



# Reutlingen University



**New Perspectives for Master Study Programmes in Europe  
Implementing the second cycle of Bologna – A European success story ?  
Workshop 3:  
What facilitates International Master Mobility?**





## An international meeting place



Die internationale  
Hochschule



- **5000 Students** all together, **1000 Students** of over **80 nationalities** – sent from **140 partner universities**

This makes Reutlingen University, with 20 % of its students coming from abroad, one of the most international state university in Germany relative to its size

- **160 Professors** from all areas of teaching, research and industry
- **250 Visiting Lecturers** from a wide range of professional fields and of different nationalities
- **280 further staff members**, recruited for their excellent qualifications, just like the students





# Vision and Mission

One of Europe's leading universities

## Our vision is

- to be one of Europe's **leading universities** for international and business-related academic programmes

## Our mission consists of

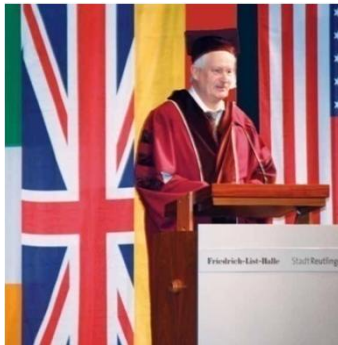
- selecting the **best applicants** for our University and diligently training them to become **highly qualified personalities**, in order to give them the opportunity to enjoy **attractive professional careers** or to found their own **successful businesses** and to provide long-term support for our University as Alumni.
- making a contribution to **lifelong learning**, through **research, teaching, continuing and executive education**. On-going development and improvement mean students, businesses and partner universities perceive us to be **innovative, competent and service-oriented**.





# Our hallmarks

## International dimension



### Commitment

There is a clear commitment at all levels, from the President's Office down, to the international dimension as an area of key strategic focus.



### Investment

The University is investing in establishing and maintaining international partnerships, in the activities of the International Office, and in language teaching.



### Dedication

Academic and other staff members at all levels take an active role in promoting, establishing and maintaining international partnerships.



### Sustainability

Substantial external funding dedicated to promoting the process of internationalisation on the campus.



### Employability

Our graduates are ideally qualified to enter the business world as highly competent internationally trained specialists and managers.





## Our hallmarks

Close contacts with business



### Members of the University Advisory Board

- **Martin Jetter** – General Manager, IBM GmbH
- **Dr. jur. Wolfgang Malchow** – General Manager, Robert Bosch GmbH
- **Andreas Renschler** – Member of the Board of Management, Daimler AG / Daimler Trucks
- **Karl Schmauder** – Member of the Board of Management, Elring Klinger AG
- **Fritz Schuller** – General Manager (retired), Hewlett Packard GmbH



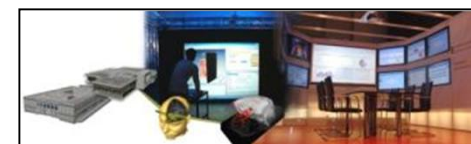
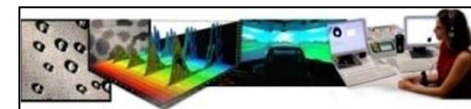
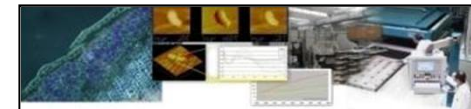


# Our hallmarks

Research and development

## Research fields of the Reutlingen Research Institute

- **Mobility**
- **Sustainability**
- **Intelligent Products**
- **Innovation Management**
- **International Management**
- **Communication und Information**



<http://www.reutlingen-university.de/hochschule/forschung.html>





# Our hallmarks

## Continuing and executive education



The Knowledge Foundation is Reutlingen University's continuing and executive education foundation.

The high-calibre programmes offered by the Knowledge Foundation deliver the latest knowledge from research and practice, in combination with interdisciplinary solutions from the fields of business administration, management, technology, design, applied chemistry and information science.

### Programmes

- Part-Time degree programmes
- Part-Time MBA programmes for companies in specific sectors
- Individually tailored management programmes for companies
- Open training courses for experienced specialists and managers



# The university as an organisational unit







## One University – five Schools



Applied Chemistry



ESB Business School



Informatics



Engineering



Textiles & Design



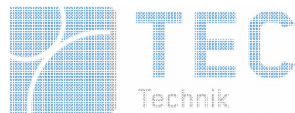


## One University – five Schools



### **Applied Chemistry (AC)**, degree programmes:

- Applied Chemistry (BSc)
- Biomedical Sciences (BSc)  
(starting Winter Semester 2011-2012)
- Applied Chemistry (MSc)





## One University – five Schools



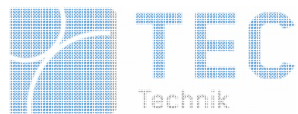
### **ESB Business School**, degree programmes:

- International Business (BSc)
- International Management – IPBS (BSc)
- International Logistics Management (BSc)
- Production Management (BSc)
- European Management Studies (MA)
- International Accounting and Taxation (MA)
- International Business Development (MA)
- International Management – IPBS (MSc)
- International Management Full-Time/Part-Time (MBA)
- Logistics Management (MSc)
- Production Management (MSc)





## One University – five Schools



### **Informatics (INF),** degree programmes:

- Business Informatics (BSc)
- Media and Communication Informatics (BSc)
- Medical-Technical Informatics (BSc)  
(starting Winter Semester 2011-2012)
- Business Informatics (MSc)
- Media and Communication Informatics (MSc)





## One University – five Schools



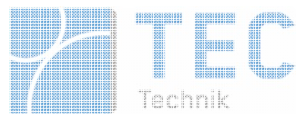
### Engineering (TEC), degree programmes:

- Mechanical Engineering (BEng)
- Mechatronics (BEng)
- Reutlingen Model (BEng)
- International Project Engineering (BEng)
- Mechanical Engineering (MSc)
- Mechatronics (MSc)
- Power- and Micro-Electronics (MSc)





## One University – five Schools



### **Textiles & Design (TD),** degree programmes:

- International Fashion Retail (BSc)
- Textile Technology/Textile Management (BEng)
- Textile Design/Fashion Design (BA)
- Transportation Interior Design (BA)
- Textile Technology/Textile Management (MSc)
- Design (MA)





# What makes us special

Some good reasons for studying at Reutlingen University

## High Quality

- Degrees meet recognised international standards
- Degree programmes rank highly in leading league tables

## Practical Orientation

- Supervised internships are an integral part of all degree programmes
- Close collaboration with industry

## International Dimension

- Periods abroad are integrated into the programme and can be completed without delaying completion of studies
- Active interaction with other cultures already on campus

## Ease of Access

- All facilities (lecture rooms, laboratories, research facilities, administration, cafeteria, library) are only minutes away





# An attractive business location

Close to major industries

- Daimler
- Porsche
- BMW
- Audi
- Bosch
- Hewlett Packard
- IBM
- Stoll
- Hugo Boss
- Groz Beckert
- Elring Klinger
- ...







# Challenges

## Consequences of the globalisation of education

### **Businesses demand that graduates should have an international focus**

- Command of the English language is taken for granted
- Extensive international experience and intercultural competence
- More international partnerships, exchange of entire cohorts

### **Competition between universities is not confined to the local region or even to Germany**

- International students to be recruited
- International visibility and an international profile become essential
- Development of a distinctive profile primarily by means of Master's programmes

### **The university must satisfy international quality standards**

- Optimisation of processes up to and including certification or system accreditation





# Necessary components for Mobility in Master Degree Programmes

- - Semester Mobility Windows
- - International Partner Universities for study semesters
- - Double Master Degrees 2 x 2 semesters
- - Industry and Research partners for Master Thesis abroad
- International Management (MBA) 3rd semester
- Erasmus Bilateral Partner Institutions
- Within European Union and beyond (M.A. IBD/IAT/MSc International Project Engineer)
- Worldwide through Corporate Network





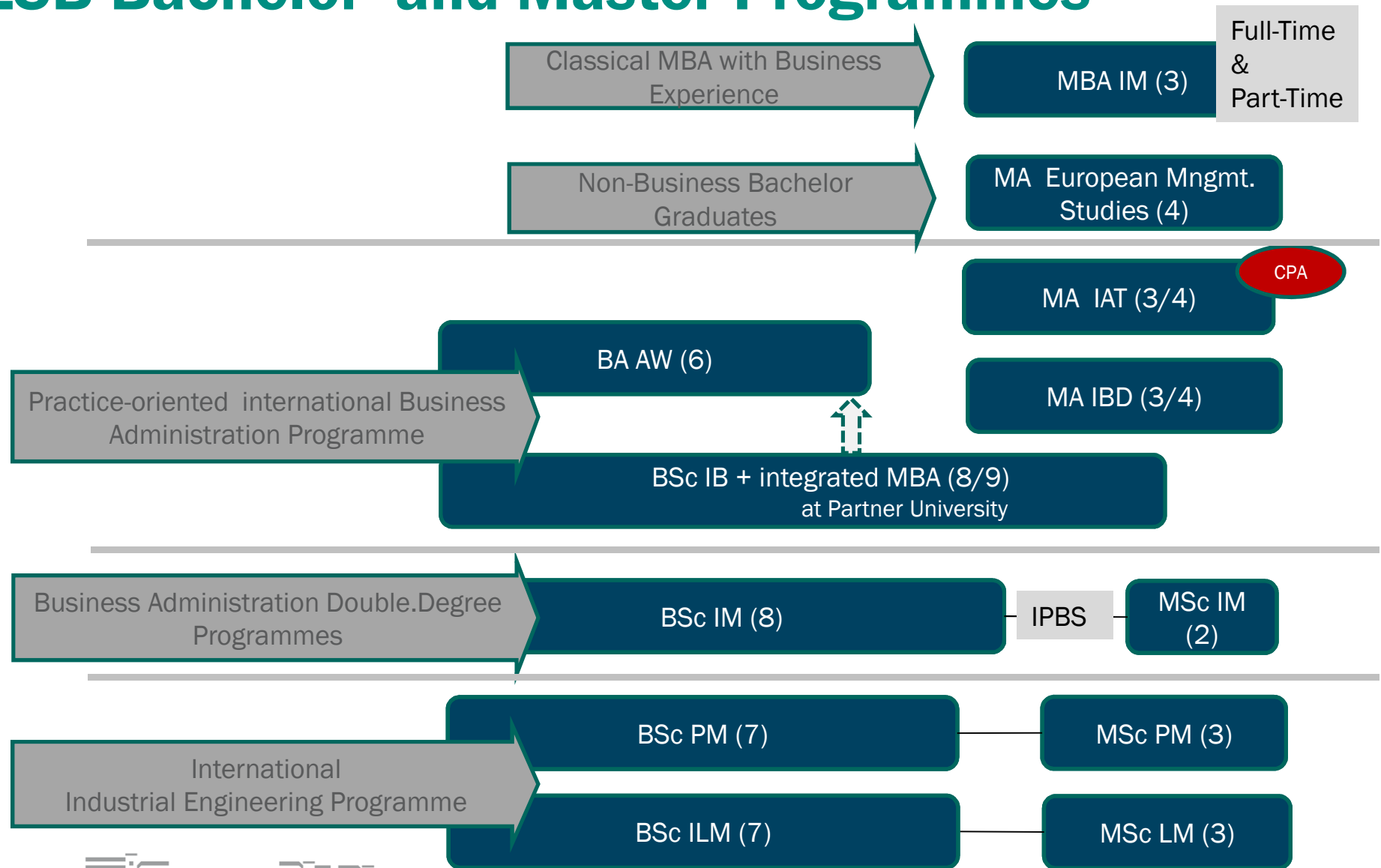
## Necessary Prerequisites for Mobility

- Transcripts of Records (German/English)
- Learning Agreements or defined modules
- Diploma Supplements ( Bachelor and Master Degrees)
- Descriptions of Modules/Course Catalogue(German/English)
- Learning outcomes defined for study period abroad ( 1 semester abroad)
- Precise Modules for study abroad period ( 2 semesters – Double Master)
- Study Semester and Master Thesis Semester abroad ( at a university or in a company).





# ESB-Bachelor- and Master-Programmes





Hochschule Reutlingen  
Reutlingen University

# International Business Development (Master of Arts)

# International Accounting and Taxation (Master of Arts)





## Dual Degree – M.A. / MBA

Study Semester german/ english  
in Reutlingen

1. Semester

Study Semester german/ english  
in Reutlingen

2. Semester

Study Semester  
at Partner Universities

3. Semester

Study Semester incl. Master-Thesis  
at Partner Universities

4. Semester





## Study Abroad Semester / Dual Degree Programme

- Napier University, UK (Double Degree MSc International Business / MSc International Human Resource Management)
- University of Exeter, UK
- Portland State University, USA
- Université de Savoie, Chambéry , F
- ESC Rouen, F
- ESSCA Angers, F
- Swinburne University, Australia





**Thank you very much for your attention !**



**Contact details**

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