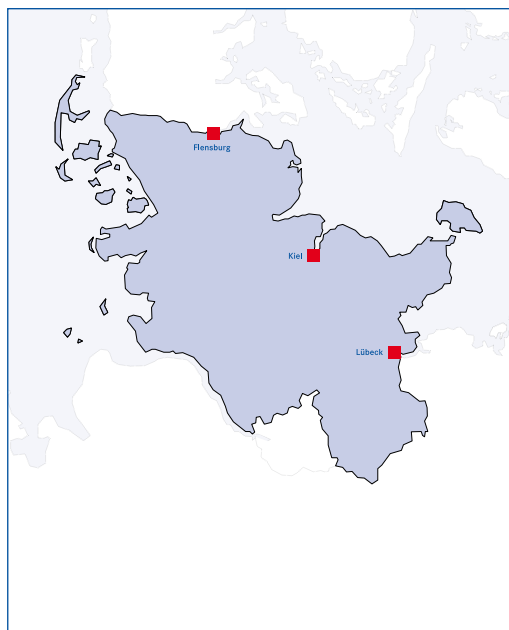
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“Small groups, direct contact with lecturers, no anonymous mass lectures – that’s what I really liked at the Berufsakademie.”

Sören Mohr;
Managing partner of New Communication GmbH & Co KG



“The way we alternated between theory and practice meant that I could apply what I had just learned in theory directly in practice in my company.”

Katrin Lafrentz;
Member of the management board Kia & Saab Zentrum Kiel



“The interlinking of theory and practice at the Berufsakademie was particularly important for me. We were in touch with real business practice from day one.”

Henning Dinse,
Responsible for training at famila Handelsmarkt Kiel GmbH & Co. KG



“The Berufsakademie provides above all small and medium-sized companies with the opportunity of recruiting qualified new staff. The combination of practical training in a company and a business administration based degree course at the Wirtschaftsakademie produces just the kind of knowledge and experience that companies in Schleswig-Holstein expect from young graduates. It opens up outstanding career chances for the students.”



Consul Prof. Hans Heinrich Driftmann PhD

Managing partner of Peter Kölln KGaA, Elmshorn, President of the Chamber of Industry and Commerce in Kiel, Vice President of the German Chamber of Industry and Commerce (DIHK), President of the Federation of Business Associations in Hamburg and Schleswig-Holstein.



www.berufsakademie-wak-sh.de