Recruiting and Binding (Graduated) Higher Educated Students to the Region
Dual study Programs – Good Practice from Niederrhein, Germany

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Niederrhein Institute for Regional- und Structural Research
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Structure of Presentation

1. Introduction – Hochschule Niederrhein, University of Applied Sciences
2. Dual Study Programs
   a) Concept
   b) Fields of Studies
   c) Cooperating (regional) firms
   d) Facts and Figures
3. Possible Regional Effects
with the „Krefelder Modell“

at the Hochschule Niederrhein

„Closer to the practice – Dual Study Program“
Corporate video of the Hochschule Niederrhein

http://www.youtube.com/watch?v=b6zRTbiKhgM&feature=youtu.be
Hochschule Niederrhein, University of Applied Sciences

12,000 Students

1,700 Graduates per year

30 Bachelor-Programs

23 Master-Programs

12 Dual Study-Programs

2 Locations: Krefeld, Mönchengladbach

10 Faculties

More than 100 foreign partner universities
Hochschule Niederrhein, University of Applied Sciences

Faculties/Departments

Krefeld:
- Chemistry
- Design
- Electrical Engineering and Computer Science
- Mechanical and Process Engineering
- Industrial Engineering
- Health Care

Mönchengladbach:
- Food, Nutrition and Hospitality Sciences
- Applied Social Sciences
- Textile and Clothing Technology
- Business Administration and Economics
Origins:

- Our university (in cooperation with Chamber of Industry and Commerce) is the inventor of this type of study programs – we are proud of that!

Concept:

- Combination of 23 apprenticeships and 12 Bachelor degree programs
- Dual qualification within the shortest time (fully-fledged apprenticeship accredited by the Chamber of Industry and Commerce and fully-fledged Bachelor degree).
Dual Programs – Concept and its origins

Structure of the studies:

- Parallel apprenticeship and study courses
- Study courses replace the vocational school
- Part-time studies (studies with integrated apprenticeship)

Duration:

- Apprenticeship: usually 2 years
- Duration of study: usually 4 years
Development of dual studies in Germany

- In 2011, 930 dual programs existed according to the Federal Institute for Vocational Education and Training (Bundesinstitut für Berufsausbildung).
- One year before it was 20% less.
- Not all fields of studies are suited for such programs.
- Research intensive study courses like natural science (maths, physics, chemistry) are less often offered.
- Instead, dual programs cover fields like Engineering Sciences, Business Administration and Social Work.
- It is supposed that health care might become a future field of dual programs.
Dual Programs – Concept and its origins

The initial model of the Hochschule Niederrhein and the IHK Mittlerer Niederrhein („Krefelder Modell“ for KIA)

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<tr>
<th>1. Semester</th>
<th>Unternehmen</th>
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<td>3 Tage/Woche Praktische Ausbildung</td>
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<th>2. Semester</th>
<th>Hochschule</th>
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<td>2 Tage/Woche Studium</td>
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Berufsausblick

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<th>5. Semester</th>
<th>Facharbeiterprüfung vor der IHK</th>
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<td>Hochschule Vollzeitstudium/Teilzeitstudium</td>
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<tr>
<th>6. Semester</th>
<th>Praxis- oder Auslandsmodul</th>
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<tr>
<td></td>
<td>Bachelorarbeit</td>
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<td>(meist in Zusammenarbeit mit den Unternehmen)</td>
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Example: Bachelor of business administration

- Dual alternative to the existing full-time bachelor program of our faculty.
- Students of dual programs are integrated into existing groups of full-time students.

Schedule of studies:
- In the first two academic years:
  - 2 days at the university
  - 3 days in the company
- Starting with the 5th semester the studies are extra-occupational.
Dual Programs – Concept and its origins

Vorteilsdreieck
des Dualen Studiums

**Unternehmen**
- Rekrutierung höherqualifizierter
  bereits unter Schulabgängern
- Bindung an das Unternehmen
- Kontakt zur Hochschule
- Wissentransfer:
  Unternehmensspezifische
  Fragen in Abschlussarbeiten

**Hochschule**
- Bindung an die Hochschule
- Gewinnung leistungsfähiger
  Studierender
- Import von Praxis ins Studium
  Schnittstelle zu Unternehmen

**Studierender**
- Studium wird in der
  Regel bezahlt
- Praxis & Theorie
- Zeitgewinn bei
doppeltem Abschluss
- Beschäftigung nach
dem Studium
greifbar nah

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Dual Programs – Fields of Studies

- Chemical Engineering (1982)
- Chemistry and Biotechnology (2003)
- Electrical Engineering (2008)
- Mechanical Engineering (1982)
- Mechatronics (1982)
- Process Engineering (1989)
- Business Administration (2011)
- Business Informatics (2011)
- Taxation and Auditing (2011)
- Industrial Engineering (2012)
- Health Care Management (2010)
- Therapy Science (2013)
Dual Programs – Cooperating (regional) firms

- Bayer
- Currenta
- Draftex
- Foster Wheeler Energie
- Hegenscheidt MFD
- Messer
- Norgren
- Siemens
- SMS Meer
- Voith Paper
- Hüttenwerke Krupp Mannesmann
- Thyssen-Krupp

...
Dual Programs – Some facts and figures

- HSNR invented Dual Studies (duales Studium).
- Nowadays this type of program nationwide is very popular.
- Attractive for firms: They get into a first contact with students, have the chance to test someone, can influence education.
- Attractive for students: In most cases they earn some money, get practical experience and come into contact with firms.
- Can or could be seen (or used) as a key instrument to keep the students in the region.
- 6.6% of all HSNR-students in 2012 and 7.7% in 2012/2013 are studying dual programs.
Development - Enrolment in Dual Studies

Studienanfängerzahlen duale Studiengänge
Hochschule Niederrhein, WS 01/02 bis WS 11/12

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Hints that dual Students have better grades!
Explanation?
Which Students study faster?

Students in dual programs get their graduates earlier.
Possible Regional Effects

- Regional firms – cooperating with us in the field of dual programs – have the possibility to find qualified graduates.
- Lower brain drain compared to ordinary graduates because the firms often take on the graduates.
Thank you for listening!