

FOM
Hochschule

Hier studiere ich.



Welcome at FOM!

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Thai Deans for Change

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Agenda

- 1. The FOM at a glance**
- 2. Cooperations**
- 3. Questions & Answers: “The Student Angle”**

FOM Hochschulstudienzentrum

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About FOM

- » Founded in 1993 by Employers' Associations in Essen
- » State recognised / System accredited
- » Non-profit oriented
- » Unique network of study centres in Germany
- » More than 21.000 students, > 200 Professors, > 800 Lecturers



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FOM's Guiding Principles

Studying at FOM University means ...

- » ... studying while working
With its offer of studying while working or completing an apprenticeship, the FOM regards itself as a **completion to the German university system**. By **creating study conditions** that are not only **adequate** for the target group but also **flexible**, the university provides the employees with many chances for further development while allowing the companies to adjust to the requirements that result from the demographic development and the increased demand for qualified employees.

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FOM's Guiding Principles	
Attractive offers to employees and entrepreneurs	
<p>»» The courses on offer are only attractive for employees and companies alike when high quality of teaching and research is complemented by an adaption of the organizational framework of study on-campus to the special circumstances of working at the same time. This also includes course fees that are affordable for employees studying independent of a company.</p>	
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FOM's Guiding Principles	
Target Group and advantages	
<ul style="list-style-type: none"> »» FOM addresses student segments, which are not currently well-served by the traditional German University System. »» FOM students can complete their apprenticeship programmes or work in a job while completing their Bachelor's or Master's Degree. »» Such students gain practical experience while doing their degree programme. This means they gain more experience and move ahead faster. »» Companies can react faster to shortages of good entry candidates and the increased demand for qualified employees 	
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FOM's Guiding Principles

Strategic Dimensions of FOM – FOM Mission Statement

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FOM – a Member of the BCW Foundation-Group

The BCW Group is one of Germany's largest organisations for Life-Long Education and Learning

Universities	LLL-Institutes	Further (short-term) Education

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Dual Education

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- The term Dual Education describes a combination of vocational education with simultaneous academic studies.
- The Federal German Government in Berlin strongly supports the idea of the dual education system of vocational & academic studies
- This system is followed by an increasing number of employers.
- The Federal German Minister of Science, Prof. Annette Schavan stated: It is our goal to promote the dual system „academic studies at the same time as working“.

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Dual Education

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- Students can afford the study fees since they get a regular salary from their job
- Rapid career progression: first vocational degree is awarded after two years study
- The time schedule is optimised for part-time studies: the study periods of the academic training and the company training are combined; a Bachelor Degree is awarded after 3.5 years study and experience.
- The combination of an advanced academic and vocational qualification ensures employability and job security and avoids unemployment.

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Dual Education

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- Combines theoretical knowledge and work experience – a student often does not learn the essential practical skills during a traditional University education.
- Students keep up to date with the evolving company situation through daily contact
- Company employees are an evaluated quantity; educating one’s own staff is more cost effective and solves the problem faster than hiring fresh talent from the outside
- Companies benefit immediately from the new academic knowledge and insights of their trainees
- Apprentices and trainees who study part-time are highly motivated and dedicated employees.

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Part-time Study Programmes and Degrees at FOM

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Part-time Study Programmes and Degrees at FOM

Information Technology (Bachelor of Science BSc)		
Health and Social Management (Bachelor of Arts)	Banking & Finance (Bachelor of Arts BA)	Business Administration (MBA)
Business Law (Bachelor of Laws LLB)	Tax Law (Bachelor of Arts BA)	Law (Master of Laws LLM)
Business Administration (Bachelor of Arts BA)	International Management (Bachelor of Arts BA)	Management (Master of Arts MA)
Undergraduate Courses		Graduate Courses

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Part-time Study Programmes at FOM – Master´s Degree

General Studies				
Master of Arts (M.A.) in Management			Master of Business Administration (MBA)	
Specialist Studies				
Master of Science (M.Sc.) in				Master of Laws (LL.M.) in
Human Resource Management	Finance & Accounting	Sales Management	Corporate Communication	Mergers & Acquisitions
Logistics	IT Management	Technology and Innovation Management	Business Psychology	

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FOM Research

Research and development are of major importance at the FOM: they do not only take place on the basis of the Northrhine Westphalia law for greater autonomy for higher education institutions, but are also an important pillar of the guiding principle of the university.

The aims of the university: to further develop scientific training and education, to transfer scientific findings to business practice and to enable students on a scientific level. The main emphases in terms of content are career- and education research, contributions to competence development in SMEs, taxation law issues as well as economic analyses.

The transfer of research- and development results to science and economy is ensured through publications in the series of the FOM or other specialist publishers, through symposia, scientific conferences and presentations.

The institutes of the FOM form one special interface between theory and practice: they identify practical challenges and requirements of companies at an early stage and develop scientifically founded solution approaches for industry-specific issues.

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Research Institutes

- ILD Institute for Logistics and Service Management
- Ipo - Institute for Personnel- and Organisations Research
- IAP Institute for Labour and Personnel
- Dips – German Institute for Portfolio Strategies
- KCG – Competence Centre for Health and Social Sciences Management
- KCS – Competence Centre for Statistics and Empiricism
- KDC – Competence Centre for University Didactics
- KCC Competence Centre for Corporate Social Responsibility
- KCM Competence Centre for Marketing and Media Industry
- KCU Comeptence Centre for Mangament & Corporate Governance

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Cooperations



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Sustainable and strategic cooperations

Corporations (all industries)

	 3M Deutschland GmbH		

Cooperation "Public Sector"

- Public Administrations
- ...

University Cooperations

High School Cooperations

- Vocational
- Grammar, ...

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International Partnerships with Universities

- FOM is „going international“ and is building a global network with universities & educational institutions
- FOM has particular skills and experience in building cooperative programmes with other universities to fit the special needs of new students segments

Examples:

- German courses in business administration with Chinese universities since 2003
- Summer courses with American, British, Spanish and Russian universities
- Ph.D Programme with a Spanish university

FOM Hochschule FOM University Partner around the World Hier studiere ich.




International Students

热烈欢迎 Die FOM Essen begrüsst ihre chinesischen Studierenden 热烈欢迎

FOM Hochschule Close connection of economy and university Hier studiere ich.

- Combining theory and practice is part of the guiding principle of the FOM: students do not only acquire profound academic knowledge in the area of economics with a strong practical component, but also social competences such as the ability to work in a team and good negotiation skills, which they will be able to implement directly in their working life.
- In order to ensure this mixture, the university has been working closely with companies and trade associations since its establishment. The FOM is in contact with more than **700 cooperation companies**, including Bertelsmann AG, Siemens AG, Arvato Logistics Services GmbH, Deutsche Bahn AG, AOK Rheinland/Hamburg and DIS AG. The university offers study courses for some of these companies or supervises groups of students from these companies.
- Other companies offer their apprentices and employees the chance to study individually at the FOM in addition to their work for that company.



Close connection of economy and university

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- In addition, more than **150 business representatives** are involved in various boards of the university such as the regional boards of trustees or the friends of the FOM.
- Professionals with practical experience from all areas and industries teach at the university.
- From this multifaceted cooperation, the FOM gets important impulses for the establishment of new university study centres, the development of new courses of study and the offer for time models specific to certain locations.
- Furthermore, the university is given the opportunity to carry out market analyses and react to current further education requirements.



Advantages of the dual education for companies

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- Perfect connection between academic knowledge and applied working skills
(regular university education often lack in practical skills)
- Students are continuously involved in enterprises and get their specific company knowledge (tailor-made skills)
- Companies enjoy their skilled employees; educating own people is easier than acquiring adequate staff from outside
- Companies can immediately benefit from new academic knowledge and developments that are brought in by their employees
- Apprentices and trainees studying part-time are generally very motivated and dedicated employees



Questions & Answers – The Student Angle



Thank you very much for your attention!