



Staatlich anerkannte, private  
**Fachhochschule des  
Mittelstands (FHM)**



Study Visit Bielefeld / Germany 16.10. – 19.10.23

## **FHM and the Third Mission**

Prof. Dr. Rulf J. Treidel

16.10.23 / 10.15 – 11.15



Co-funded by  
the European Union



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**WELCOME TO**

**Fachhochschule**

**des Mittelstands (FHM)**





# The FHM in Figures



Nationally  
**recognized and  
accredited**

**3**

**Departments**  
Economy | Media HR, Health  
& Social

**11**

**Institute mit  
identitätsstiftenden  
Profilen**

**39**

**Accredited Bachelor's  
courses**

**18**

Accredited  
**Master's courses**

**1**

**Doctoral program in  
cooperation with British  
university**

**5.775**

**Students** are  
enrolled at the  
FHM

**14.213**

**Graduates** have  
**completed** their  
studies at the FHM



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# The FHM's Locations



**2011**  
FHM Hannover



**2000**  
FHM Bielefeld



**2011**  
FHM Frechen



**2021**  
FHM Düren



**2022**  
FHM Waldshut



**2012**  
FHM Rostock



**2013**  
FHM Schwerin



**2016**  
FHM Berlin



**2006**  
FHM Köln



**2013**  
FHM Bamberg



**2011**  
FHM Online-  
University



# Development of Student Numbers







We are the University for the  
SME Sector.



## How we see ourselves

- **Networked with and for SMEs:**  
**More than 5,000** business collaborations
- **Company formation and succession:**  
“Entrepreneurship and Business Plan  
Development” **module included** in all courses
- **Application-oriented SME research**  
For the future questions of the SME sector



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# The University & SME's – Strong Partners

**FOUNDERS  
 FOUNDATION**



**GOLDBECK**

**Miele**

**SCHÜCO**

**Köln.Sport**

Handwerkskammer  
 zu Köln

**porta!**  
 möbel & mehr

**LEXUS**

**MEDIEN  
 GRUPPE  
 RTL**  
 DEUTSCHLAND

**CLAAS**



Landeshauptstadt  
 Düsseldorf

Volksbank  
 Bielefeld-Gütersloh eG

**bio-verde**

**ADAC**



**Warsteiner**

Beef Original  
 Est. 2011

**WELEDA**  
 Seit 1921

**DIEBOLD  
 NIXDORF**

**itelligence**

ADAC Nordrhein e.V.

**kremer  
 RACING**



**amprion**

**LANXESS arena**

**StepStone**

**AggerEnergie**  
 Gemeinsam für unsere Region

**TEUTLOFF**  
 Technische Akademie



Sozial-Betriebe-Köln  
 gemeinnützige GmbH

**le  
 bloc**

**Deutschlandradio**  
 Deutschlandfunk | Deutschlandradio Kultur | DRadio Wissen

**NEXT**  
 KRAFTWERKE



für Köln

**Off Road Kids  
 Stiftung**

**DEUTSCHE GESELLSCHAFT  
 FÜR SOZIALMEDIZIN  
 UND PRÄVENTION**

**ZÜRICH**  
**ADAC**  
**nürburgring**



**SPORT  
 CAST**

**lean  
 solar**  
 your energy company



**Sozialstiftung Bamberg**  
 Wenn Sie uns brauchen.

**Formel D**



**DIAKOVERE**





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## Unternehmensbesichtigung bei CLAAS

Claas, der Weltmarktführer von Mähdreschern und Co. lädt Euch in sein modernisiertes Werk für Mähdrescher, Feldhäcksler und Systemtraktoren am Standort Harsewinkel ein. Besichtigt die Produktion und erhaltet spannende Einblicke in die Maschinen und Technologien. Nach der Werksbesichtigung (ca. 2 Stunden) und einem Mittags-Snack stellen sie Euch die Einstiegsmöglichkeiten in Ihrem Familienunternehmen vor.

**Datum:** 02.11.2023

**Uhrzeit:** 10 - 14 Uhr

**Ort:** CLAAS TECHNOPARC in Harsewinkel (Mühlenwinkel 1, 33428 Harsewinkel)

Anfahrtskizze, siehe: <https://www.claas.de/unternehmen/claas-erleben/werksbesichtigung-harsewinkel/anfahrt>



Produkte

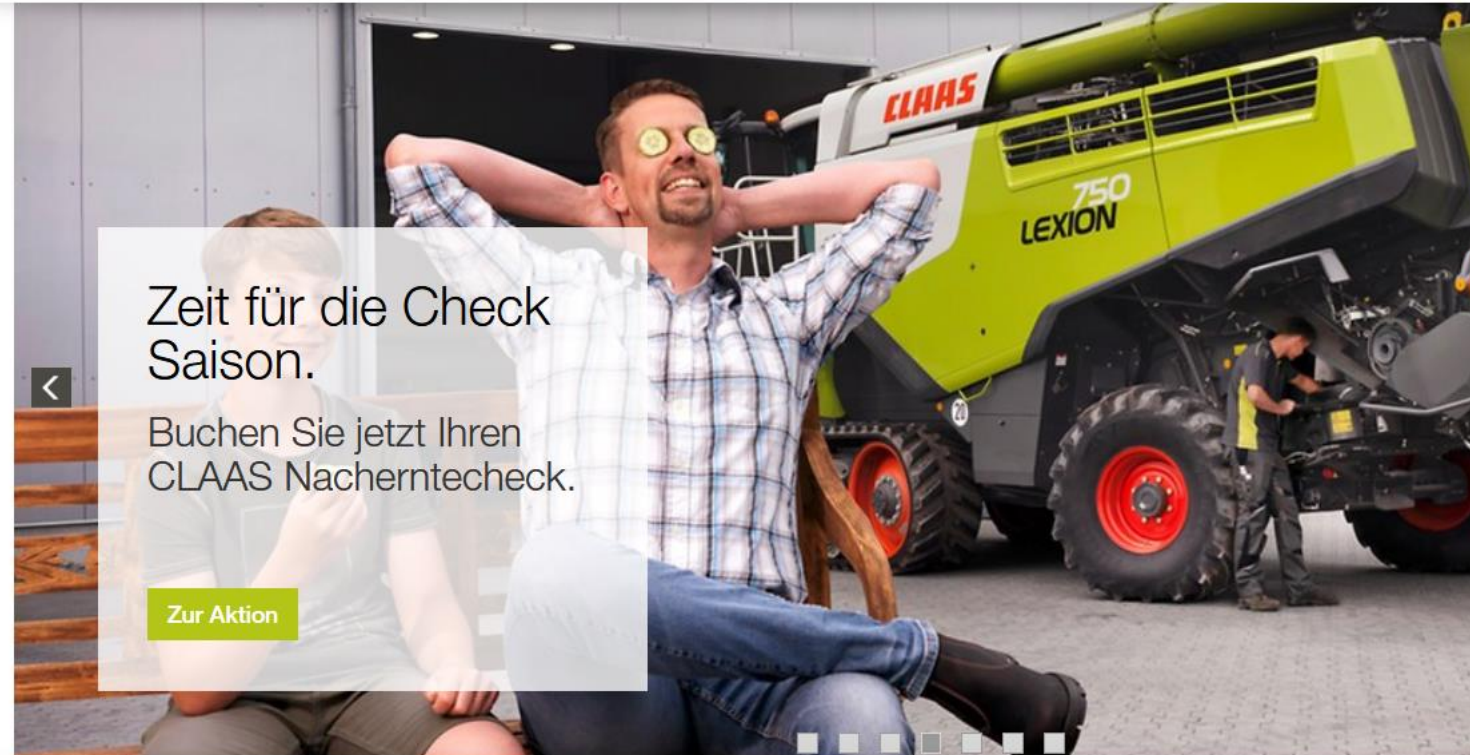
Service + Teile

Kauf + Finanzierung

Apps + Medien

Aktuell

Unternehmen + Karriere



Zeit für die Check  
Saison.

Buchen Sie jetzt Ihren  
CLAAS Nacherntecheck.

Zur Aktion



- The entire Networking-Process forms an essential part of our identity
- We provide with this process a sustainable link between the three key stakeholders:
  - University
  - Economy: Regional Business
  - Society: Regional Development



- Knowledge Development as task of the University
- Through the cooperation network with SME's the usefulness and applicability of the developed knowledge is always under observation
- This serves as direct link between knowledge and society
- This is our understanding of Third Mission: Cooperation between University, Economy and Society

- Intensive cooperation with the regional economy
- The region of „Ostwestfalen – Lippe“, the home of FHM is strongly characterized by SME's – very often „hidden champions“ and very specialized in their market-niche
- Motivation to educate students highly aware of the certain needs of SME's
- Close contact to the entire set of regional stakeholders
  - Politics
  - Administration
  - Population
  - Enterprises
- Dealing with the local economy means developing the entire region
- Participation and development of national and international projects





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# STUDY & TEACHING





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**Third Mission reflects on our Curricula and our  
Teaching:**



# Forms of study in the bachelor & master degree at the FHM

## On Campus



### Full-time Study

The classic route after graduation

- 3 Jahre im Bachelor, 2 Jahre im Master
- Lectures Mon-Fri
- 6-month intership



### Hybrid Study

A clever combination of theory and practice

- Practice-integrated
- Intensive dovetailing of studies and professional experience
- 2 days weekly at the company, 3 days at FHM



### Part-time studies

TOP-UP

For people in work

- 4 years or 2 years
- Lectures Fri and Sat
- One online lecture per week



### Virtual live study

TOP-UP

Like presence, just online

- 100% live teaching in the digital auditorium
- interactive and location-independent
- Optimal learning atmosphere in a small study group

## Off Campus



### Distance learning at the Online-University

TOP-UP

Time and location independent study for everyone

- Distance learning you can fit around work
- Study whenever you want
- Exam locations all over Germany

# Study programs in the cooperation model



## **B.Sc. Physiotherapy**

- Dual study
- Training as a state-approved physiotherapist and Bachelor of Science (B.Sc.)
- 3.5 years



## **B.Sc. Ergotherapy**

- Dual study
- Training as a state-approved occupational therapist and Bachelor of Science (B.Sc.) degree
- 3.5 years



## **B.Sc. Logopedics**

- Dual study
- Bachelor of Science (B.Sc.) degree in speech therapy
- 3.5 years



## **B.Sc. Physician Assistance**

- Full-time study
- Bachelor of Science (B.Sc.) degree
- For medical professionals
- 3 years
- Partner: Hospitals/clinics in OWL



## **B.Sc. Midwifery Science**

- Dual study
- Degree Bachelor of Science (B.Sc.) Midwifery Sciences
- 3.5 years
- Partner: Hospitals/ Clinics



# Our Range of Courses for 2022/2023

## BUSINESS STUDIES

- B.A. Architecture and Real Estate Management
- B.A. Automotive & Mobility Management
- B.A. Banking & Finance
- B.A. Business administration
- B.A. BioManagement
- B.A. Digital business management
- B.A. Trade management
- B.A. International business administration
- B.A. Marketing management
- B.A. Sales management
- M.A. Global SMEs
- M.A. International management
- MBA Innovation & Leadership

## TECHNOLOGY

- B.Eng. Industrial engineer (focus: civil engineering, energy & environment, mechanical engineering)
- B.Sc. Industrial engineer - for craftmasters, technicians and specialists
- M.Sc. International Technology Transfer Management (ITTM)

## CAMPUS.INTERNATIONAL

- B.A. Applied German Language
- DBA Doctor of Business Administration

## EDUCATION & SOCIAL WORK

- B.A. Vocational school education
- B.A. Educational sciences, primary and elementary education
- B.A. Curative and Inclusive education
- B.A. Social work & management
- B.A. Social education & management
- M.A. Advice and social management
- M.A. Vocational education
- M.A. Social work

## MEDIA & COMMUNICATION

- B.A. Event management & entertainment
- B.A. Fashion management
- B.A. Communication design & advertising
- B.A. Media communication & journalism
- B.A. Media creation and production
- B.A. Media management & innovation
- B.A. Online marketing & digital commerce
- M.A. Crossmedia & communication management
- M.A. Strategic communication & digital marketing

## PSYCHOLOGY

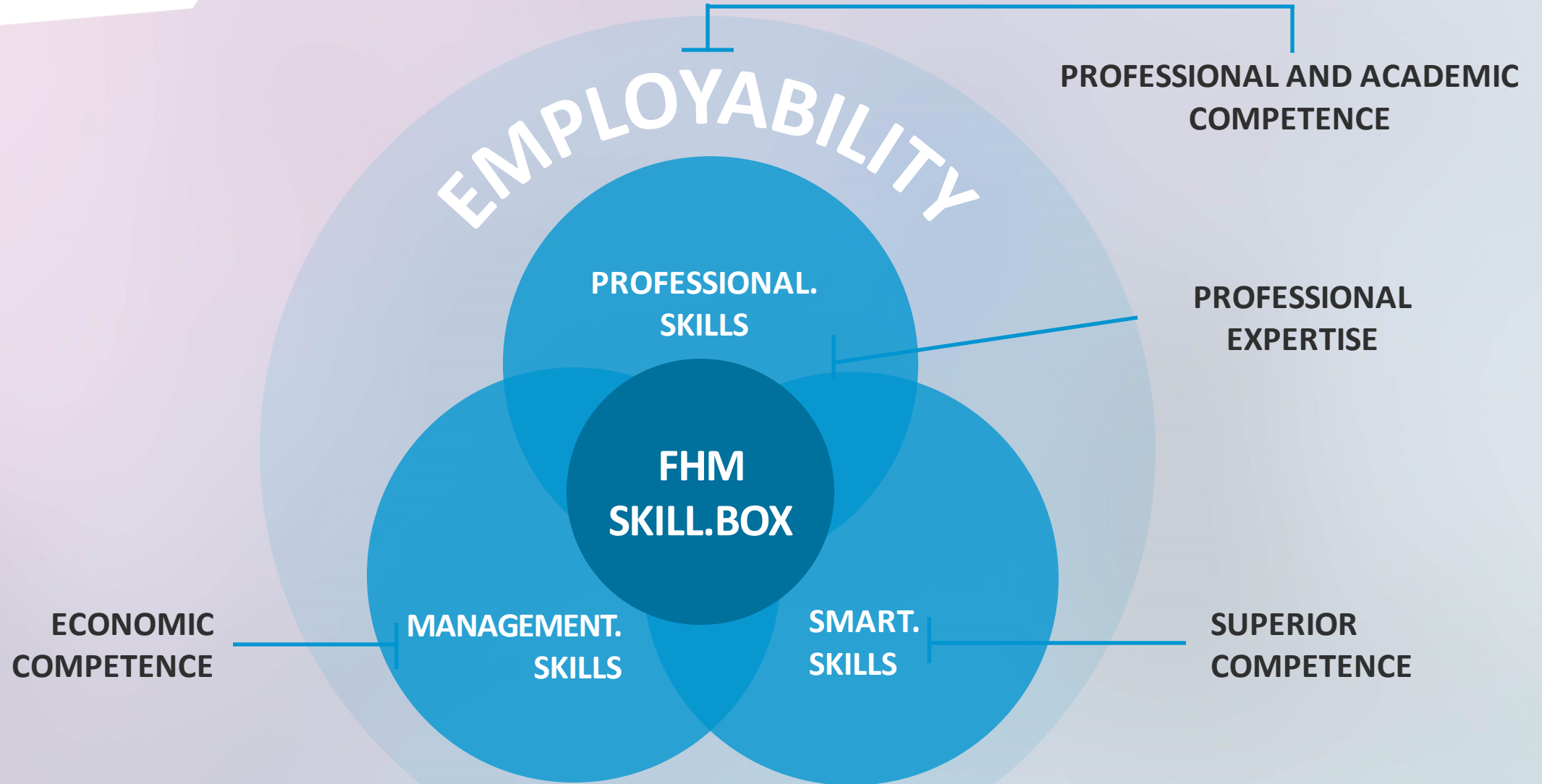
- B.Sc. Psychology
- B.Sc. Media psychology
- B.Sc. Business psychology
- M.Sc. Personnel and communication psychology
- M.Sc. Psychology

## SPORT, HEALTH & NUTRITION

- B.Sc. Occupational therapy
- B.Sc. Midwifery
- B.A. Medical sports & health management
- B.A. Medical technology & management
- B.Sc. Care & management
- B.Sc. Physical therapy
- B.Sc. Physician assistance
- B.A. Sports journalism & sports marketing
- B.A. Sports management
- B.A. Vegan food management
- M.A. Advice and social management
- M.Sc. Physical therapy
- M.A. Social work
- MMA Micronutrient therapy & regulatory medicine



# The competence model







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Scientific expertise



Practical business  
knowledge  
(Industries Know-how)

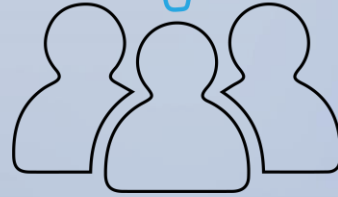


Seminars | Excursions  
EXPERT.CIRCLE | Projects  
Study in practice (SiP)  
Bachelor and master thesis

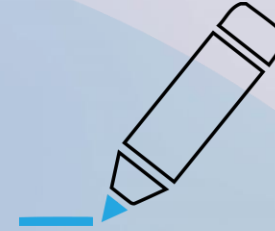
**PROFESSIONAL.  
SKILLS**



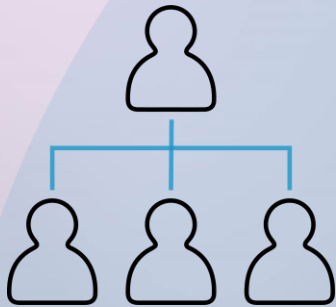
Sustainable corporate  
governance



Strategic  
Management



Digital business models  
(business plan)



Organizational Development &  
Leadership



Certificate of  
Entrepreneurship

**MANAGEMENT.  
SKILLS**



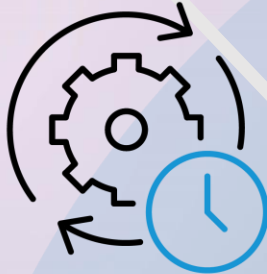
### **Self-management & self-reflection**

- Set priorities correctly
- Develop resilience
- Strengthen self-analysis
- Developing the ability to evaluate
- Taking sustainable digital responsibility
- Digital learning



### **Collaboration & Communication**

- Convince others
- Accepting and solving conflicts
- Developing the ability to work in a team
- Special features of digital interaction



### **Agility & Flexibility**

- Develop innovations
- Solve problems
- Encourage creativity



### **Conception & Production**

- Targeted use of smartphone, tablet & co.
- Understanding and adapting technical settings
- Developing my own digital identity
- Developing (digital) content

**SMART.  
SKILLS**



# Certificate of Entrepreneurship

FHM is the **only university with start-up skills in every degree program** (since 2000). Since 2022, all students have **received a certificate** stating that they possess entrepreneurial skills together with their degree certificate.



**Business start-up and business plan development** is part of every FHM study program



**Corporate entrepreneurship, modern creative methods, agile project management** and a lot more



- Seminar on Business Development is obligatory for each student
- Each student develops an individual business case
  - Media Agencies
  - Child Care
  - Agriculture, Gastronomy, Trade
  - Counselling
  - Etc....

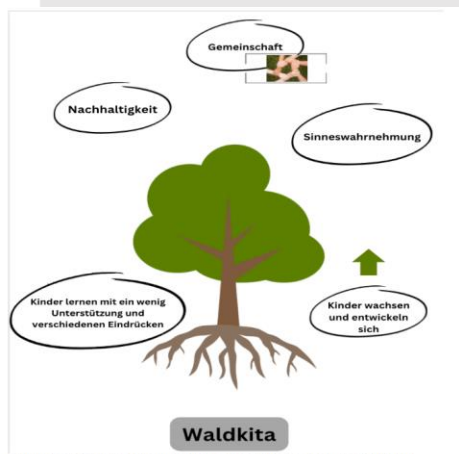
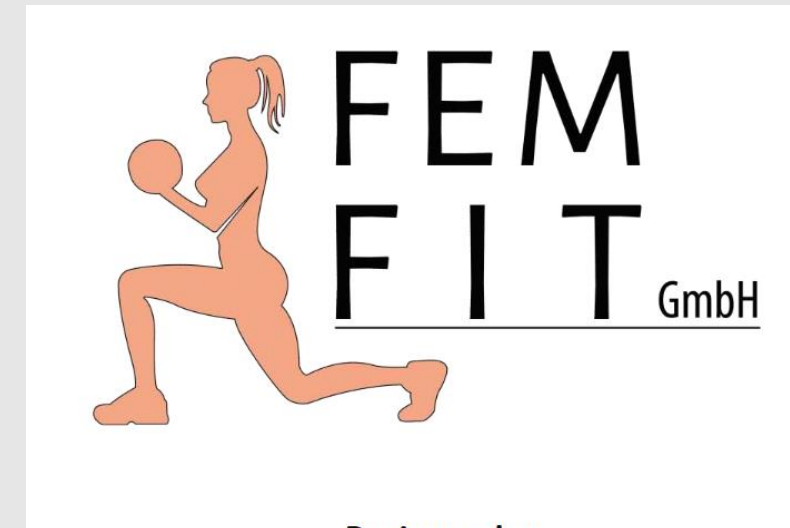


Abbildung 1: Zusammenstellung der pädagogischen Arbeit in Waldkitas (eigene Darstellung)



Businessplan



Businessplan



## **Business Development as Element of Third Mission**

- Students discover, that they have to take the Initiative
- Results are very creative and ambitious
- Knowledge of Business Development enables Students to develop new Ideas
- SME's as element of local Communities
- Stabilization and Development of Rural Areas

## Courses related to Third Mission:

Im Anschluss der Fachvorträge **informieren** wir  
zu den **folgenden Studiengängen**:



B.A. Soziale Arbeit & Management



B.A. Sozialpädagogik & Management



M.A. Soziale Arbeit - Professioneller  
Kinder- und Jugendschutz



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Courses related to Third Mission:

## Unsere **akademischen Weiterbildungen**

Finde die passende Weiterbildung für Dich.



Betriebswirt/in für Sportmarketing -  
Fernstudium



Betriebswirt/in im Gesundheits- und  
Sozialwesen - Fernstudium



Case Manager/in im Gesundheits-  
und Sozialwesen



DaF-/DaZ-Lehrkraft - Fernstudium



# Courses related to Third Mission:

## Unternehmenslösungen



Auswahl- und Potential-  
Assessmentcenter



Azubi Starter Days



Coachings & E-Coachings



Konfliktmanagement



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# The innovative university



## Innovative modules

including Big Data Management, Virtual Collaboration, Agile Project Management or Corporate Social Responsibility and Ethical Business Management, to name just a few.



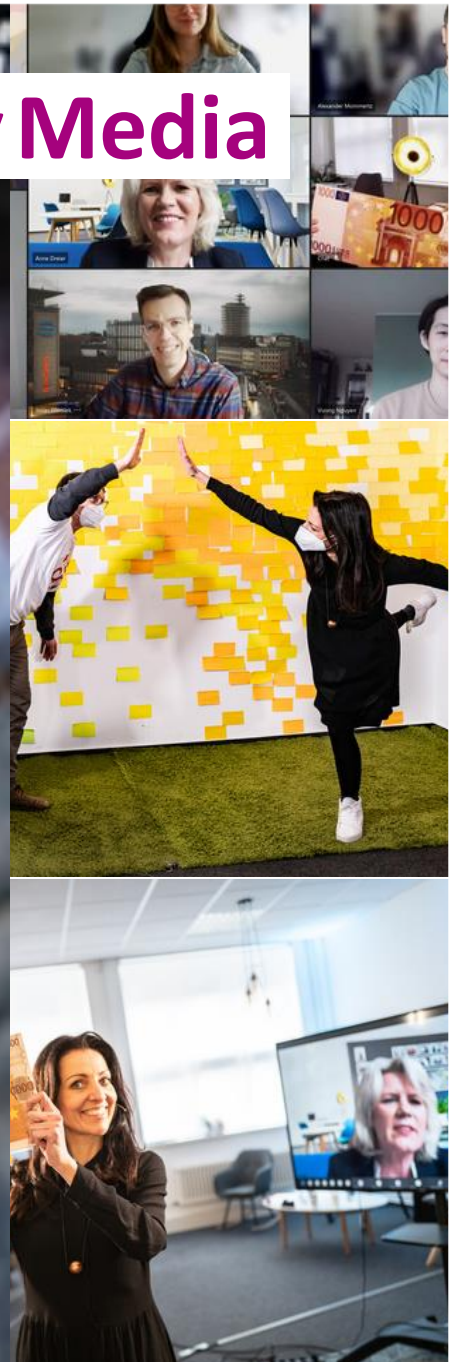




## PROJECT: FHM Starters Summit

Three days, nine teams and good ideas - that was the motto of the FHM Starters Summit 2021. The event was organized by six students of the M.A. Crossmedia & Communication Management, supported by the bachelor programs Event Management & Entertainment and Media Creation & Production. At the digital design thinking camp, creative ideas of potential founders met experienced speakers and coaches. Around 50 participants were able to exchange ideas, develop them further in teams and work out a business model for the future with the help of design thinking. The FHM provided 1,000 euros in prize money.

## Faculty Media







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A photograph of four students (three men and one woman) gathered around a laptop, smiling and looking at the screen. The scene is brightly lit, suggesting a modern, collaborative learning environment. The students are dressed in casual attire, including hoodies and sweaters. The background is slightly blurred, showing other people in a similar setting.

# RESEARCH & DEVELOPMENT

# RESEARCH FOR THE SME SECTOR

- ENTREPRENEURSHIP
- SUSTAINABILITY
- URBAN-RURAL RELATIONS . MOBILITY
- DIGITIZATION/ SECURITY
- NEW AND EMERGING TECHNOLOGIES
- EDUCATION/ COMPETENCES/HR
- HEALTH/ CARE

RESEARCH TOPICS						
Start-up		Economy and society in rural areas	Industry 4.0	VR and AR in VET/HE	VET promotion	Sports
Corporate governance	in municipal organisations		Digitization in SME	VR in product design and prototyping	Digital education	Prevention
Succession management	Sustainable consumption	Location analyses for SME	Working in the digital world	AI (Online Proctoring, Chatbots)	Employability	Health
Innovation	Sustainable governance	Demographie	Cyber Security		Retention of skilled workers/ diversity	Nutrition

## Research & Strategy: Institutional Basis

- Institut für den Mittelstand (IfM):
- School of Start Ups and Succession
- Institut für Cybersicherheit und digitale Innovationen
- Center for Sustainable Governance (CSG)
- Nationales Zentrum für Bürokratiekostenabbau (NZBA)
- Institut für Gesundheit im Landkreis Waldshut
- Institut für Kultur- und Kreativwirtschaft (IKK)
- Institut für Sportkommunikation (IfS)
- Institut für Weiterbildung und Kompetenzentwicklung (IWK)
- Deutsch-Asiatisches Mittelstands-Institut (DAMI)
- Hanshin-FHM Mittelstandsinstitut in Korea (IMK)



# University & Community Development with Projects:

- Entrepreneurship
- Sustainability
- New Mobility in the City & Rural Areas
- Digitalization & Security
- Media & Virtual Reality
- Education & Human Resources
- Health & Care



### Projekte der Fachhochschule des Mittelstands (FHM)

Die folgenden Ausführungen stellen einen Ausschnitt der derzeit in Bearbeitung befindlichen Projekte der FHM dar und sollen die thematische Forschungsvielfalt der Hochschule verdeutlichen. Die Darstellung orientiert sich dabei an den

Forschungsschwerpunkten: (1) **Unternehmertum**, (2) **Nachhaltigkeit**, (3) **Stadt und Land & Mobilität**, (4) **Digitalisierung/Sicherheit**, (5) **Medien/Virtual Reality**, (6) **Bildung/Kompetenzen/Personal** und (7) **Gesundheit/Pflege**.

#### **Unternehmertum**

Ab Seite 10

#### **Nachhaltigkeit**

Ab Seite 13

#### **Stadt und Land & Mobilität**

Ab Seite 19

#### **Digitalisierung/Sicherheit**

Ab Seite 22

#### **Medien/Virtual Reality**

Ab Seite 30

#### **Bildung/Kompetenzen/ Personal**

Ab Seite 33

#### **Gesundheit/Pflege**

Ab Seite 42



### National & International Partners achieving Community Impact

#### GITA – Growing Indonesia: a Triangular Approach



Co-funded by the  
Erasmus+ Programme  
of the European Union

**Projektkoordinator:**

University of Gloucestershire (Cheltenham, England)

**Projektpartner:** Fachhochschule des Mittelstands (Bielefeld, Deutschland), Dublin Institute of Technology (Dublin, Irland), University of Innsbruck (Innsbruck, Österreich), President University (Jakarta, Indonesien), University Padjadjaran (Bandung, Indonesien), Semarang State University (Semarang, Indonesien), Universitas Brawijaya (Malang, Indonesien), STIE Malangkececwara (Malang, Indonesien), Universitas Ahmad Dahlan (Yogyakarta, Indonesien), Universitas Islam Indonesia (Yogyakarta, Indonesien)

#### TheNova – Theater-based training for supporting innovations in enterprises

**Projektkoordinator:**

Fachhochschule des Mittelstands (FHM), Bielefeld, Deutschland

**Projektpartner:** Fachhochschule JOANNEUM (Graz, Österreich), Paiz Konsulting Sp. z o.o. (Lublin, Polen), AINTEK SYMVOULOI EPICHEIRISEON EFARMOGES YPILIS TECHNOLOGIAS EKPAIDEFSI ANONYMI ETAIREIA (Piraeus, Griechenland), Bayenwerft Kunsthaus Rhennania e.V. (Köln, Deutschland), Energie Impuls OWL e.V. (Bielefeld, Deutschland)



### National & International Partners achieving Community Impact

**Nachhaltigkeit und Qualität  
als Zukunftschance für touristische  
Unternehmen in der Eifel**

Projektbericht Lift Wissen

Sustainability and Quality  
as Opportunity for  
Tourism SME'S



Gefördert durch:



Bundesministerium  
für Wirtschaft  
und Klimaschutz

**NORD  
RHEIN  
WEST  
FALEN**

Tourismus NRW e.V.



## National & International Partners achieving Community Impact



- Bringing Stakeholders together
- Enforcing the Development of the Future Shape of Cities
- Enabling the Participation of Citizens, Enterprises, Administration, Politics

**OPEN INNOVATION CITY BIELEFELD**

**The New Bielefeld** | OPEN, INNOVATIVE, ACTIVE



# THE HEART OF THE OPEN INNOVATION CITY

## THE INNOVATION OFFICE & THE OIC TEAM

The Innovation Office is the center of the Open Innovation City project. It is the first contact point for the open, innovative city of the future. It is the place from where the innovation culture of the city's society will be promoted

and established, where innovative ideas can be tested both practically and easy, and from where the passion for innovation can be conveyed – centrally, open and culturally transforming.



**Prof. Dr. Ingo Ballschmieter**

Dean of Economics Faculty FHM  
Scientific Director, Open Innovation City

“In the **Innovation Office** we bring science, economy and society together. By providing the infrastructure, we enable the active co-creation in **innovative projects**. This will make it a vital place, where people love to meet and **create something new together.**”



### Innovation Office

The Innovation Office is the central place in Bielefeld that fosters innovation and encourages citizens to participate. In the

Office, the Innovation Desk brings together all innovators of the city: citizens, companies, science, and the local government.

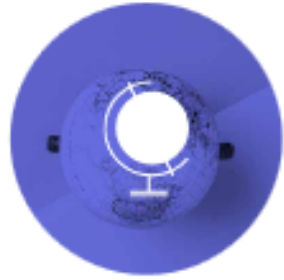


### Open Innovation City Process

The OIC Process is a novel approach that implements the major, future-oriented topics of a city (e.g. mobility, digitalisation or environmental protection) through innovation projects and with the largest

possible participation of the urban society. In doing so, the city can benefit from the entire innovative potential of its society, in order to pursue the long-term goal of increasing the city's future-proofness.





### Innovation Partnerships

Getting fit for the future will also be fostered by the specific opening to the outside. Therefore, innovations that are generated together with partners from outside of the city are encouraged intensively. So-called

“Innovation Partnerships” with particularly innovative cities and regions in the world will foster the knowledge exchange and strengthen the competitiveness of the city of Bielefeld.



### Innovation Platform

The OIC Innovation Platform serves anyone interested as a medium for information and networking. Through crowdsourcing, citizens and experts develop innovations for their city together. Information on

participative initiatives as well as on events & formats in the city will be shared. The OIC Platform, thus, strengthens the exchange of great ideas and the networking of all players.

# VR projects at the FHM



## VAMR\*s – University Business Cooperation for Promoting Virtual, Augmented and Mixed Reality Applications within Small and Medium-sized Manufacturing Companies

**European Survey  
with SMEs**

**VR/AR/MR  
Technology  
Report**

**SME Skills Gap  
Detector**

**Training Gap  
Detector**

- ✓ Erasmus+, Knowledge Alliance
- ✓ 01.01.2020 – 31.12.2022
- ✓ Coordinator: FHM
- ✓ 11 partners
- ✓ <https://vam-realities.eu/>

**University  
Business  
Cooperation**

**VAM Realities  
Challenge**

**European  
Network and  
Expert Panel**

**Community of EU  
projects**



**Thank you for your attention!**