

Keynote

**"How do German universities
ensure employability?"
Strategies for demand-oriented
education and successful
theory-practice transfer"**

September 26th 2024, Ho Chi Minh City

Plan-Wissenschaft

Dr. Elisabeth Holuscha



Plan W

"Tôi tên là Elisabeth Holuscha
và tôi rất vui cũng như vinh dự
được có mặt tại đây hôm nay,
xin cảm ơn vì lời mời!"

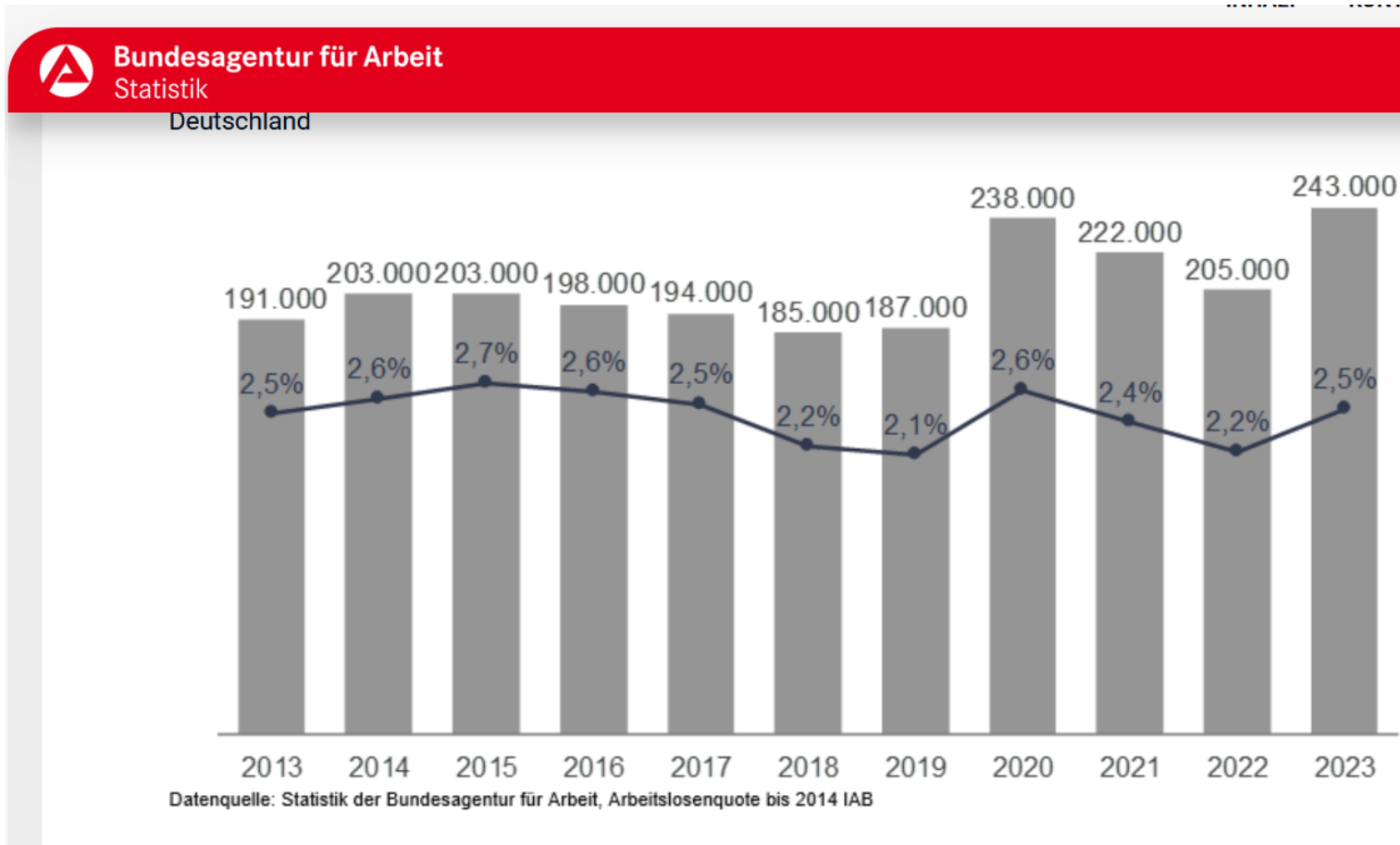
Plan W



Agenda

- Dual System / Dual Degrees
- Challenges
- Administration and Leadership
- Stragedy model

Unemployment rate in Germany since 2007 under 3%



Dual Education system

- Traditional Universities (including Technical Universities)
- Universities of Applied Sciences
- Privat Universities (mainly Universities of Applied Sciences)

Plan W

Wintersemester 2003/2004 – 2023/2024

HAW/FH

513,5 Tsd.  1,1 Mio.

215 Institutions 50% // 38% Students
Universities of Applied Sciences

Universität

1,4 Mio.  1,7 Mio.

109 Institutions 26% // 58% Students
Traditional Universities

<https://hochschuldaten.ch.de/deutschland/studierende/>

Plan W

Universities of Applied (UAS) - profile

- Upgrade 1968 - Schools before
- Hiring qualification for UAS professors
5 years working experience out of university
- BA and MA thesis in cooperation with industries
(60%-80%)
- Practical or internship semester

Plan W

Universities of Applied (UAS) - profile

- State funding for reaserach cooperation with industrie
- Subject-specific university entrance qualification („Fachabitur“) vs. general university entrance qualification („Abitur“)
- Permeability of education systems



More specific about industrie cooperation

- Curriculum Alignment with industries needs
- Advisory board with industrie
Degree thesis in cooperation with industries
- Part time lecturer //
Honorary Professorship

What else can be important

- Focus on vocational training
- Research and Innovation Hubs
- Soft skills, social innovation, international interdisciplinary learning
- Entrepreneurship education
- Quality assurance and accreditation

Plan W

DUAL DEGREES

Plan W



Dual degree programs

- Practical relevance
- Alternating between theory and practice
- Compensation
- Close cooperation with companies
- High employability

Dual degree programs

Year	Dual studies	Industrie partners	Students
2007	666	24.246	43.220
2019	1.662	51.060	108.202
2024			138.194

36% Engineering
35% Business Administration
13% Informatics
10% Social Sciences
6% Others

Plan W

Baden-Württemberg Cooperative State University

- Dual study model
- Wide range of study programs
engineering, business, social work, and health
sciences
- Close industry partners
- Hands-on learning

Plan W

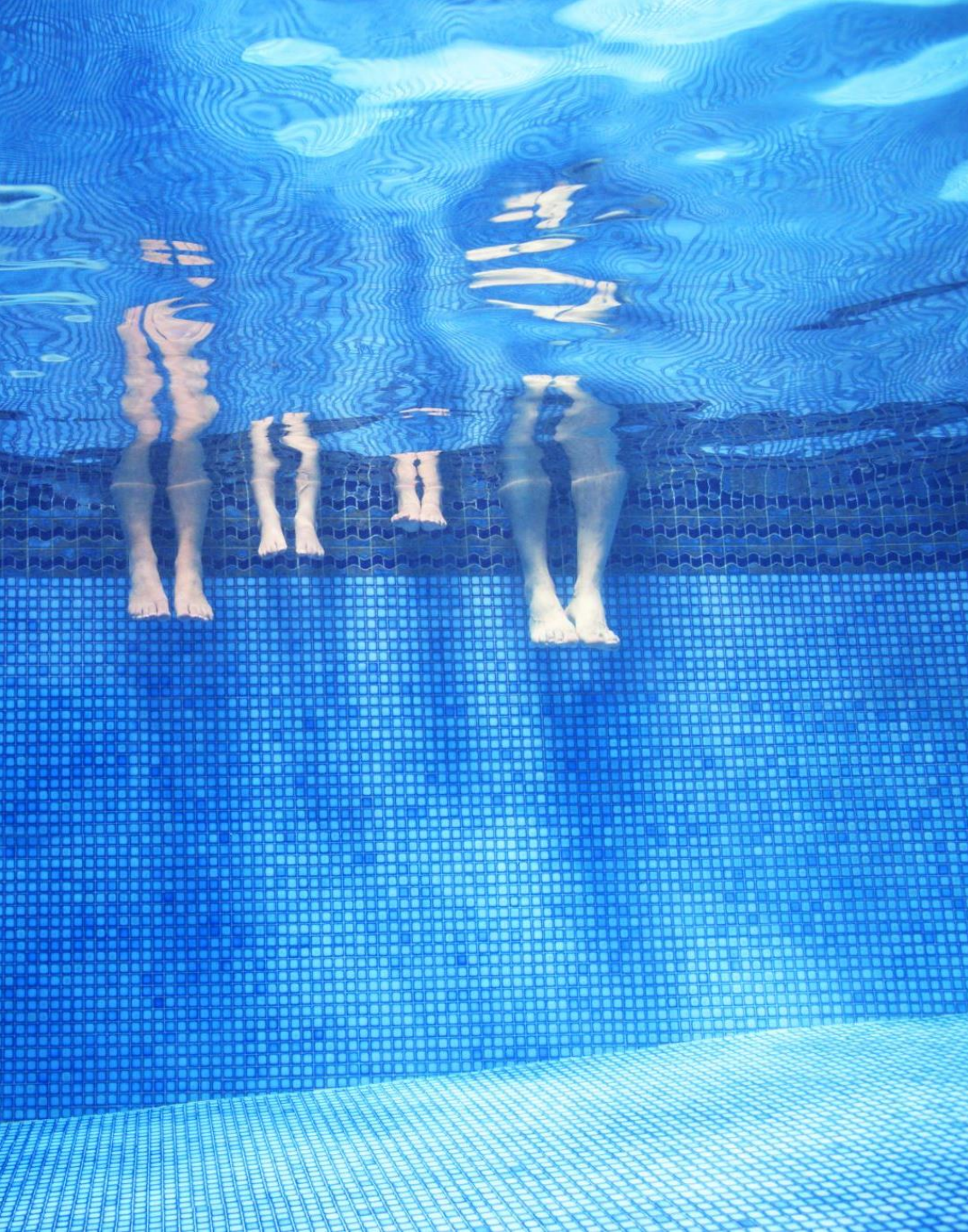
Our challenges

"For a long time now, the demand for dual study programs has exceeded the available supply. This demonstrates the strong interest among young people in combining theory with practice. Universities, in collaboration with industry, should offer even more opportunities, especially in light of the existing shortage of skilled workers"

Centre for Higher Education Development (CHE), 2024

WHAT ARE OUR CHALLENGES?

Plan W



Our challenges

- Industry collaboration
- Technical innovation and curriculum adaptation
- Digital (AI) Skills Gap
- Attraction of job requirements (academic staff)
- Funding

ROLE OF ADMINISTRATION AND LEADERSHIP

Plan W



Administration & Leadership

- Integrate of employability into the core strategy of the university.

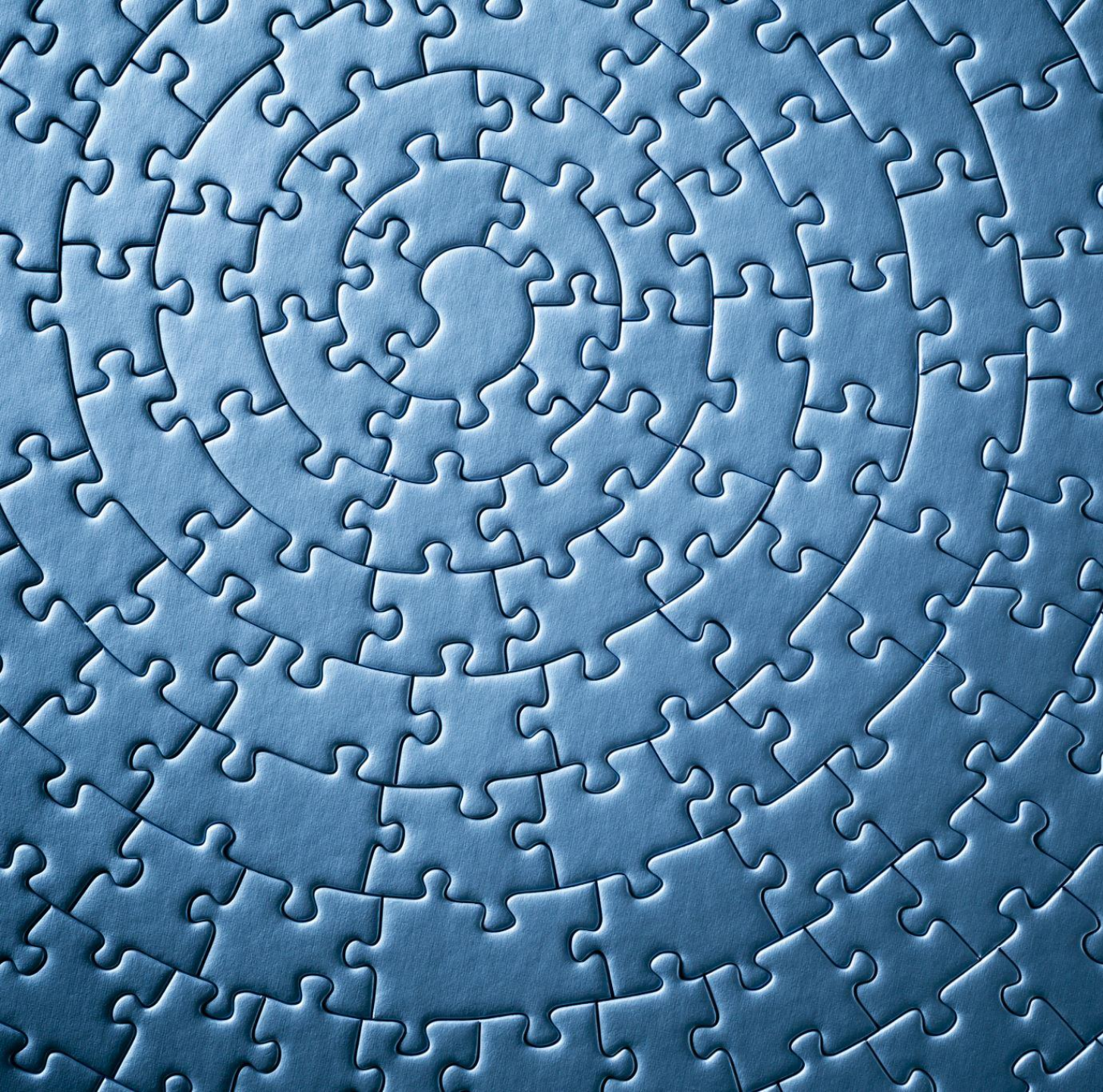
Doing strategy

- What do we want to do? (Vision and/or mission)
- What needs to be done? (Goals Maßnahmen)
- What do we need? (Ressources and Qualifications)
- How do we know that we made it? (Evaluation and Monitoring)

Plan W

Doing strategy





Doing Strategy

- Structure follows strategy

Xin cảm ơn
và tôi rất mong được trao đổi cùng quý vị!

Dr. Elisabeth Holuscha
holuscha@plan-wissenschaft.de

Plan W