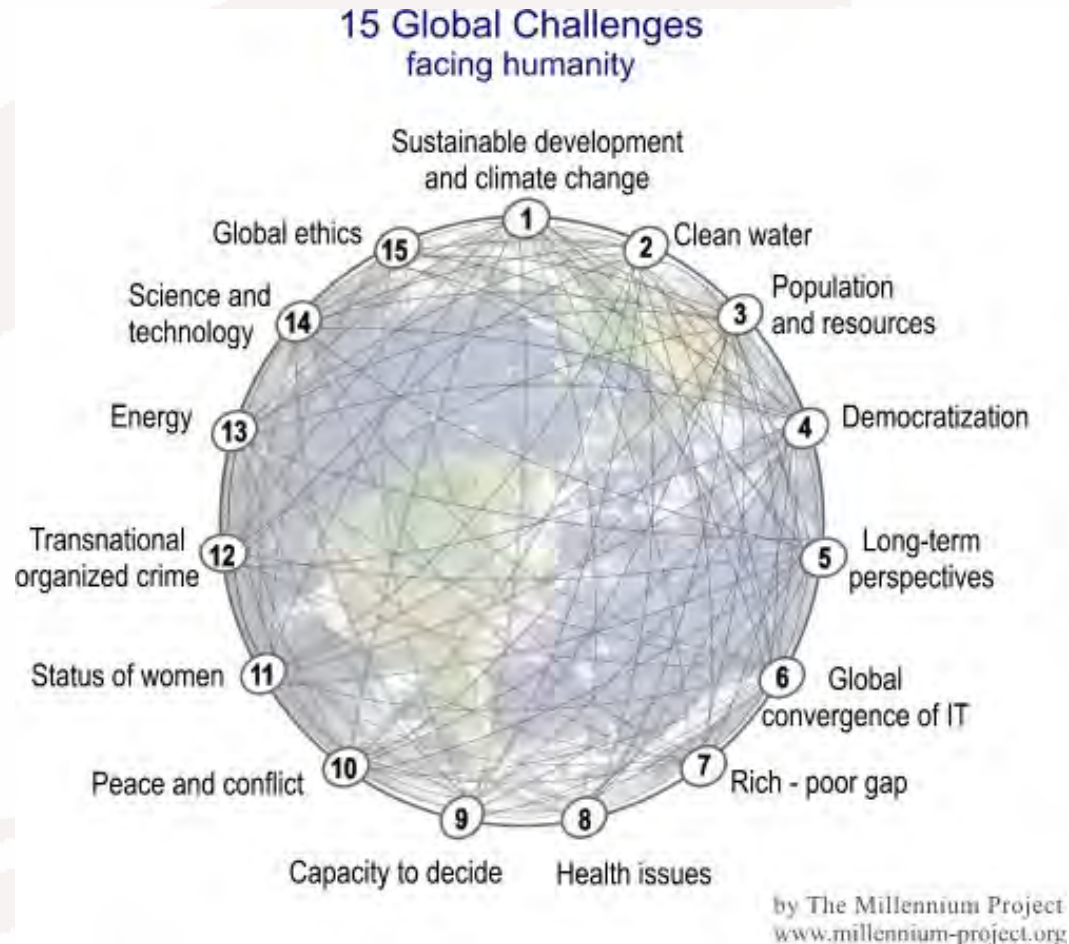


- 1 Pole Position
- 2 Legal and Social
- 3 Large versus Small
- 4 Metropolis versus Region
- 5 Basic versus Applied
- 6 Coburg University

1 Pole position in the 21st century



The **global challenges** can only be solved together with the **science**.



The change from **simple** to **smart**



No chip, no sensor,
handmade by mechanics



„Driving computer“ with chips and sensors
developed and produced by
mechanical and electronical engineers,
computer scientists,
physicists, chemists, designer, ...

The change from **clear** to **complex**



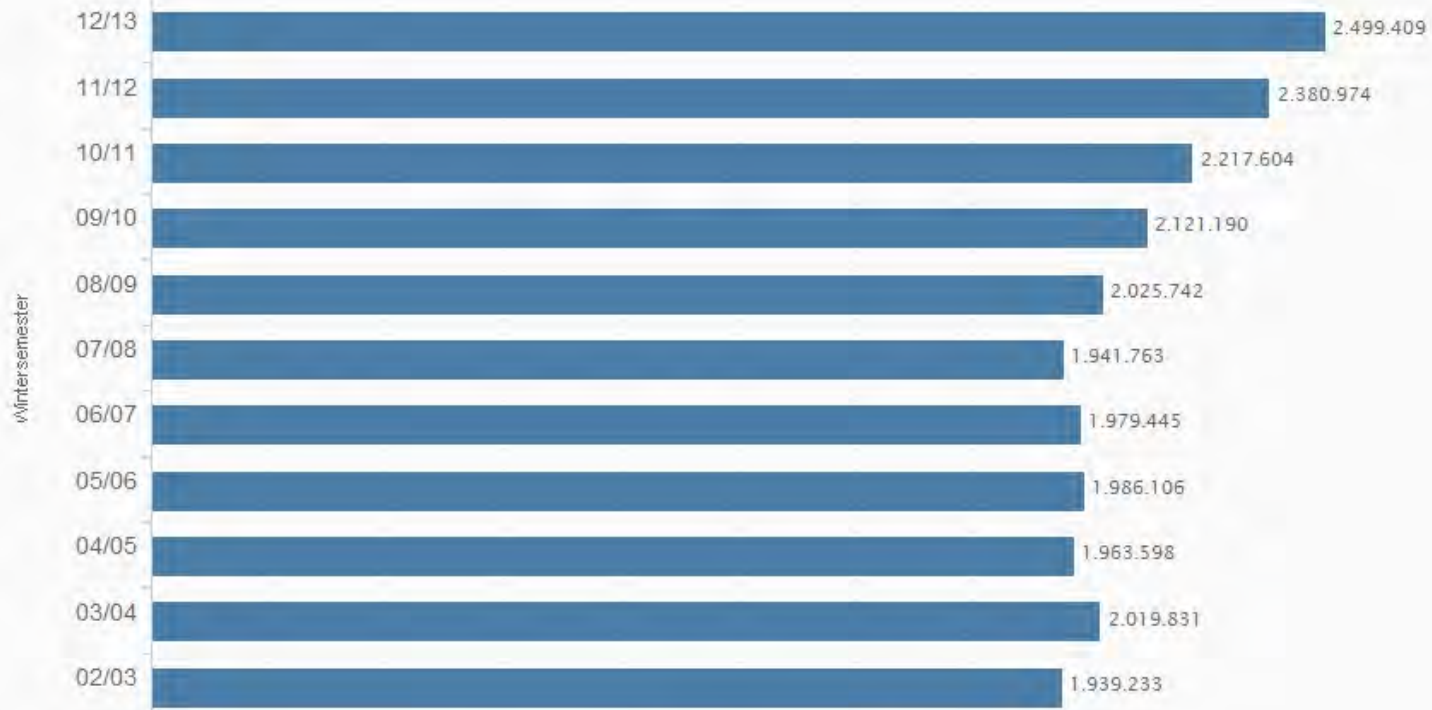
In the past:
Planned by administration,
decided by government



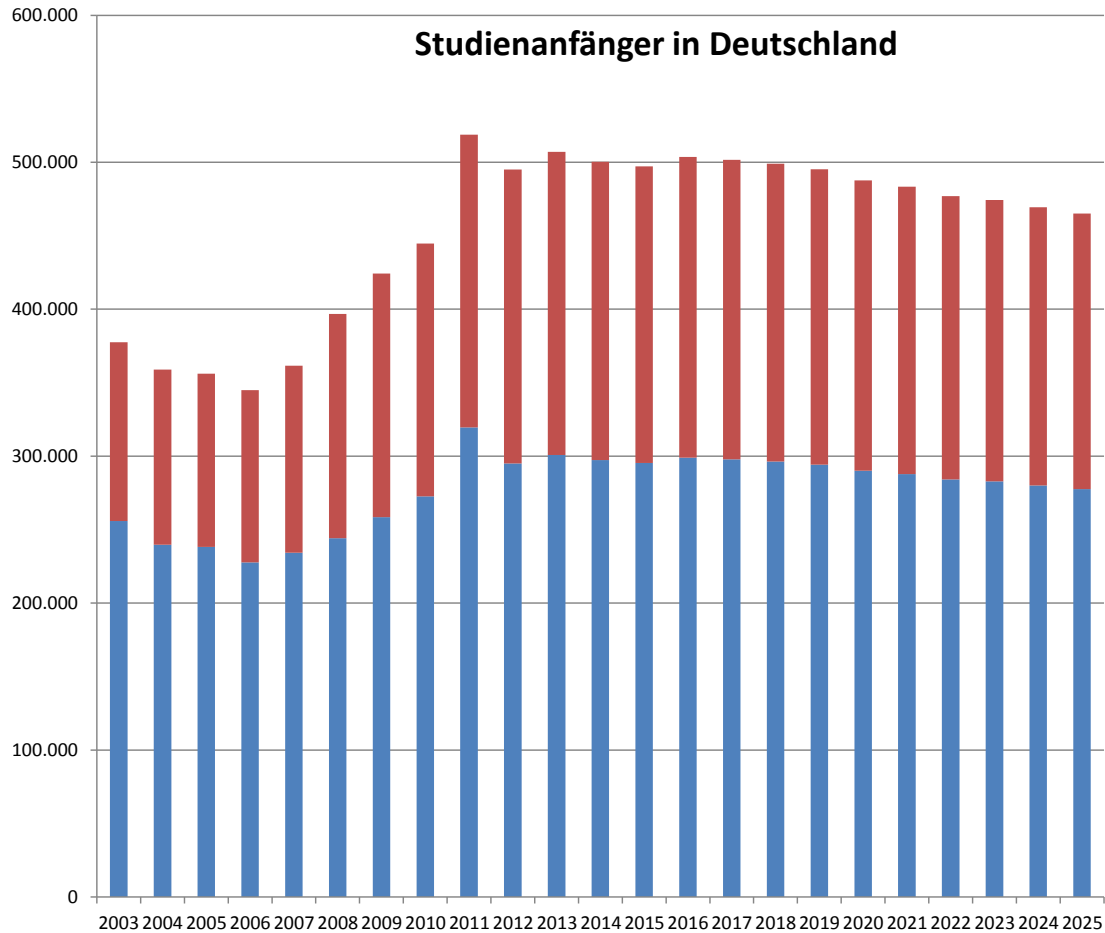
Now:
Planning und decision together with citizens

Number of **students** 2002 to 2012 in Germany

Anzahl der Studierenden an Hochschulen in Deutschland vom Wintersemester 2002/2003 bis 2012/2013

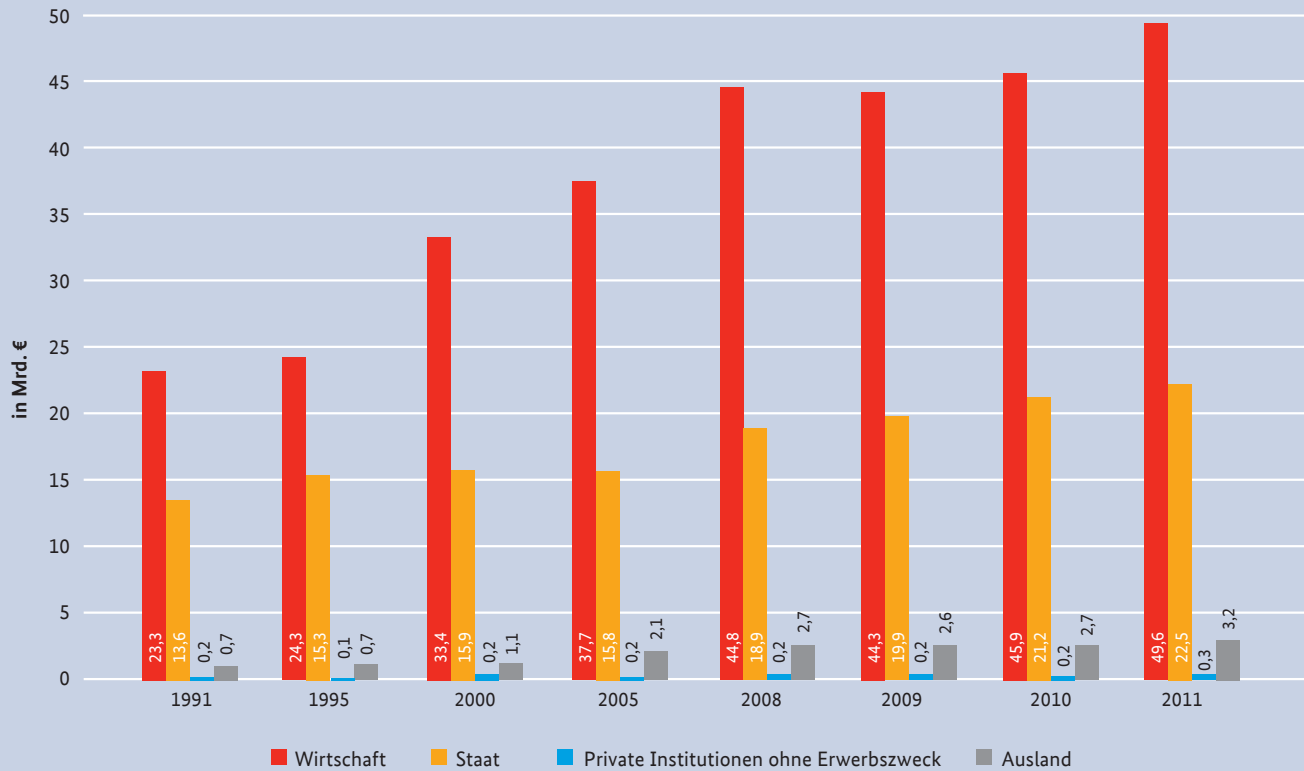


Number of **study beginners** (with forecast to 2025) in Germany



Expenditure for **research and development** in Germany

Abb. 1 Bruttoinlandsausgaben für Forschung und Entwicklung (BAFE) in der Bundesrepublik Deutschland nach finanzierenden Sektoren



2 Legal mandate and social role



The mandate is defined by **university laws**.

- Cultivation and development of science and arts
- Employability and scientific excellence
- International collaborations
- Transfer of knowledge and technology

The **legal involvement** of our stakeholders is defined by university laws.

In Bavaria:

University board consists on **20 members**

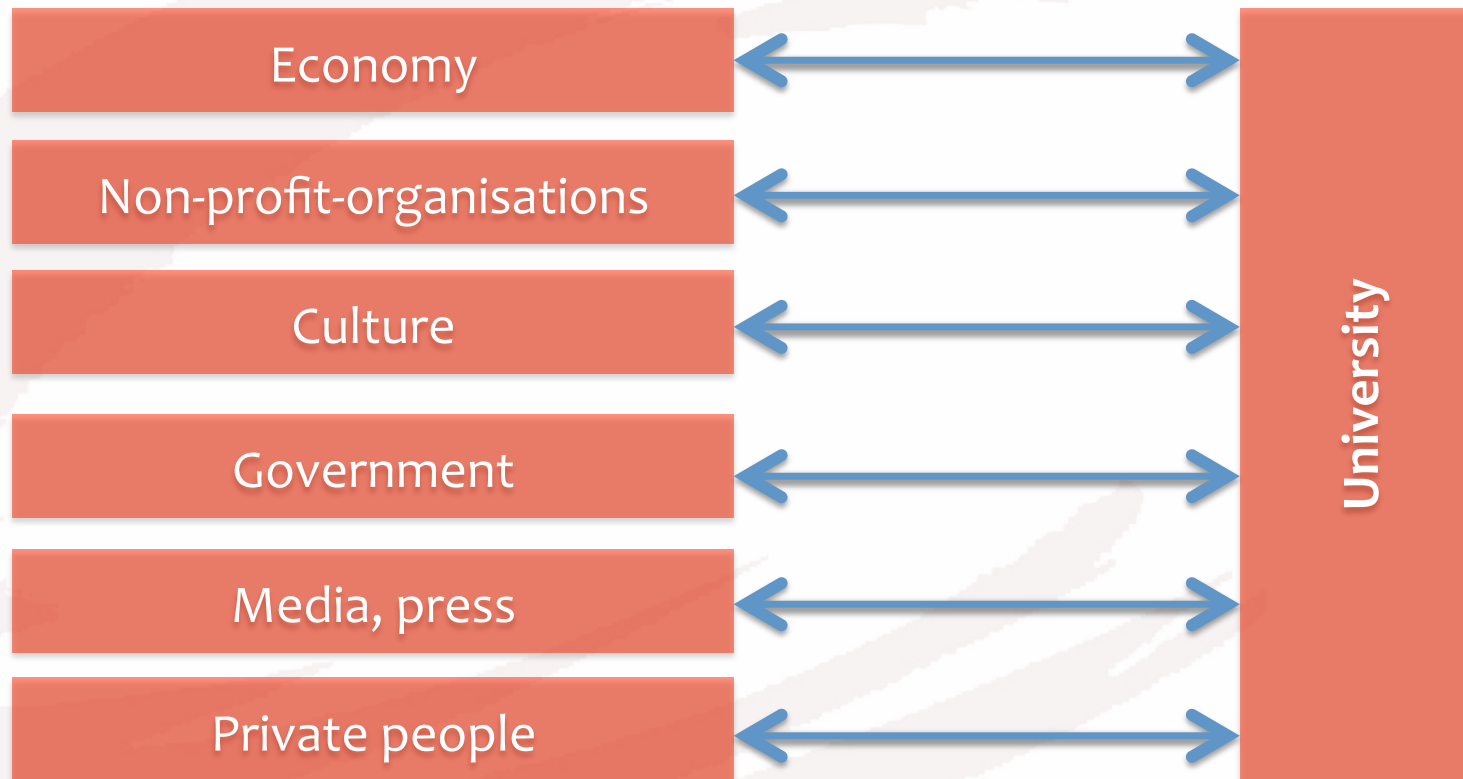
10 members (from university)

10 external members

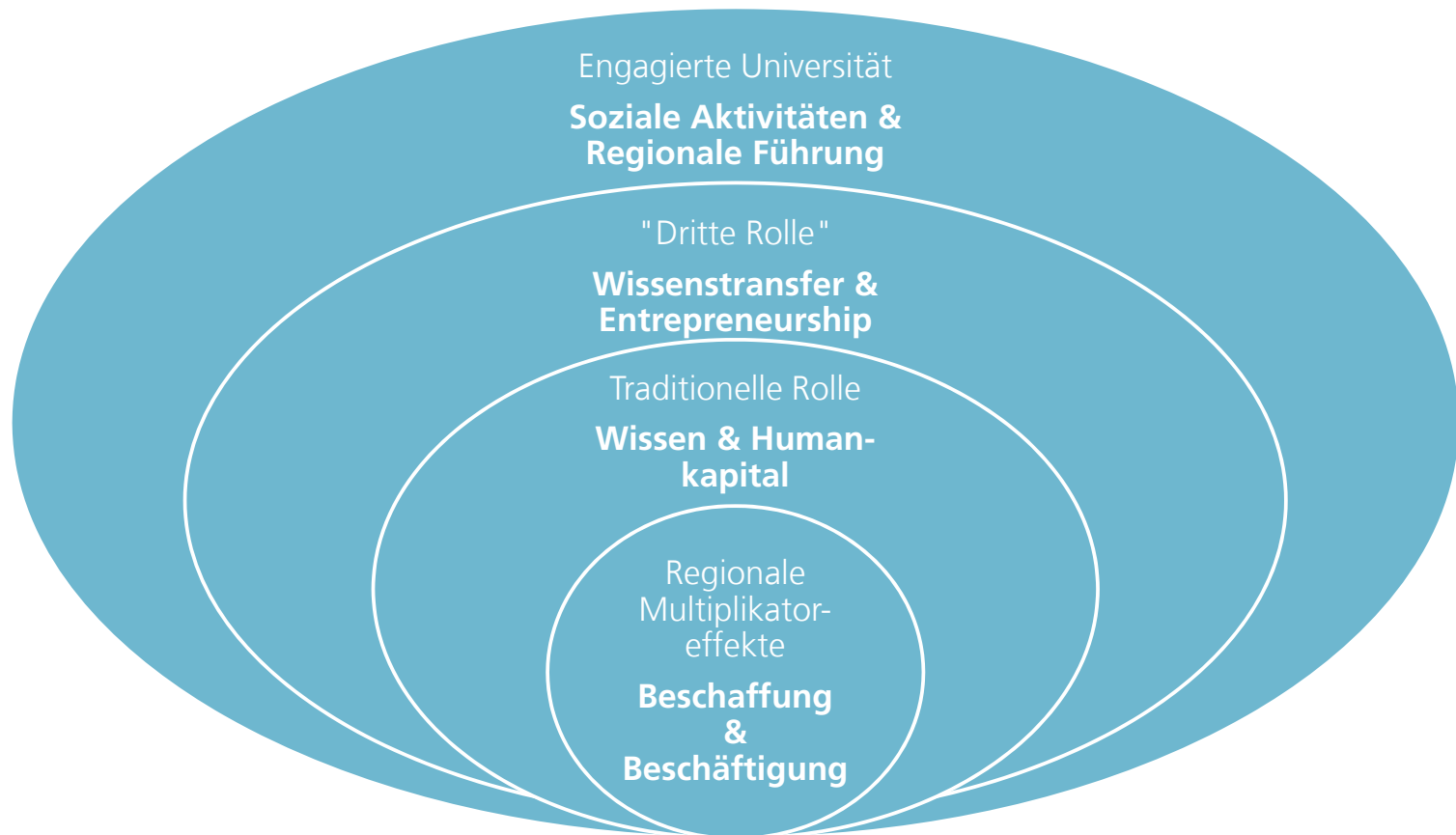
From companies, government,
non-profit-organisations, culture,
press and media, ...

University board decides on **strategy!**

The „daily“ **involvement** of our stakeholders results from the social role.

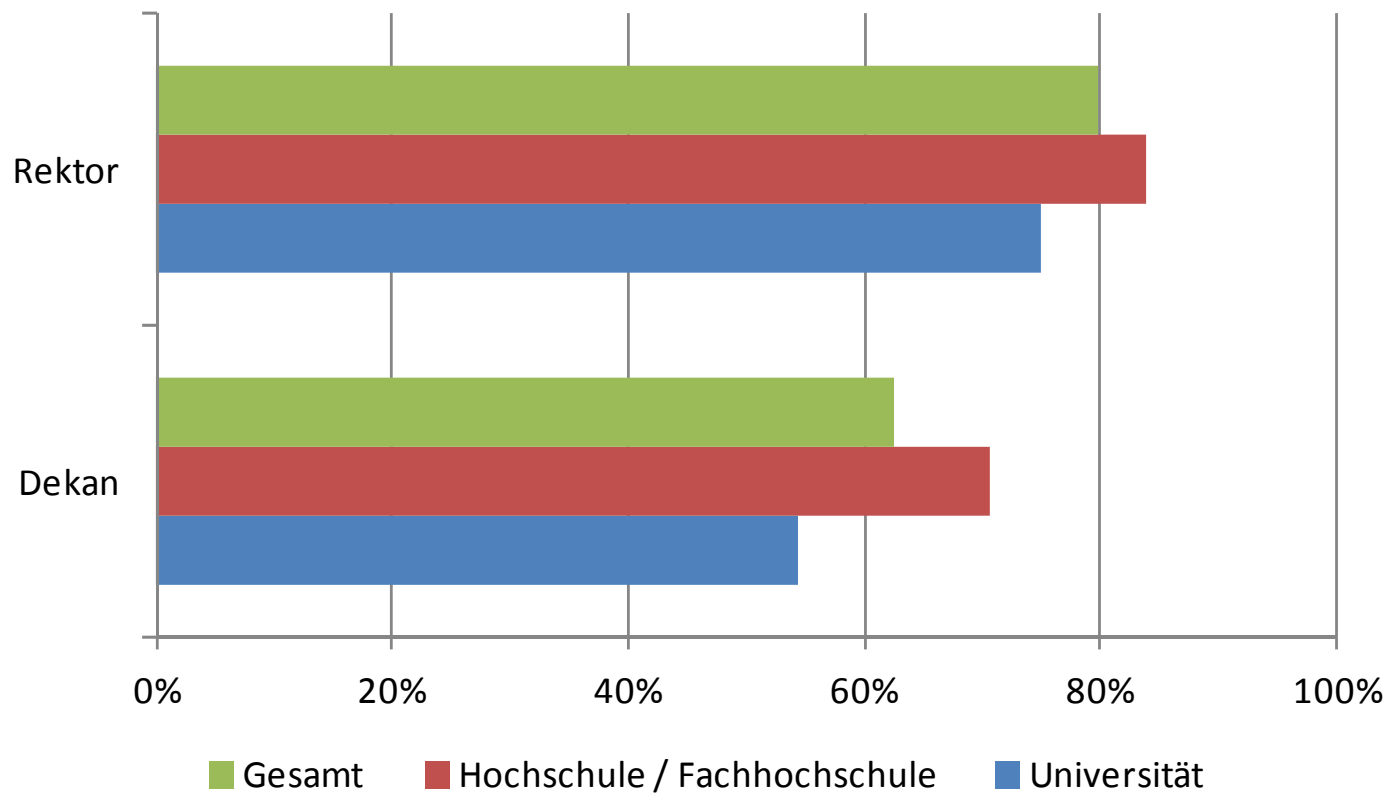


The „third role“ and „committed university“



Quelle: eigene Zusammenstellung nach Goldstein/Mayer/Luger (1995), Uyarra (2010) und andere

The **active participation** of professors in regional development



What can we do to **involve our stakeholders** (examples)?

- Student projects and bachelor-/master thesis
- Campus fair
- CareerService
- Information und presentation for schools (internal and external)
- Varied programs for children (6 to 16 years)
- „Open courses“ for external people
- University as platform and location of external events („open doors“)
- ...



3 Large versus small **university of applied sciences**



„**Small**“ as an important advantage for **universities of applied sciences**.

The average number of students is 4.000
(compared to research universities: 18.000)

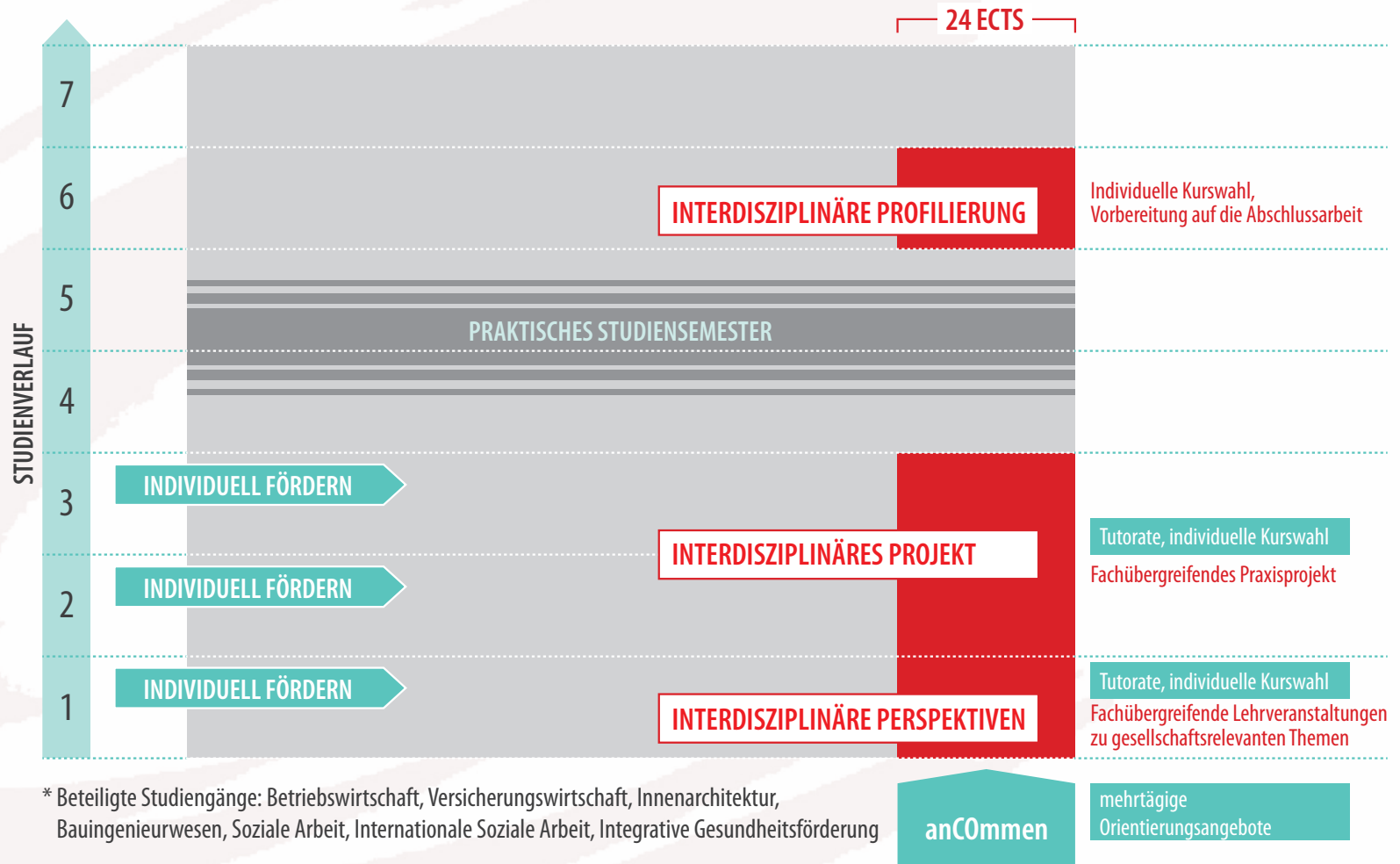
This offers a new way of higher education: **Interdisciplinary and practice**



THINK
OUTSIDE
THE BOX

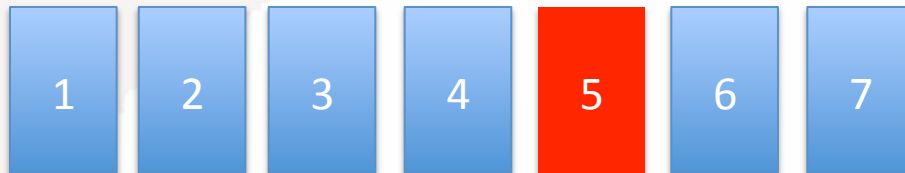
„The Coburg Way“ of **interdisciplinary study**

DAS BACHELORSTUDIUM IM COBURGER WEG* (210 ECTS)



The obligatory practice: **internship and practical projects**

At Bavarian Universities of applied sciences all **undergraduate programs** have 7 semesters and include an **internship (20 weeks, 30 ECTS = 14%)**.



In graduate programs (3 semester) **practical projects (> 10 ECTS = 11%)** are included.

What can we do to **involve our stakeholders** (examples)?

- Working on interdisciplinary topics with different external partners
- Small student teams with supporting by professors
- University as an integral part of society
- ...



DON'T WORRY – BE HEALTHY



**INTERDISZIPLINÄR STUDIEREN –
LÖSUNGSANSÄTZE FÜR DIE PRAXIS**

2013|14



COBURG UNIVERSITY OF APPLIED SCIENCES AND ARTS **FAR-SIGHTED STUDIES**

HRK German Rectors' Conference
Project **nexus**
Concepts and good practice in Higher Education

Committed Universities

Strong in research, skills-focussed and active in society

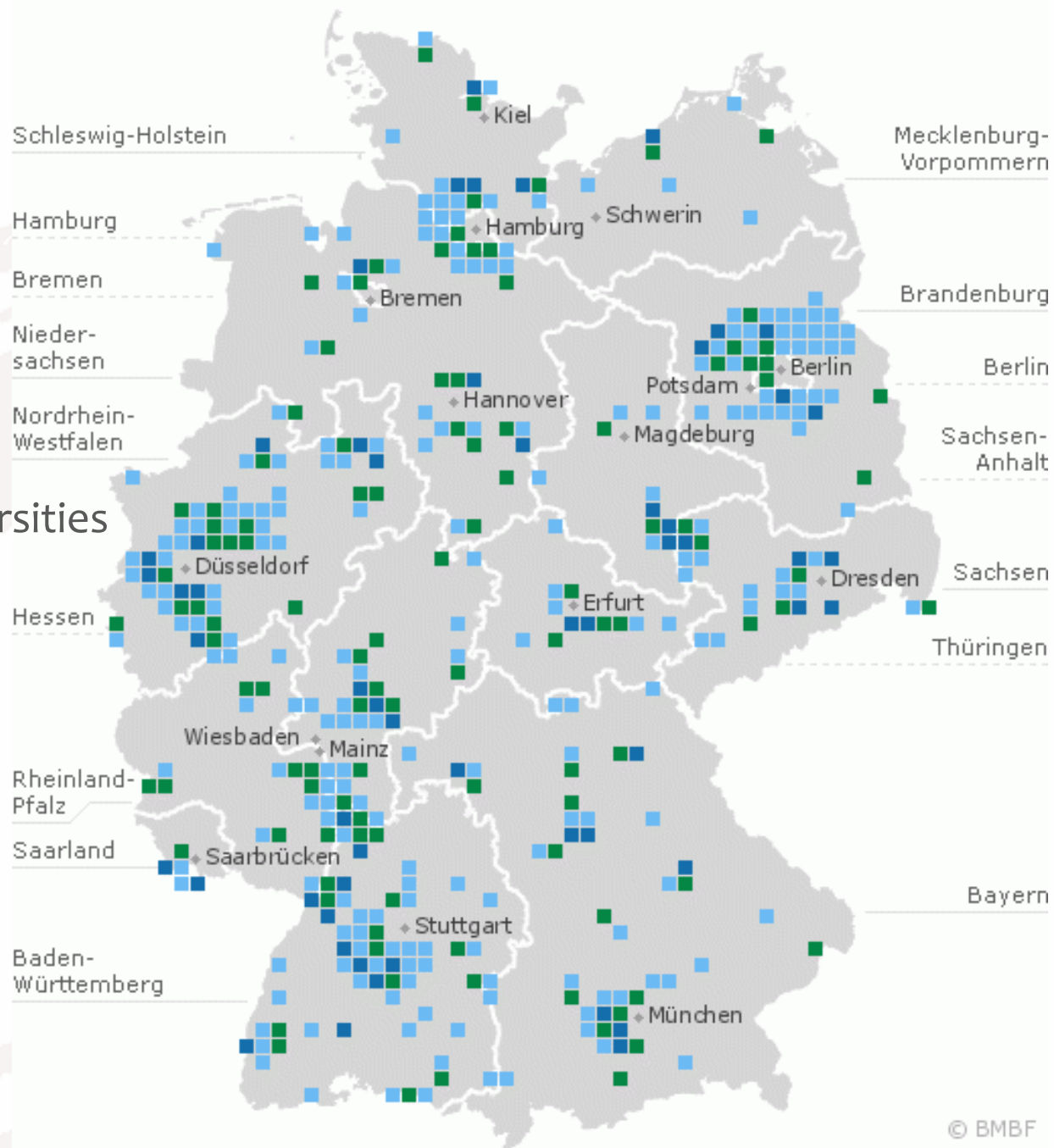


Through its project “the Coburg way”, Coburg University of Applied Sciences and Arts in Franconia has made interdisciplinary teaching and individual support an integral part of many degree programmes. Participants study across subject boundaries, receive intensive supervision – and gain new perspectives on their own discipline

4 Metropolis versus Region

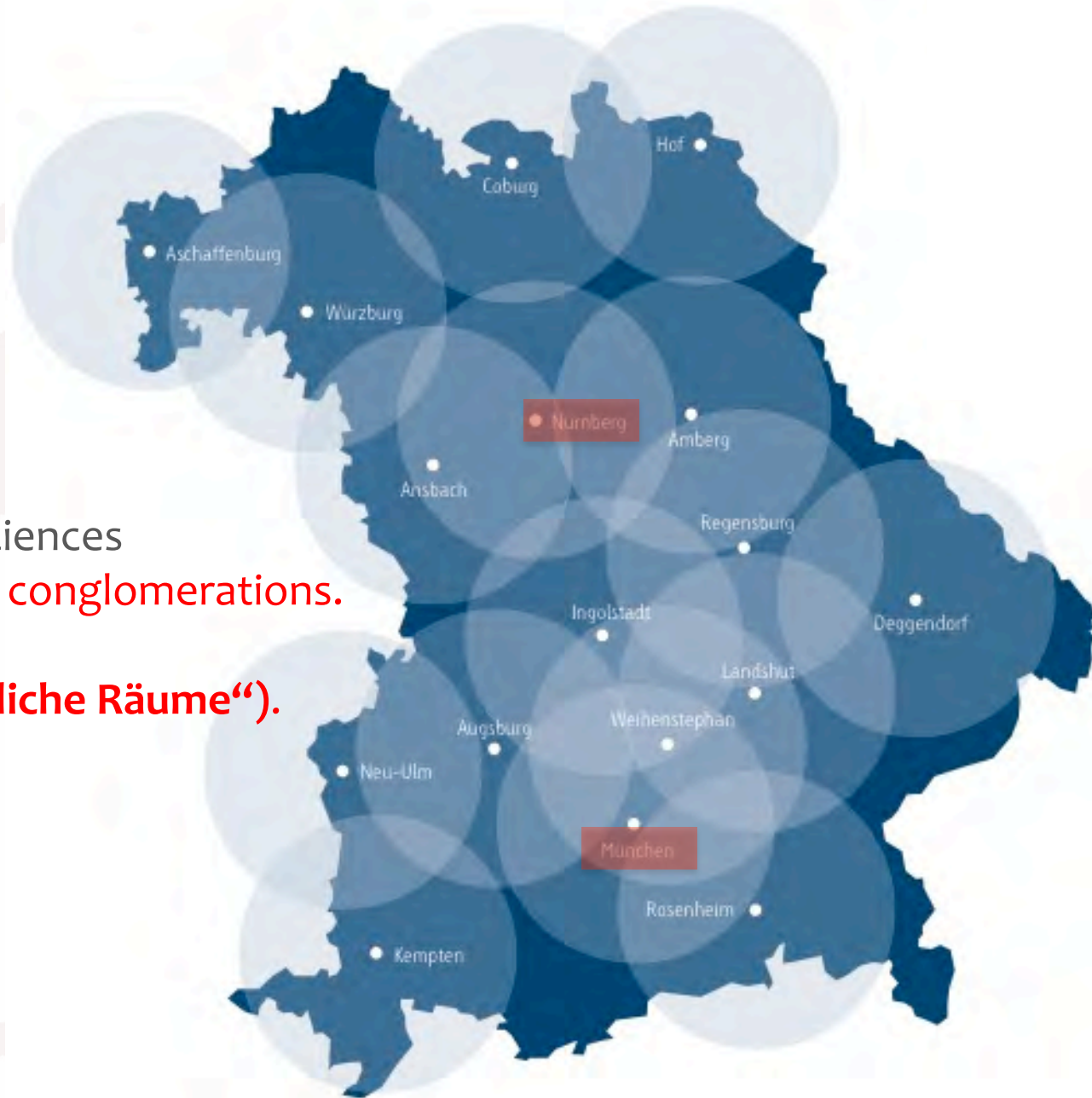


Over **50%** of German universities are located **out of urban conglomerations**

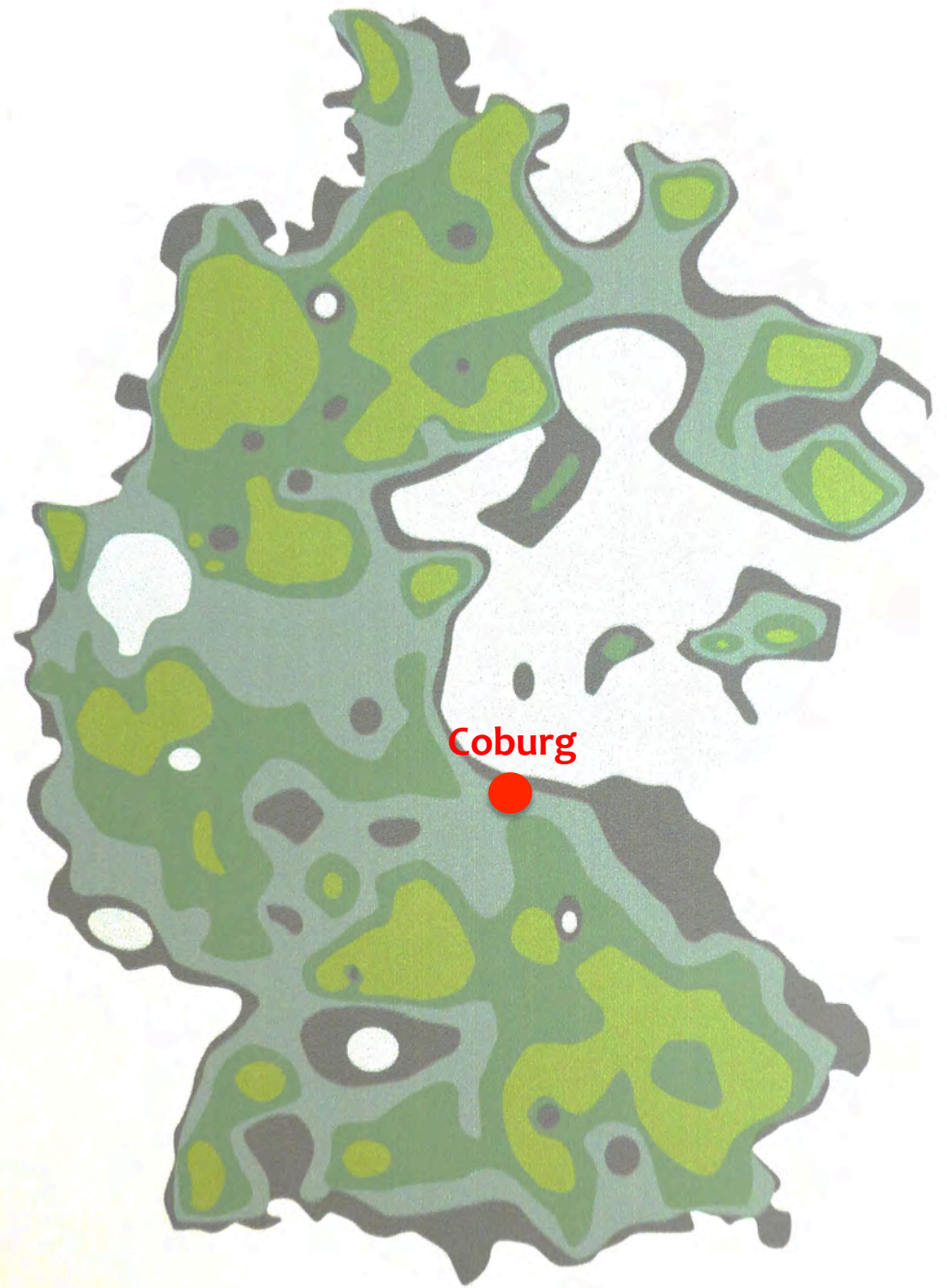


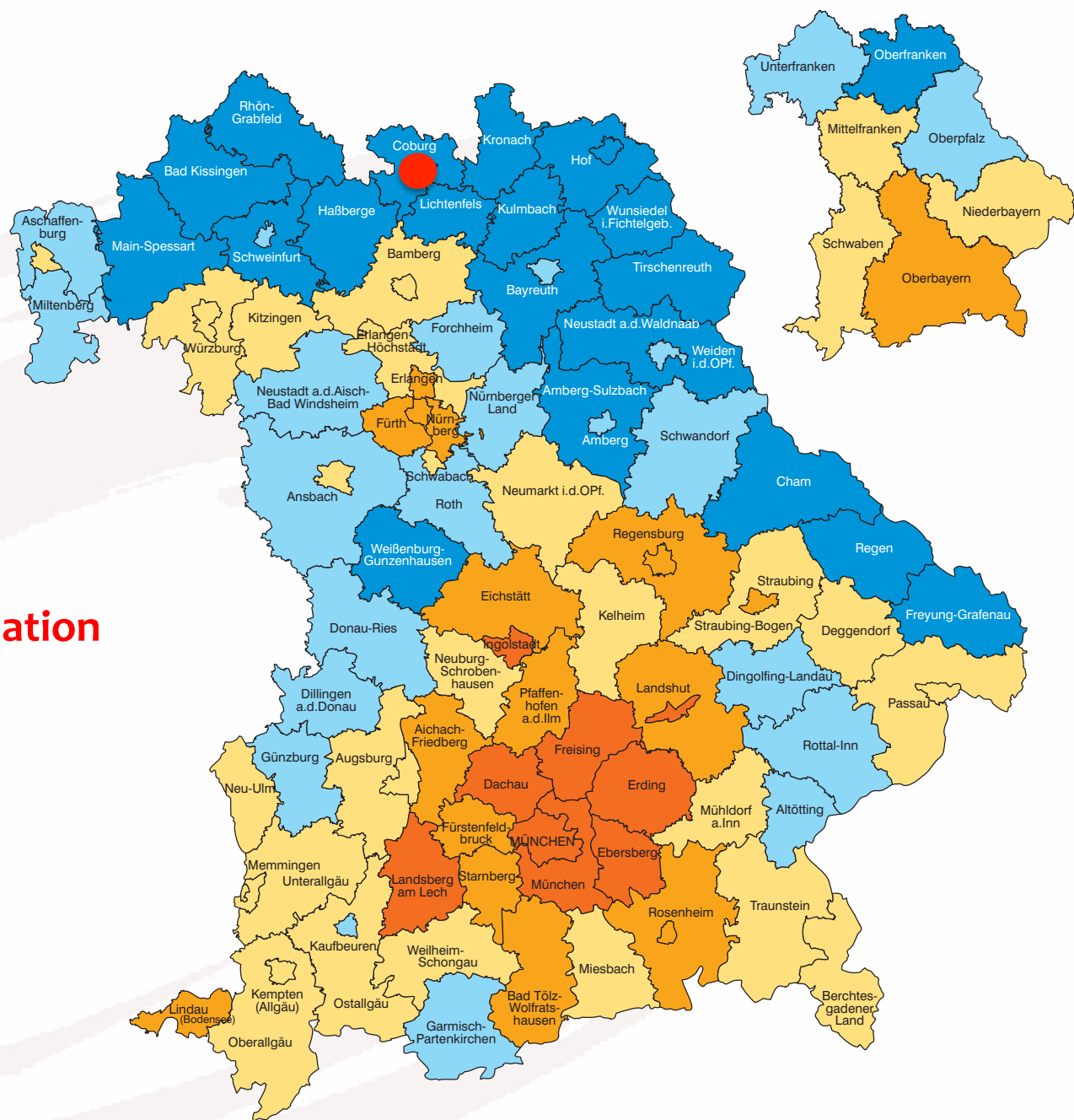
In **Bavaria** 14 of 19
universities of applied sciences
are located **out of urban conglomerations.**

So-called **regions („ländliche Räume“).**



The Challenge:
Demographic change





In Bavaria:
Decrease of young population

Ranking of 402 german cities and regions:

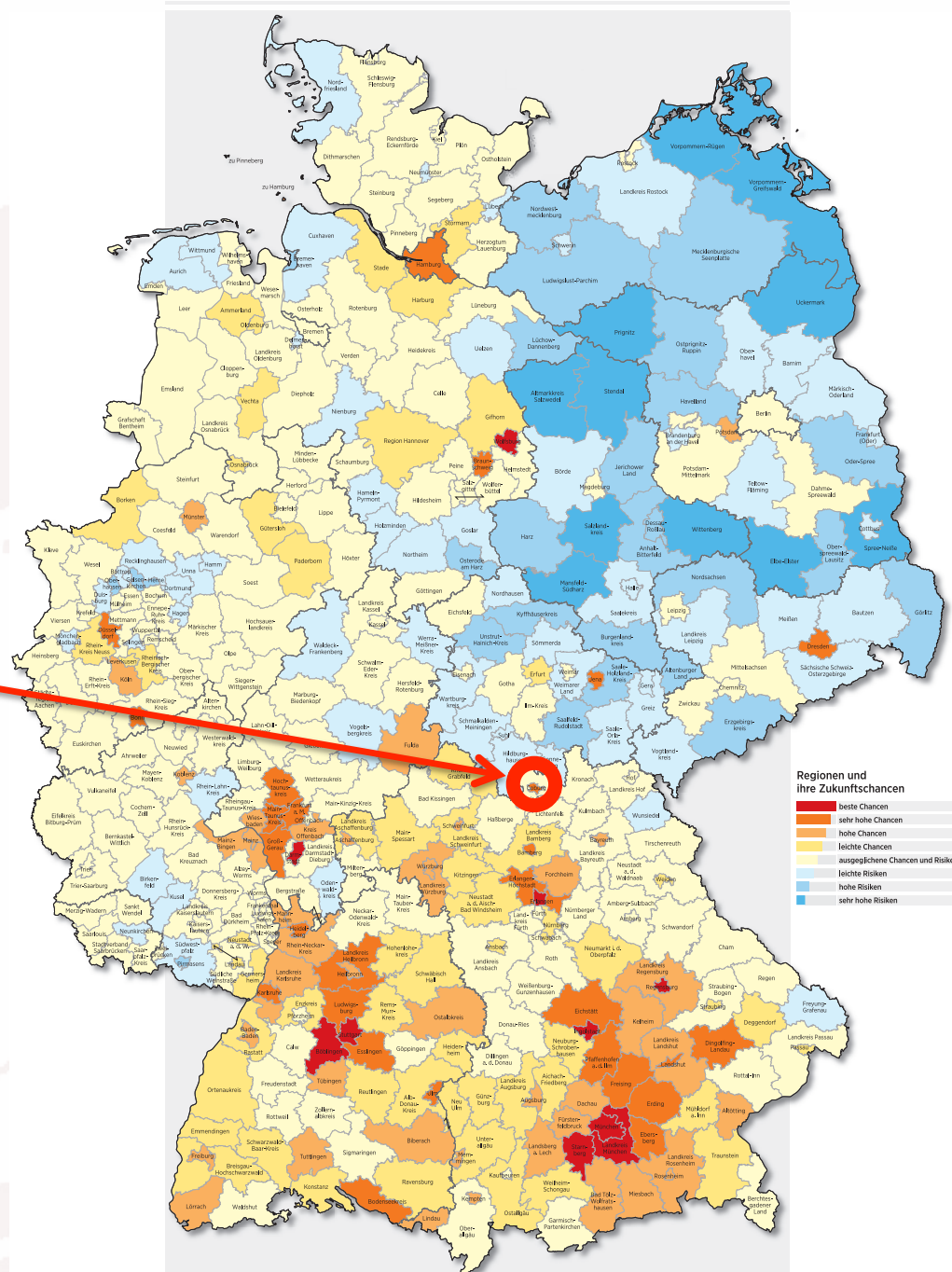
14 Coburg

1 Munich

10 Stuttgart

32 Hamburg

224 Berlin



More **economic power** and less **unemployment**



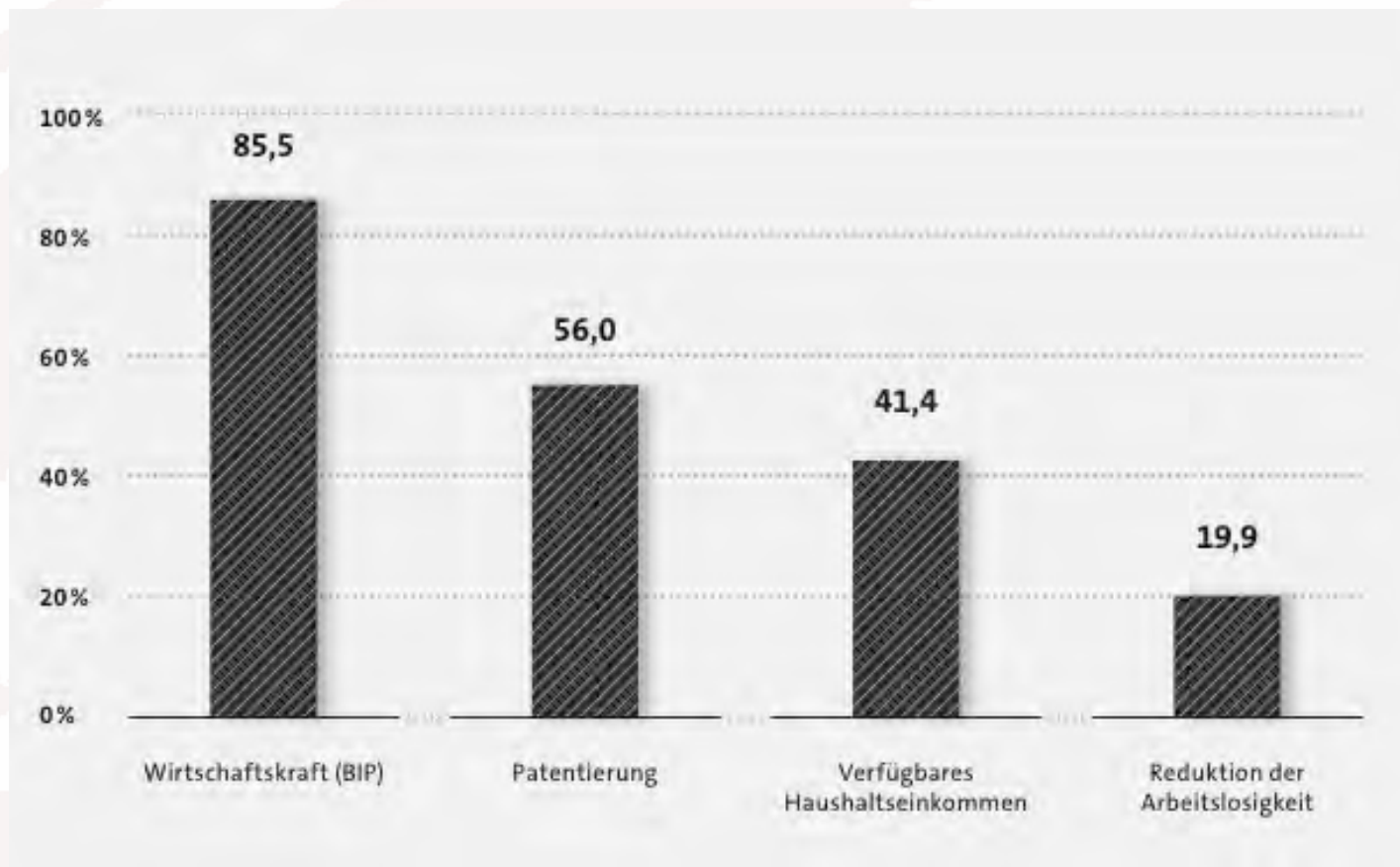
BIP pro Kopf in Deutschland **+20%**
26.184 €

Effekt in Hochschulregionen

-30% Arbeitslosenquote in Deutschland
9,5 %



Economic effects for the region – what remains?



What can we do to **involve our stakeholders** (examples)?

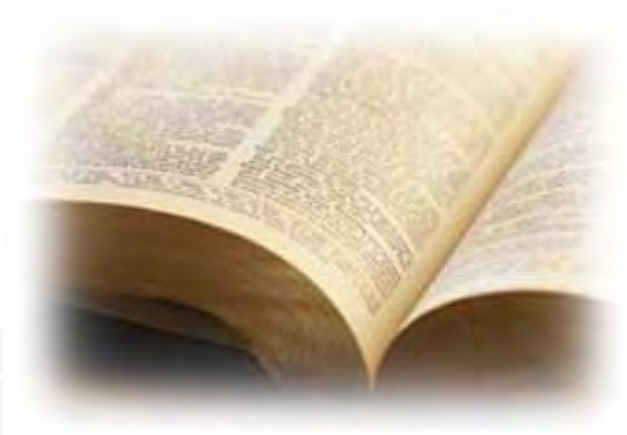
- Strategic regional university alliances
- Advisory boards for research institutes
- Foundations for scientific career
- Professorship funded by companies
- Scholarship („Deutschlandstipendium“) funded by companies
- Dual undergraduate programs
- Part time programs in cooperation
- ...

Master „FutureDesign“

Leaders have to do the right things!
„Know Why“!



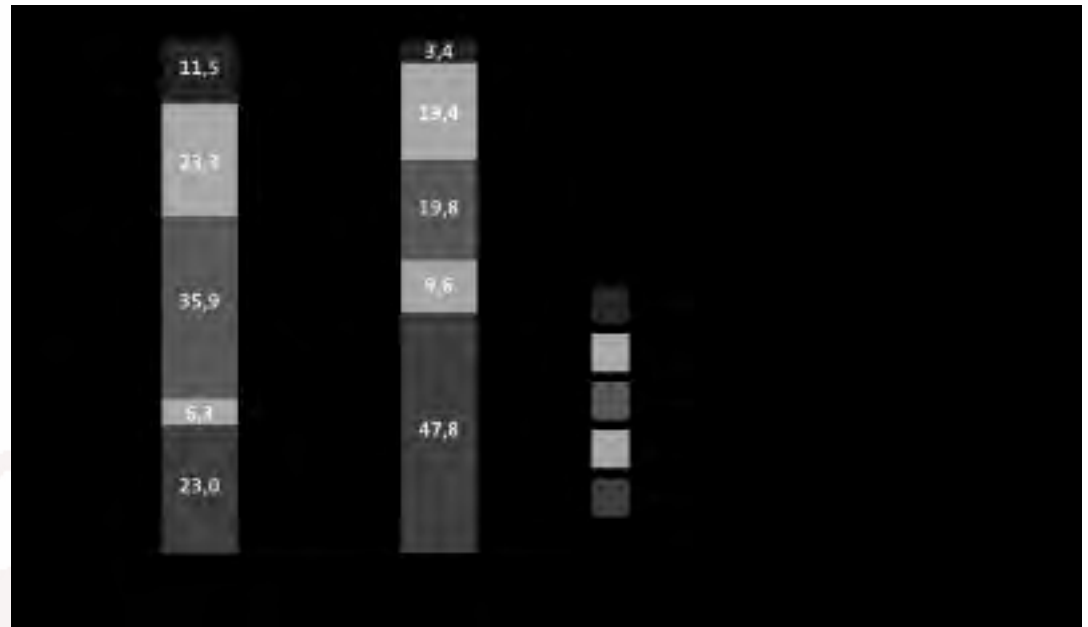
5 Basic versus applied science



„**Applied science**“ as the special profile of **universities of applied sciences**.

The most research projects deal with the development of **new products, services and processes**. More than **50%** of the budget for research comes from **industry for engineering sciences**.

This constellation offers the **transfer of knowledge and technology** in both directions.

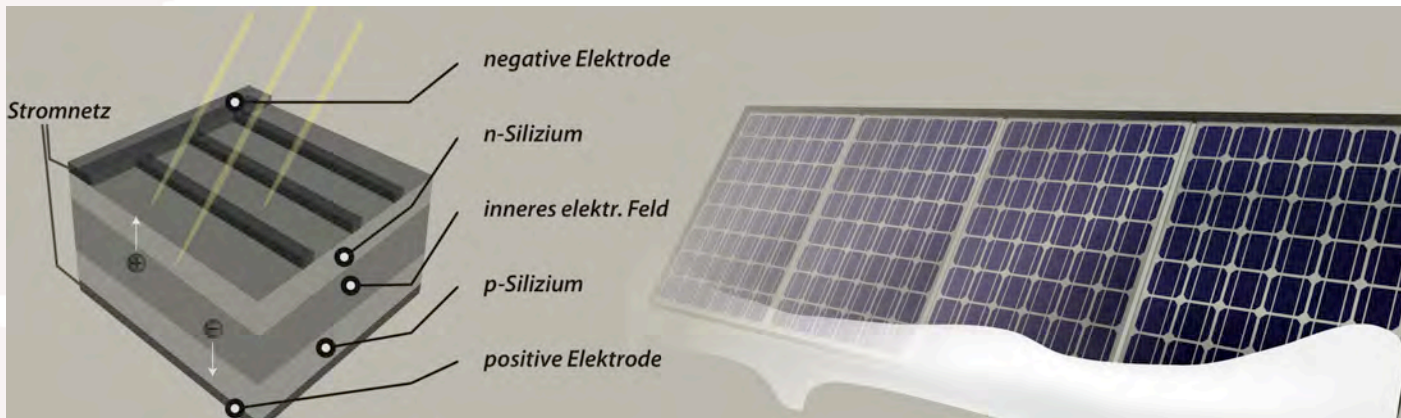
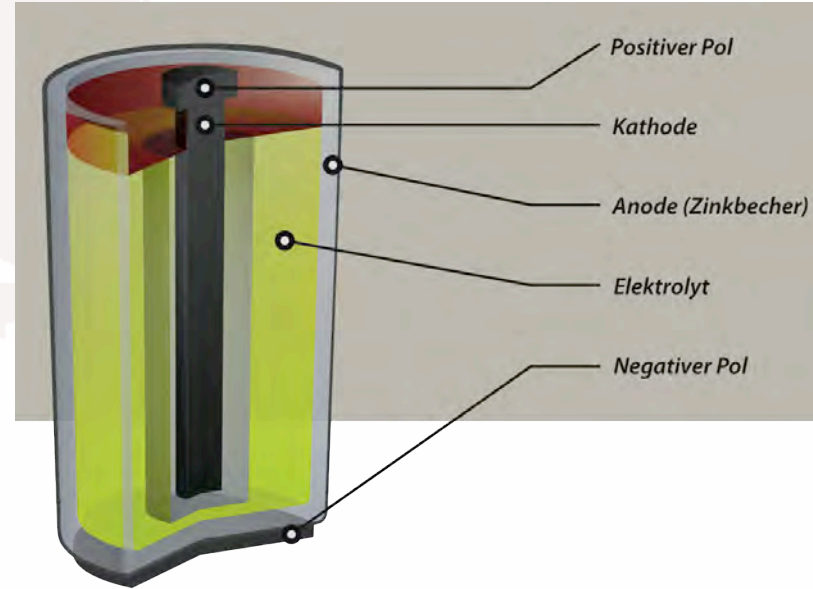


What can we do to **involve our stakeholders** (examples)?

- To make possible the excellent networks of our professors
- Reduction of teaching load for research („research professors“)
- Supporting of laboratory infrastructure („gift from industry“)
- From student project to strategic cooperation
- ...







ip.co
coburg institut für integriertes produktdesign



6 Coburg University is a **big family**

Our stakeholders are **partners** and **sponsors**.



BAUHOCHSCHULE
COBURG 1814|2014

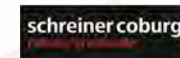
23 companies and foundations give us

160.000 EUR for our **200. birthday.**

PREMIUMPARTNER



FÖRDERER



And the people **love** their old or/and new **home town** ...

