

The School of Business and Economics and its Dual Study Programme with Siemens AG

- At a glance -

Friedrich-Alexander-University of
Erlangen-Nuremberg

AGENDA

1. School of Business and Economics

2. Structure of the Offered Bachelor and Master Courses

3. Dual Study Programmes

The School of Business and Economics as Part of the Second Biggest University in Bavaria

Key Facts of the Friedrich-Alexander University of Nuremberg-Erlangen

Second biggest University in Bavaria

5 Schools

149 Fields of Study, e.g. Law, Medicine, Molecular Science

312 Chairs, e.g. Corporate Management, Marketing

33,500 Students

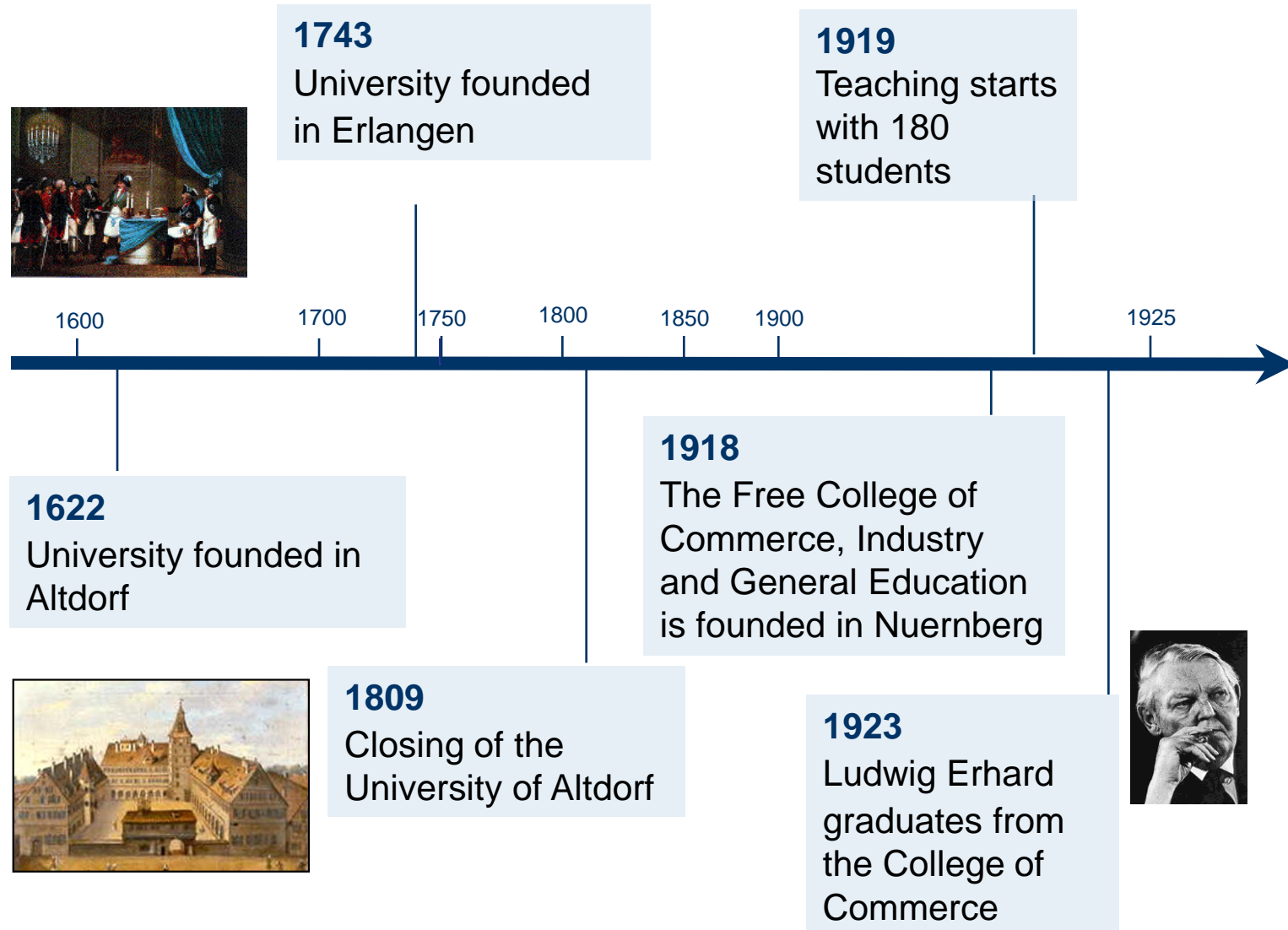
Varied University sports programme, e.g. sailing

Student organisations, e.g. AIESEC, RCDS



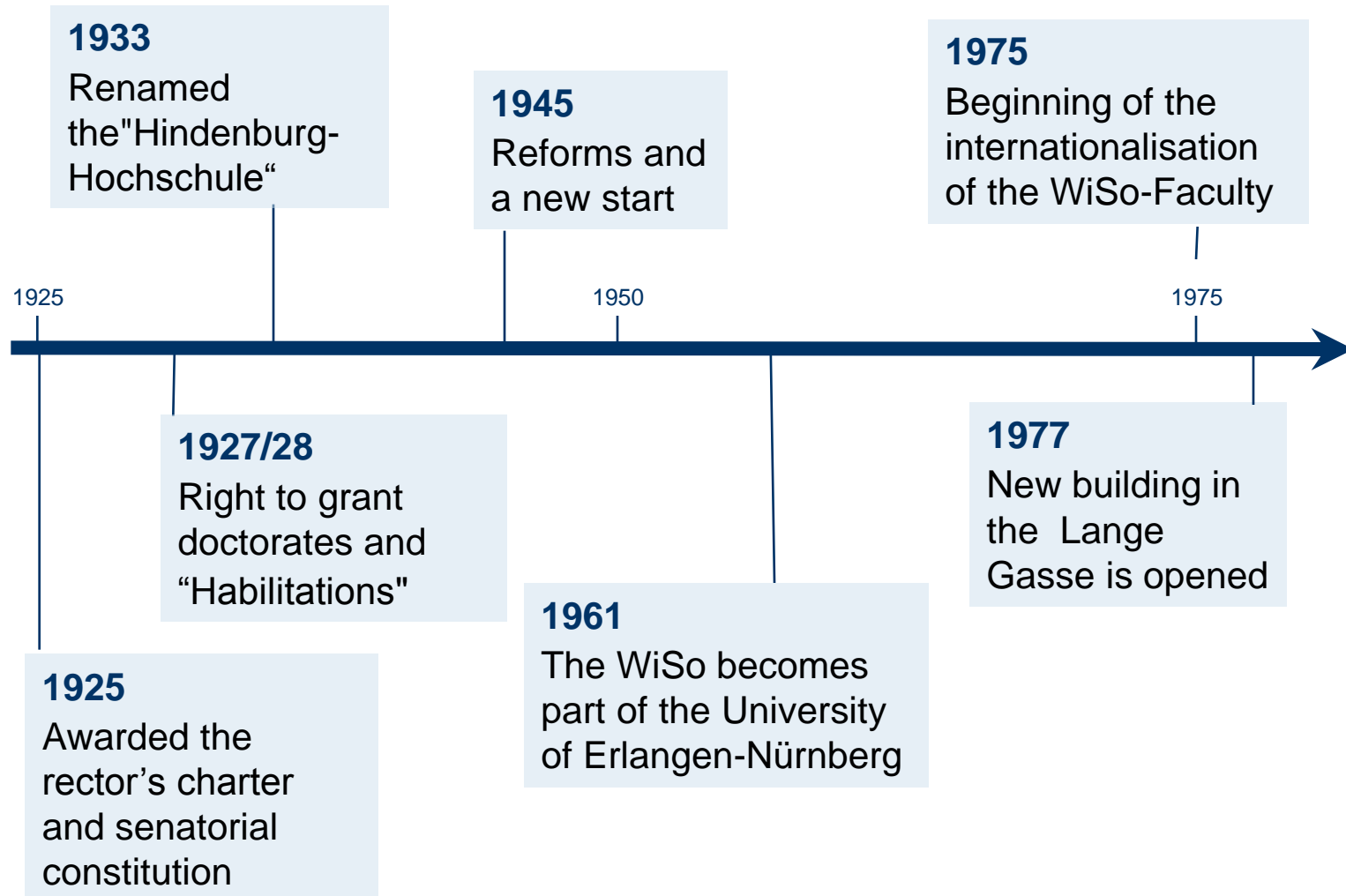
Founded in 1622, the School Looks Back on an Eventful History

History of the School of Business and Economics



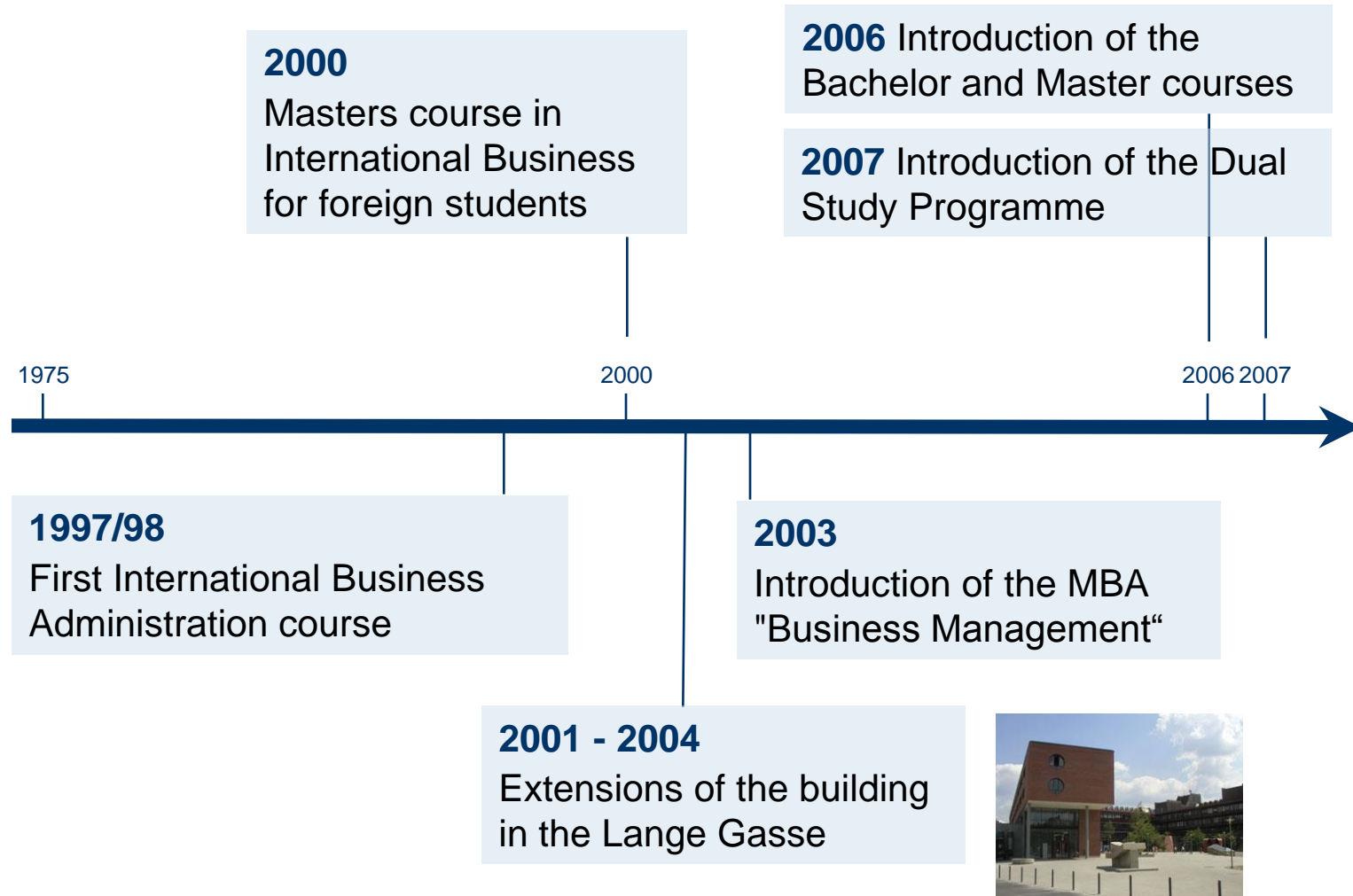
Since 1927/28 the School Has the Right to Grant its own Doctoral Degrees

History of the School of Business and Economics



The First Dual Study Programmes Have Been Implemented in the Year 2006

History of the School of Business and Economics



A Strong International and Practical Orientation Characterizes the School of Business and Economics



Key Facts

Over 6,000 Students

35 Chairs

Diverse fields of study

Internationally listed with 100 Partner-
Universities worldwide, e.g. Atlanta, USA

14 Percent Foreign Students and over 100
visiting students per year

Cooperation with regional and international
firms, e.g. Siemens



SIEMENS

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The School of Business and Economics Offers Several Different Bachelor Courses

Bachelor Courses – an Overview

Bachelor courses

Business Studies with focus on

- Business Administration
- Economics
- Information Systems
- Business Education

Socio-Economics with focus on

- Behavioral Studies or International Studies

International Business Studies

Information Systems



All Bachelor Courses Follow a Consistent Structure

Details of the Bachelor Programmes

Grouping of the **strengths:**

innovative, international, interdisciplinary, practice-orientated

Combination of the **expertise in subjects, methods & personality**

Combination of **generalists** and **specialists**

Assessment stage – 1 year

Key qualifications (soft skills)

After 1 year **choice of main focus**

A Stepwise Course-Programme Provides a Systematic and Flexible System

Stages During the Studies at the School of Business and Economics

Assessment-stage:

- Overview & Basics
- Introduction in BA, Economics, Law

Bachelor stage:

- Choice of the main focus
- Key qualifications



Course Year	4+5	Master-Courses	Profession
	2+3	Degree Bachelor of Arts	
	1	Assessment Phase	

The Content of the Bachelor Courses is Based on Five Different Areas



Content of the Bachelor Courses

Bachelor Course - Content	1. Obligatory topics (90 ECTS)	<ul style="list-style-type: none"> ➤ Overview courses and methods ➤ e.g. Firms, Markets, Economies; Economic Law; Introduction to Public and Civil Law, languages
	2. Key qualifications (10 ECTS)	<ul style="list-style-type: none"> ➤ Courses improving both soft and hard skills ➤ e.g. Communication skills coaching, languages, Academic writing, presentation skills
	3. Core area (20 ECTS)	<ul style="list-style-type: none"> ➤ Dependent on main focus of studies ➤ e.g. Principles of Marketing; Entrepreneurs and Businesses; International Business Management
	4. Area of Specialisation (45 ECTS)	<ul style="list-style-type: none"> ➤ Arbitrary from the offered courses ➤ e.g. Innovation Management; Technology, Innovation & Entrepreneurship; Innovation Management; FACT I & II
	5. Bachelor thesis (15 ECTS)	<ul style="list-style-type: none"> ➤ Derived from the main focus ➤ Working time: 9 weeks ➤ As the case may be 18 weeks for the thesis/practical work

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a) An Overview

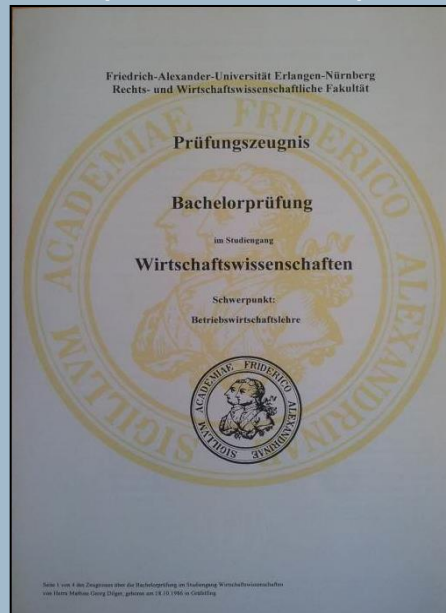
b) The Dual Study Programme Between FAU and Siemens

c) Findings through Empirical Studies Concerning the Programme

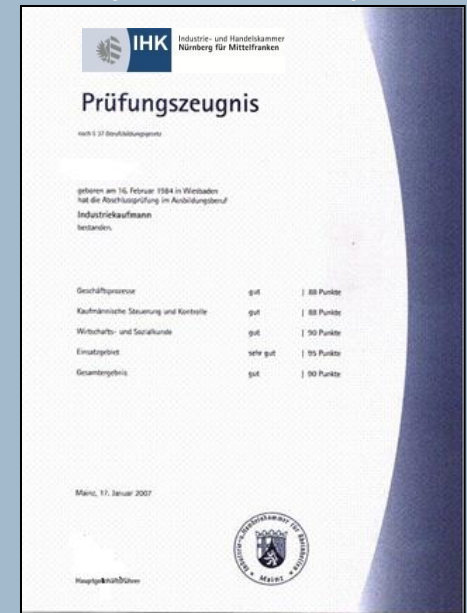
Dual Study Programmes are Combining the Advantages of Both Academic and Practical Education

Formal Scope of Dual Study Programmes

Academic degree (Bachelor of Arts)



Apprenticeship (Industrial Clerk)



Awarded by:

University

CCI
(Chamber of commerce and industry)

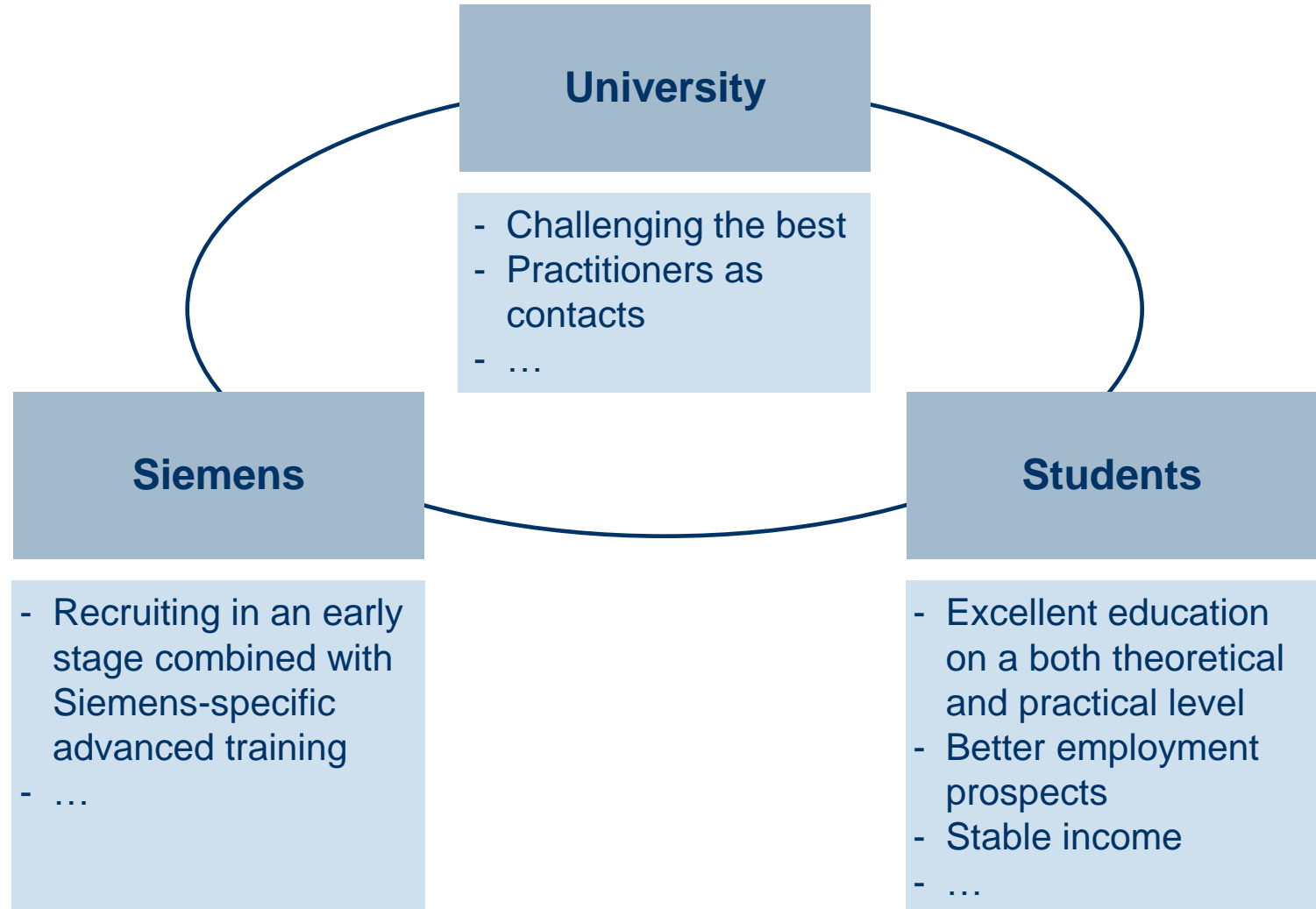
Ø Duration:
(separately)

3 years

2 – 3 years

The Dual Study Programme Offers a Win-Win Situation for All Parties

Motivation of the Single Parties



At Least Three Formal Settings Are Setting the Determining Factors of the Dual Study Programmes

Restrictions influencing the Framework of Dual Study Programmes



- Examination regulations (e.g. completing at least 50 out of 60 ECTS by the 3rd semester)
- Lecture dates
- Examination dates
- ...



- Regulations regarding the minimum required time of an apprentice working in the company
- Examination dates
- ...



- Workload and capacity in the departments (e.g. education shortages in times of preparation of the annual financial statement)
- Holidays
- ...

Considering the Determining Factors, Various Approaches for Block Models Emerged



Exemplified Block Model I

	September	October	November	December	January	February	March	April	May	June	July	August
1st Year	company-internal training											
2nd Year 1. + 2. semester	company-internal training	university	company-internal training	university	company-internal training intermediate exam	university	company-internal training	university	university	university	company-internal training	company-internal training
3rd Year 3. + 4. semester	company-internal training	university	company-internal training	university	university	company-internal training	company-internal training	university	university	CCI final exam	university	company
4th Year 5. + 6. semester	company	university	company	university	university	company	company	university	university	university	bachelor thesis	university

- Before getting started with the Bachelor Programme at the university, Model I provides a one year-long in-firm training
- After finishing the apprenticeship, the students continue working in the company

Considering the Determining Factors, Various Approaches for Block Models Emerged

Examplified Block Model II

	September	October	November	December	January	February	March	April	May	June	July	August
1st Year 1. + 2. semester	company-internal training	university		company-internal training	university	company-internal training		university			company-internal training	
2nd Year	company-internal training (holiday semester) intermediate exam											
3rd Year 3. + 4. semester	company-internal training	university		company-internal training	university	company-internal training		university CCI final exam			company	
4th Year 5. + 6. semester	company	university		company	university	company		university bachelor thesis				

- In order to prevent the delay of one year, Model II provides a holiday semester in the 2nd year, right before the intermediate exam of the CCI
- After finishing the apprenticeship, the students continue working in the company

Considering the Determining Factors, Various Approaches for Block Models Emerged



Examplified Block Model III

	September	October	November	December	January	February	March	April	May	June	July	August
1st Year 1. + 2. semester	company		university	company	university		company		university			company
2nd Year 3. + 4. semester	Start training company-internal training		university	in-firm training	university		company-internal training		university			company-internal training
3rd Year 5. + 6. semester	company-internal training		university	in-firm training	university		company-internal training intermediate exam		university bachelor thesis			company-internal training
4th Year	company-internal training										CCI final exam	

- Model III provides an one year long in-firm training after graduating from university, resulting in the CCI final exam
- Already before starting the apprenticeship, the students are working in the company

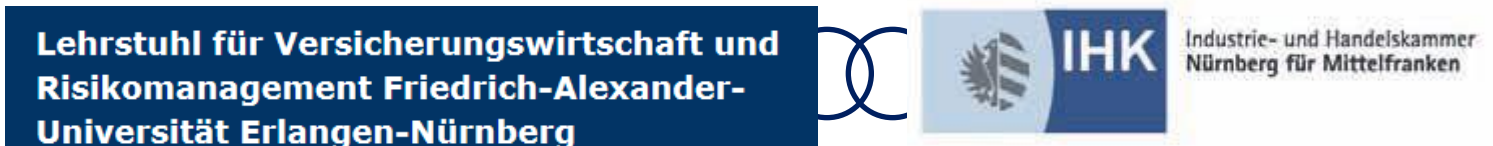
Depending on the Dual Study Programme, Single Chairs Act as Cooperation Partners



Dual Study Programmes at the Department of Business and Economics



- Cooperation since 2007
- In average 50 students per year



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a) An Overview

b) The Dual Study Programme Between FAU and Siemens

c) Findings through Empirical Study Concerning the Programme

After Three Years and 76 weeks of Operational Practice the Dual Study Students Are Finishing their Apprenticeship

The Siemens Dual Study Programme Schedule

1 st and 2 nd term	3 rd and 4 th term	5 th and 6 th term	7 th term
20 weeks Operational experience/ participation in selected departments	20 weeks Operational experience/ participation in selected departments	36 weeks Operational experience/ participation in selected departments	16 weeks university <u>7th semester</u>
16 weeks Business School Erlangen	16 weeks Business School Erlangen		
Practical oriented theory (Siemens)	Practical oriented theory (Siemens)	CCI – final exam	
16 weeks university <u>1st and 2nd semester</u>	16 weeks university <u>3rd and 4th semester</u>	16 weeks university <u>6th semester</u>	

Explanation:

-  Operational experience
-  Internal school
-  Public educational institution

Its own Business School enables Siemens to Keep a Very Tight Schedule



Siemens Study plan

		2013												2014																																							
		October				November				December				January				February				March				April				May				June				July				August				September							
week		40	41	42	43	44	45	46	47	48	49	50	51	52	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39
		Business School Erlangen (Part time university)												Company				2nd Semester university summer term 2014								Company				Language school In England																							
		2014												2015																																							
		October				November				December				January				February				March				April				May				June				July				August				September							
week		40	41	42	43	44	45	46	47	48	49	50	51	52	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39
		3rd Semester UNI winter term 2015												Company				Business School Erlangen (Part time university)								Company																											
		2015												2016																																							
		October				November				December				January				February				March				April				May				June				July				August				September							
week		40	41	42	43	44	45	46	47	48	49	50	51	52	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39
		Company (holiday semester)								CCI final exam				6th Semester university summer term 2016								Company																															
		2017																																																			
		October				November				December				January				February				March																															
week		40	41	42	43	44	45	46	47	48	49	50	51	52	01	02	03	04	05	06	07	08	09	10	11	12	13																										
		7th Semester university inter term 2017																																																			

- Within 3.5 years the dual study students from Siemens are able to graduate from both university and the apprenticeship

The Academic Part of the Dual Study Programme is Similar to the One for Common Studies



Siemens Study plan I

Semester	Place	Module	ECTS
1st Semester WS 14/15	Siemens Business School Erlangen	Introduction seminar distribution	
		1. Accounting	5
		2. IT	5
	University	3. Financial Reporting	5
		4. Entrepreneurs & Businesses	5
		5. Firms, Markets, Economies	5
		6. Corporate Strategic Planning Simulations	5
7. Mathematics I	5		
Sum 1st Semester			35
2nd Semester SS 15	University	1. Principles of Marketing	5
		2. Macroeconomics	5
		3. Microeconomics	5
		4. Languages (Unicert III)	5
		5. Mathematics II	5
Sum 2nd Semester			25
3rd Semester WS 15/16	Siemens Business School Erlangen	Language course in London (English Unicert III)	5
	University	1. Economy & Government	5
		2. Introduction to Public and Civil Law	5
3. Statistics	10		
Sum 3rd Semester			25
4th Semester SS 16	Siemens Business School Erlangen	1. Cost calculating and Controlling	5
		2. Production, Logistics and procurement	5
	University	3. Empirical Economics I	5
		4. International Business Management	5
		5. Economic Law	5
		6. Investment Theory and Finance	5
		8. Block 1: BWL-Vertiefung	5
Sum 4th Semester			35

The Academic Part of the Dual Study Programme is Similar to the One for Common Studies



Siemens Study plan II

Semester	Place	Module	ECTS
5th Semester winter term 16/17 Holiday semester	Siemens Business School Erlangen	CCI-preparation CCI-final exam	
Sum 5th semester			---
6th Semester summer term 17	University	1. Block 2: Business studies slot 2. Block 3: Business studies slot 3. Block 4: Business studies slot 4. Block 5: Business studies slot 5. Block 6: Business studies slot 6. Block 7: Arbitrary	5 5 5 5 5 5
Sum 6th semester			30
7th Semester Winter term 17/18	University	1. Block 1: Business studies slot 2. Block 2: Business studies slot 3. Integrated Management 4. Seminar for the bachelor thesis 5. Bachelor thesis (9 weeks)	5 5 5 3 12
Sum 7th semester			30
Sum study			180

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School of Business and Economics

Structure of the offered Bachelor and Master Courses

Dual Study Programmes

a) An Overview

b) The Dual Study Programme between FAU and Siemens

c) Findings through Empirical Studies Concerning the Programme

Thank you for
your attention...

Back-up

The School of Business and Economics Brought out Several Outstanding Personalities

Important Graduates of our Faculty (a Selection)

