



SRH
HOCHSCHULEN

**WELCOME TO THE THAI DELEGATION
AS PART OF THE DEANS FOR CHANGE 3
ORGANIZED BY THE KNOWLEDGE NETWORK
INSTITUTE OF THAILAND 13 JUNE 2013**



AGENDA

I. Entrepreneurial University Management
(J. Winterberg)

II. SRH Holding and the integration of health care and
education set-up (M. Staat)

III. Faculty Development in the area of teaching and
learning (J. Rózsa/S. Edinger)

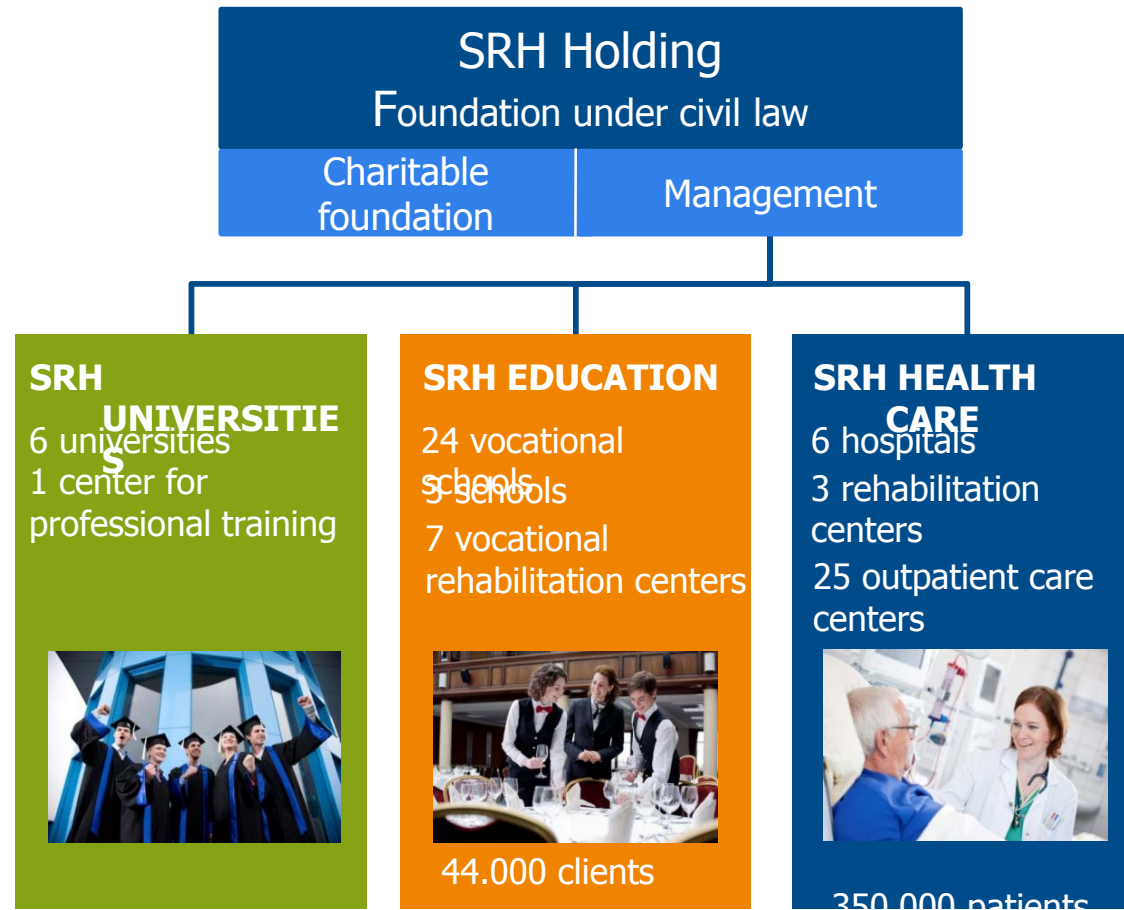
IV. International strategy (G. Rückemann/B. Pauley)



SRH HOLDING AND THE INTEGRATION OF HEALTH CARE AND EDUCATION SET-UP

13 June 2013

OUR 3 BUSINESS UNITS



OUR 6 UNIVERSITIES OF APPLIED SCIENCE

SRH
HOCHSCHULEN



SRH HS Berlin



SRH HS Calw



SRH HS Gera



SRH HS Hamm



SRH HS Heidelberg



SRH HS Riedlingen

SRH

HEALTH CARE ACTIVITIES AT SRH

Contribution of individual business units

- > Hospitals are part of the German system of health care provision
- > Vocational schools train students to enable them to obtain state-recognised degrees in various health care professions (nursing, therapy)
- > Universities offer different courses leading to state-recognised bachelor degrees and master degrees in therapy disciplines
 - > Also: health care management courses
 - > No medical school at an SRH university

EDUCATION PATH FOR HEALTH CARE OFFERED BY SRH

Relevant background in a nutshell

- > In Germany, only medical doctors attend medical school
- > Nursing and therapy disciplines are usually taught at vocational schools
 - > One standard career path in Germany but no academic qualification
- > Jobs are usually not well paid, the job profile is limited and qualified staff are in short supply
- > Demographic changes lead to an ever rising share of elderly people in the population and also to higher demand regarding health care services
- > Supply for qualified health care personnel becomes more problematic

ADDRESSING THE SUPPLY PROBLEM

Model clause for an academic qualification

- > Nursing and therapy can now be offered as bachelor and master degrees leading to an academic and vocational qualification
 - > Fully academic training from day one
 - > Dual courses combining vocational and academic education possible outside model clause
- > However, no change in job profiles in hospitals, i. e. no career options specifically for academically trained therapists / nurses

PROGRAMMES AT SRH UNIVERSITIES

SRH offers academic training based on model clause

- > Only a handful of institutions offer academic courses for therapists leading to a vocational and academic qualification at the same time
- > Challenge: stakeholders from different ministries involved
- > SRH University Heidelberg - Faculty for Therapy
 - > Bachelor physiotherapy: only such course based on the model clause in the federal state of Baden-Württemberg
 - > Occupation therapy (in progress)
 - > Music Therapy (bachelor and master)
 - > Exercise / Dance Therapie (master)

PROGRAMMES AT SRH UNIVERSITIES

Combining vocational and academic training at SRH University Gera

- > Programmes run outside model clause
- > Combining offerings by vocational schools and SRH University Gera
 - > Bachelor in speech therapy and physiotherapy
- > Various other health care related courses
 - > occupational therapy, medical pedagogics, nursing (all at bachelor level)
 - > Neuro rehabilitation (master)

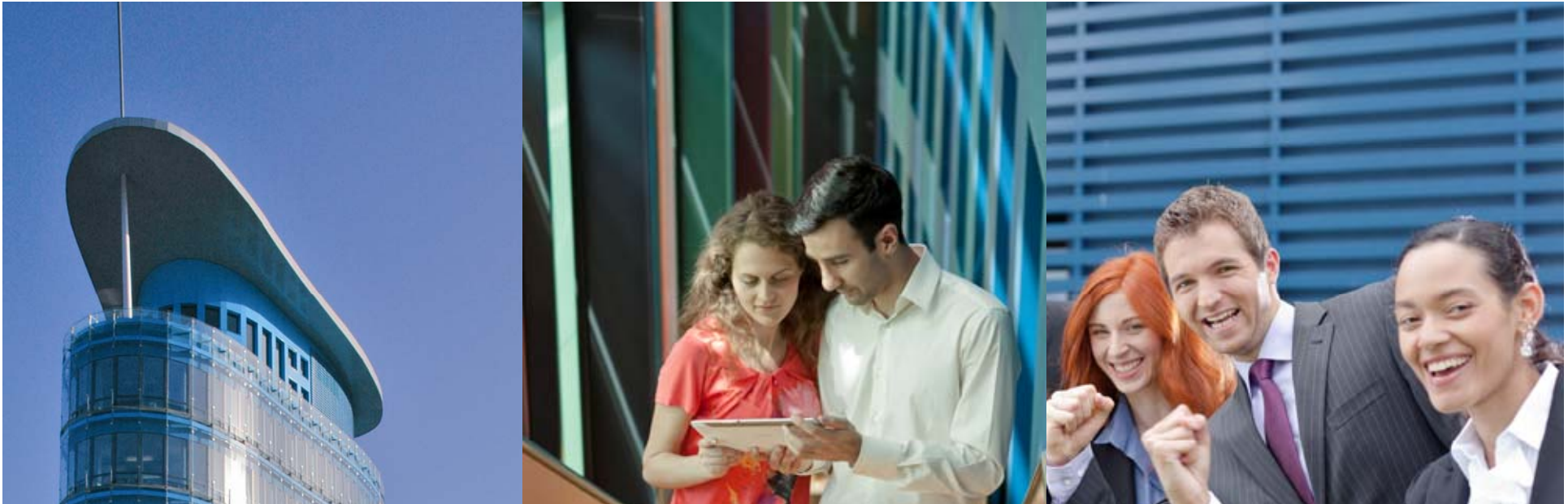
FUTURE PERSPECTIVE

Evaluation of model clause, job perspectives

- > SRH uniquely positioned as its education division offers all types of career paths to therapy, the education division is active in rehabilitation and hospitals employ therapists
- > In the future, these activities should be integrated even closer
- > Concerning the academic qualification of therapists, this hinges in part on the evaluation of the model clause due in 2017
- > Job perspectives for graduates will be a main driver for future perspective and activities

VIELEN DANK FÜR IHRE AUFMERKSAMKEIT!





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FACULTY DEVELOPMENT IN THE AREA OF TEACHING AND LEARNING



ACADEMY FOR TEACHING AND LEARNING
IN HIGHER EDUCATION



STRUCTURE

OBJECTIVES

CORE

Constructive Alignment

MACRO LEVEL

Lecture Series

Common Day of Learning

MESO LEVEL

Workshops

Closed Meetings

MICRO LEVEL

Teaching Teaching

Individual Coaching



Prof. Dr. Julia Rózsa

Director
Academy for Teaching and
Learning in Higher Education



Prof. Dr. Susanne Edinger

Associate Director
Academy for Teaching and
Learning in Higher Education

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PERSPEKTIVEN



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THANK YOU FOR YOUR ATTENTION!  HOCHSCHULE
HEIDELBERG



SRH
HOCHSCHULEN

INTERNATIONAL STRATEGY

Prof. Dr. Gustav Rückemann (vice president)
Bettina Pauley (head of international office)



AGENDA

I. DEFINITION

II. CHALLENGES

III. FRAMEWORK

IV. TARGETS

V. WHERE ARE WE NOW?



I. DEFINITION

Internationalization is the **conscious** effort to integrate and infuse international, intercultural and global dimensions into the ethos and outcomes of postsecondary education. To be fully successful, it must involve **active and responsible engagement of the academic community** in global networks and partnerships.

(Christopher J. Viers, Indiana University, 2010 NAFSA President)



II. CHALLENGE

Internationalization will become more and more important:

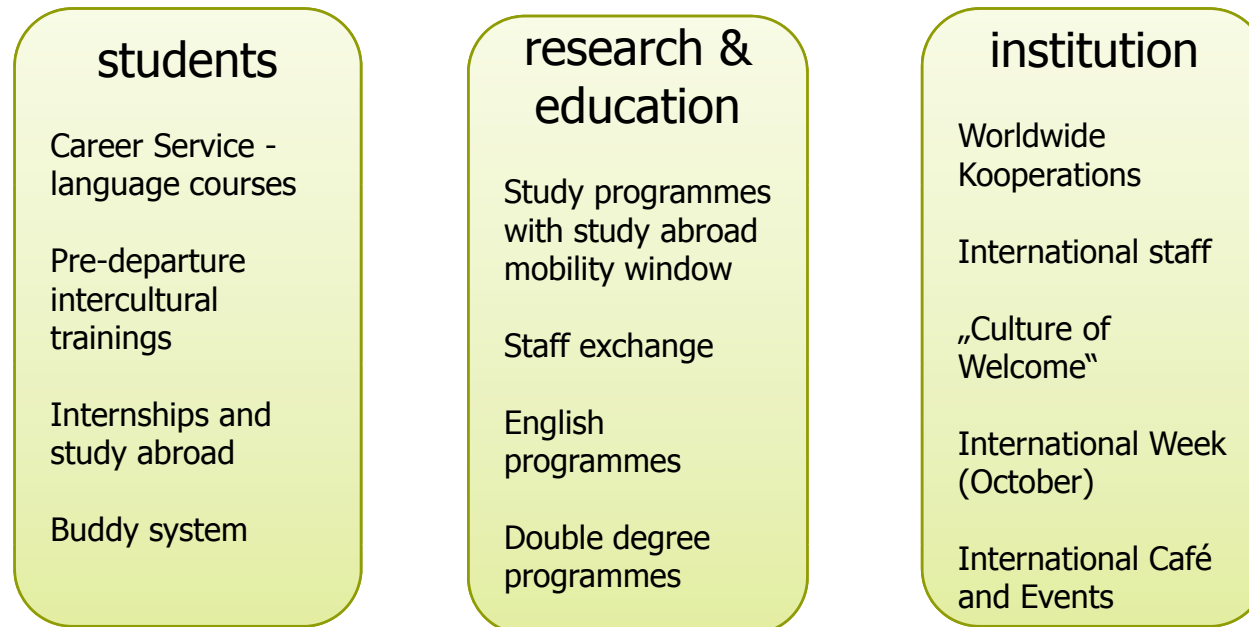
- The decreasing number of university applicants in Germany will start a race between universities recruiting students.
- Intercultural competence is a particular requirement of employers today

An international university will be better placed to compete with other universities.



III. FRAMEWORK

Internationalisation interacts in three fields:



IV. TARGETS: STUDENTS

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**Pre-departure
intercultural
trainings**

**Mobility windows
for study abroad**

**International and
intercultural
qualification of
students**

**Promotion of
scholarships**

**Double degree
programs with
strategic
partners**

**Incomings and
outgoings 1:1**

IV. TARGETS IN RESEARCH & EDUCATION

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**University-wide
cooperations**

**Recruiting of
English speaking
lecturers**

**internationalization
in research and
teaching**

**International
guest lecturers**

Staff exchange

**Programmes and
modules in
English**

V. WHERE ARE WE NOW? STUDENT MOBILITY

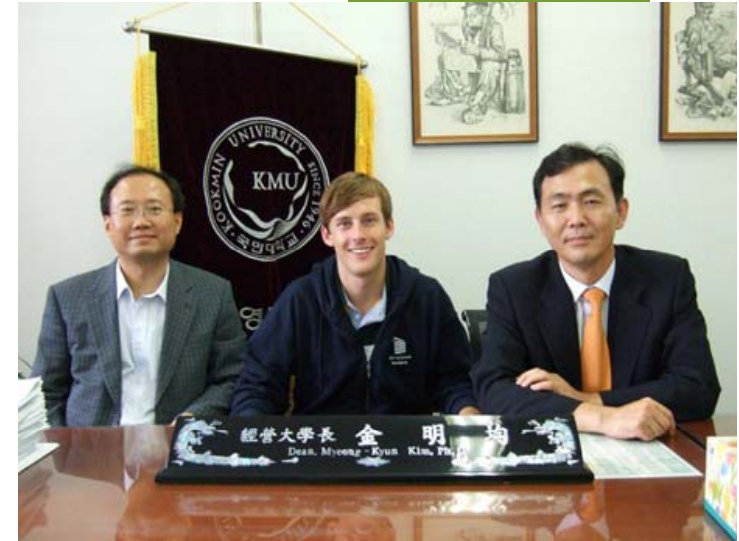
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- **OUTGOING:**

- > Encourage students to leave their comfort zone
- > Guidance in Application process
- > Recognition of courses from abroad
 - > Learning Agreement
- > Financial support

- **INCOMING**

- > Pre-arrival support/accomodation
- > Orientation Week (mandatory)
- > German and cultural classes
- > Buddy system with German students



V. WHERE ARE WE NOW? DEGREE-SEEKING STUDENTS

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- 2011: app 100 international students enrolled
- 2013: app 150 NEW international students
 - > 8 % of total student population (and rising)
 - > No agents or recruitment drives, purely word of mouth



V. WHERE ARE WE NOW? HEIDELBERG SUMMER SCHOOL

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- Started 2008 für non-European partner business schools
- 2 three-week courses taught in English
- Social and cultural programme
- Company visits
- 24/7 personal support
- Interactive with German students



V. WHERE ARE WE NOW? INTERNATIONAL GUEST LECTURERS

- Prof. Jason Mc Donald, Boise State University/USA
- Prof. Athey, Colorado State University/USA
- Prof. Pam Krawitz, The College of New Jersey/USA
- John Craig, De Montfort & Girac Limited/UK
- Prof. B. Melnikas, Vilnius GTU/Lithuania
- Prof. Julian Thayer, Ohio State University/USA
- Prof. Mehdi Taghian, Deakin University/AUSTRALIA
- Prof. Andrew Baker, San Diego State University/USA
- Prof. Heather Linton, Ithaca College/USA

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HEIDELBERG

V. WHERE ARE WE NOW? TEACHING AND STAFF MOBILITY

- > University College of Northern Denmark
- > Laurea University of Applied Sciences, Helsinki Finland
- > Russian Olympic International University
- > Turku University of Applied Sciences, Finland
- > Linköping University, Sweden
- > Charles University, Prague Czech Republic
- > University Brest France
- > IMC Krems, Austria
- > MARA University, Malaysia
- > Universidad de Chile
- > Boise State University, USA



V. WHERE ARE WE NOW? ENGLISH PROGRAMMES

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- M.Sc Computer Science (2001)
- M.Eng Information Technology (2012)
- M.Eng International Business and Engineering (2012)
- B.A. International Business (2013)
- An ever rising number of Modules



V. WHERE ARE WE NOW? INTERNATIONAL WEEK 2013

- 20 Guest lecturers teach about 300 German and international students, coming from
 - > Finland, Lithuania, Belgium, the Netherlands, France, UK, Ireland, Hungary, Czech Republic, Italy, Greece, Turkey
 - > USA, Malaysia,
- Social programme including
 - > Company visits AUDI, vinyard
 - > Brewerytour
 - > Sightseeing Heidelberg castle
 - > Rivercruise



MANY THANKS FOR YOUR ATTENTION!



COFFEE AT SRH SKY LOUNGE

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- **School of Business:** Prof. Dr. A. Klein (vice-dean)
M.Hett (int'l coordinator)
- **School of Social & Legal Sciences:** Prof. Dr. C. Sutter (dean)
D. Krupka (int'l coordinator)
- **School of Engineering&Architecture:** Prof. Dr. E. Lübcke (dean)
- **School of Informatics**
(dean) Prof. Dr. G. Moeckel
Prof. Dr. B. Sprick (study dean)
Prof. Dr. M. Mühlfelder
- **School of Applied Psychology**
(dean) T. Greulich (int'l coordinator)
- **School of Therapeutic Sciences**
dean) Prof. Dr. A. Wormit (study
HOCHSCHULE
SRH HEIDELBERG
J.König (int'l coordinator)
- **International Office** Ada Ehrmann