



**HOCHSCHULE DER WIRTSCHAFT
FÜR MANAGEMENT**

UNIVERSITY OF APPLIED
MANAGEMENT STUDIES

Erasmus-Code: D MANNHEI10

European Policy Statement (General Strategy) 2014-2020

Based in Mannheim, the University of Applied Management Studies (HdWM) is developing an excellent reputation for its academically sound but very practically oriented degree courses. Our small size enables us to offer individual support and to guarantee very small learning groups. At HdWM we don't just teach business and management, we work in partnership with a wide range of companies to prepare students for successful careers in management.

As a young university, we were proud when the *Centrum für Hochschulentwicklung* (Centre for University Development) placed us in the top group for "International Orientation", in their rankings for 2014.

Our internationalisation requires a long term commitment, to our students, our staff and to our international partners. To help us achieve our aims we will create a sustainable network of international university partners.

The Management in International Business degree programme is taught and examined in English and therefore accessible to students from all over the world. Attracting even more foreign students will increase the cultural diversity and enrich the learning environment of the University. For this reason we have set ourselves the target of at least 50% of the students on the MIB programme coming from outside Germany within the next five years. We hope that this international learning environment will also make it possible for up to 20% of the incoming students in our German language Bachelor programmes to be from outside Germany.

As well as the learners, it is also important that the learning experience itself should be more international and discussions with a number of overseas universities have begun, which will enable us give students insights into international management practices and experience in working in multicultural and multidisciplinary teams. For example:

- a. Business Cultures Immersion week, in which our students travel abroad to visit companies, the stock exchange, exhibitions, etc.
- b. We will actively seek to bring lecturers from our partner universities into our classrooms to deliver guest lectures and workshops. As a basis for these guest lectureships we already have partnership agreements with universities from various EU countries as well as Turkey, Ireland, Kenya, China and New Zealand.
- c. Developing the MIB degree programme, with its optional 7 semester model, into a 7 semester degree, with 210 ECTS points and a compulsory overseas semester.
- d. Another aspect of internationalisation can be achieved by organising international Summer Schools, when HdWM students can come together with students from overseas partner institutions for a combination of classes and intercultural activities. This will benefit all attendees in terms of networking development, integration and real understanding of cultural differences.
- e. "Festival of Cultures" – in order to enhance integration and camaraderie between incoming and existing students, student representatives, assisted by the International Office, will organise



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every year an evening in the Auditorium, in which students from different countries contribute food and drink representative of their cultures.

We will make full use of the Erasmus exchange programmes to support and promote the internationalisation of teaching staff. As a starting target, one member of the teaching staff on each German language programme and two members of the teaching staff on the MIB programme should make one overseas teaching or research visit every year.

Already, 75% of the teaching staff on the English language degree course are non-German. To become a truly international university we also need to increase the number of non-German professors on the other programmes.

In addition HdWM will improve the intercultural awareness and skills of faculty and administration staff in order to better understand and support international students and to understand our international activities. This will be achieved through a series of staff development workshops and seminars.

As mentioned above, a major objective for the coming years is to make the University an active member of an international network of universities.

Whereas to date our emphasis has been on internationalising teaching, it is now a key part of our strategy to identify, establish and strengthen research opportunities. We will measure our success by participation in overseas research groups, joint papers, presentations at international conferences, applications for and awards of funding for cross-country research.

We are also exploring opportunities for developing international university – industry teaching and research collaborations.

As a home for our efforts here, we intend to create an International Research Institute at the university, dedicated to applied research in the field of international management.

In the medium term we would expect the Institute to be a focus for internationalisation of our research, for example by establishing joint research projects with twin city university partners, organising annual conferences with publication of the proceedings, intensifying business – academia contacts.

To help develop our international image we are looking to work with the City of Mannheim, to build a network of the universities in Mannheim's twin cities. This would give synergies to our internationalisation and Mannheim's efforts to constantly strengthen their links with those cities.

We believe that the formation of the International Research Institute, described above, will give a major boost to the development of our international image.