



# The Institute of Further Education & Skills Development (IWK)

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## The challenge: to qualify people as needed

- **The world is changing on all levels and is challenging.**
- **The changing labor world increasingly demands employees who, in addition to their professional and economic qualifications, also have impressive interdisciplinary skills.**





# What does the Institute for Further Education and Skills Development (IWK) do?

→ Make findings from science and research available for professional practice through continuing education programmes and offers.

- **Professional and personal development** of specialists, managers and junior managers
- **Support & counselling for companies** on all aspects of personnel development and coaching





# **What does the Institute for Further Education and Skills Development (IWK) do?**

- 1. FHM academic further education programmes**
- 2. FHM module programme "Pick & Study"**
- 3. Personnel and skills development, consulting & coaching for companies**



# The aim of our academic further education programmes

**Provide specialists and managers with a stable foundation for individual competitiveness on the labour market**

- **Expansion of professional competences**  
Consolidation of existing knowledge and imparting of new specialised knowledge
- **Strengthening the interdisciplinary competences**  
Development of management skills for career planning





# What makes our academic further education programmes special?



- designed with the needs of the economy
- practice-orientated
- compact and part-time
- Graduation with a certificate from the FHM
- Awarding of credit points (ECTS) for possible recognition in study or degree programmes
- on request: in-house offers for companies



# An example: our Further Education programme: "AI manager"

- **Form of study:** Online
- **Credit Points:** 31
- **Start of studies:** September & March
- **Study times:**  
Weekend and evening appointments
- **Programme requirements:**  
General higher education entrance qualification, entrance qualification for universities of applied sciences or vocational training with professional experience



## Modules

- Basics of AI and data science
- AI in the corporate strategy
- Implementation and management of AI projects
- AI practice and transfer
- AI applications for future trends

# Our academic further education programmes



- Business economist for sports marketing
- Business economist in health and social services
- Case manager in health and social services
- DaF/DaZ teacher
- Vocational rehabilitation specialist
- Specialist for vocational orientation
- AI Manager
- Medical Based Manager
- Sustainability Manager
- Human Resources Manager
- Trauma pedagogy
- Certificate programme in Micronutrient Therapy & Regulatory Medicine



## WEITERBILDUNG (TEILZEIT) Fachkraft berufliche Rehabilitation

Fachkraft berufliche Rehabilitation | Berufsbegleitende Weiterbildung

Berufsbegleitendes Studium ab 265,00 € / Monat



## WEITERBILDUNG (TEILZEIT) Fachkraft für Berufliche Orientierung

Die berufliche Orientierung junger Menschen zu fördern und ihnen so den Übergang von der Schule in den Beruf zu erleichtern.

Berufsbegleitendes Studium



## WEITERBILDUNG (TEILZEIT) KI-Manager\*in

Erlerne das notwendige Wissen und die Fähigkeiten, um Unternehmen erfolgreich in das Zeitalter der KI zu führen.

Berufsbegleitendes Studium ab 498,75 € / Monat



## WEITERBILDUNG (TEILZEIT) Nachhaltigkeitsmanager\*in

Bereite Unternehmen auf eine nachhaltige Transformation vor.

Berufsbegleitendes Studium ab 436,25 € / Monat



## WEITERBILDUNG (TEILZEIT) Personalbetriebswirt\*in

Entdecke die Chancen der Digitalisierung und meistere erfolgreich die Personalentwicklung.

Berufsbegleitendes Studium ab 373,75 € / Monat



# The FHM module programme

## "Pick & Study"



- Qualification on relevant topics in six months:  
Interested parties can **study individual modules**
- **Online, part-time & independent of time**
- **Start at any time** or on the **desired date**  
(independent of the trimester)
- **Two variants:** with and without credit points
  - with certificate of attendance
  - with university certificate and credit points  
(crediting to later studies)





# Pick & Study modules (selection)

Wir bieten Dir das Modulstudium in den Bereichen:

Wirtschaft

Psychologie

Medien

Pädagogik & Soziales

- Agile project management
- General Psychology I & II
- Counselling
- Content and online marketing
- Fundamentals of statistics
- Family law
- Clinical Psychology I
- Legal foundations of social work
- Social media and digital workflow
- Social psychology
- Strategic management and sustainable corporate management
- ...

**Several modules can  
also be studied in  
parallel!**



# Personnel and skills development, consulting & coaching for companies

- **FHM as a partner for SMEs:**  
Supporting (especially) small and medium-sized enterprises in personnel selection and development.
- **Customised solutions:**  
Consultancy, coaching, (online) training, workshops and in-house qualifications; tailored to specific company requirements.

## Personalentwicklung für Ihr Unternehmen



### Coachings →

Wir unterstützen Sie mit unserer mehr als zehnjährigen Erfahrung bei allen Fragen rund um die Personalauswahl und -entwicklung. Unsere Angebote werden spezifisch auf die...



### Konfliktmanagement →

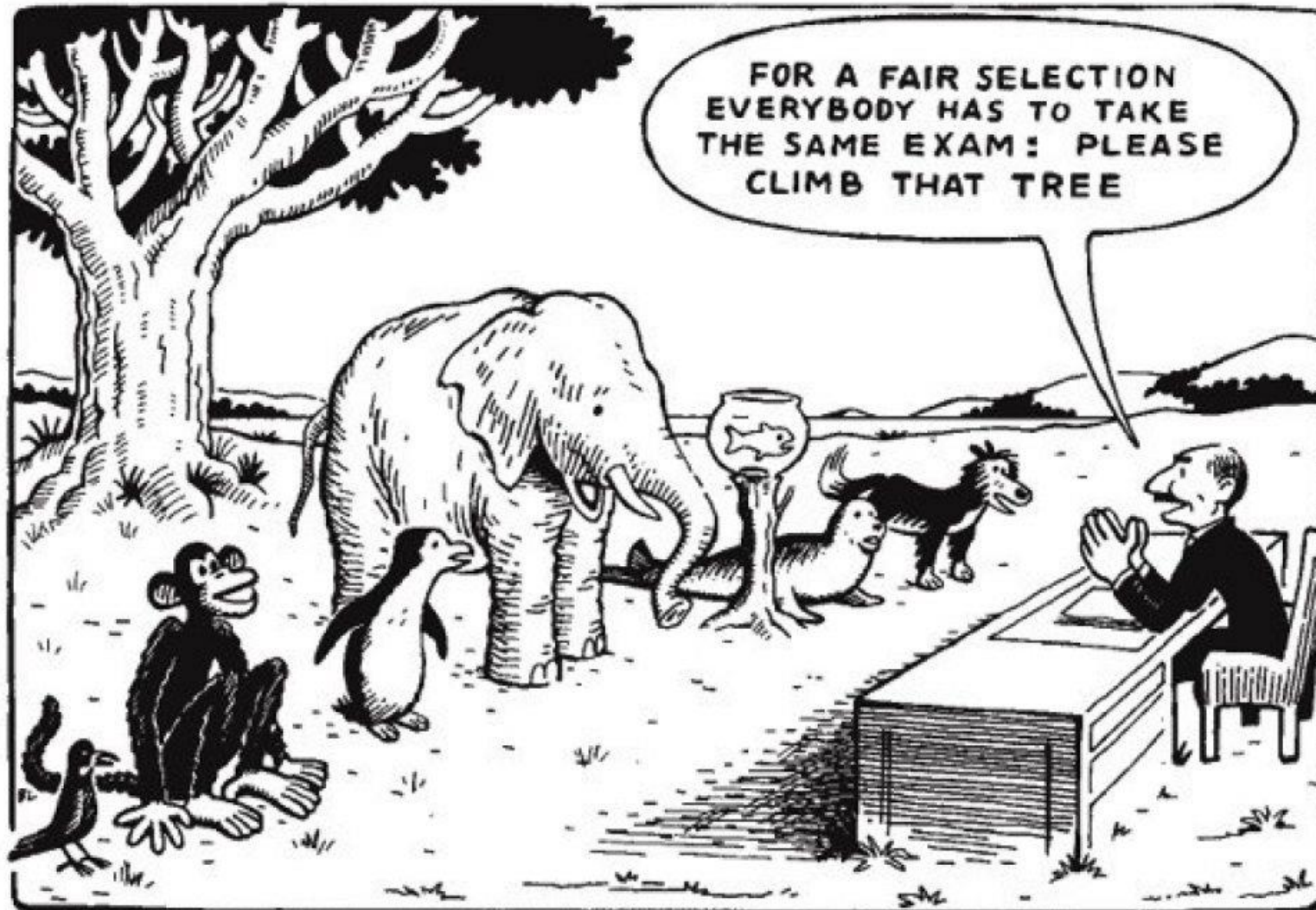
Wo Menschen miteinander arbeiten oder miteinander zu tun haben, kann es zu Unstimmigkeiten oder Konflikten kommen. Oftmals sind es zunächst Kleinigkeiten, die zu Irritationen oder...



### Teamentwicklung →

Teamarbeit ist aus den meisten Unternehmen wegzudenken. Die Zusammenarbeit zwischen Personen, die gemeinsam ein bestimmtes...

# Personnel and skills development, consulting & coaching for companies

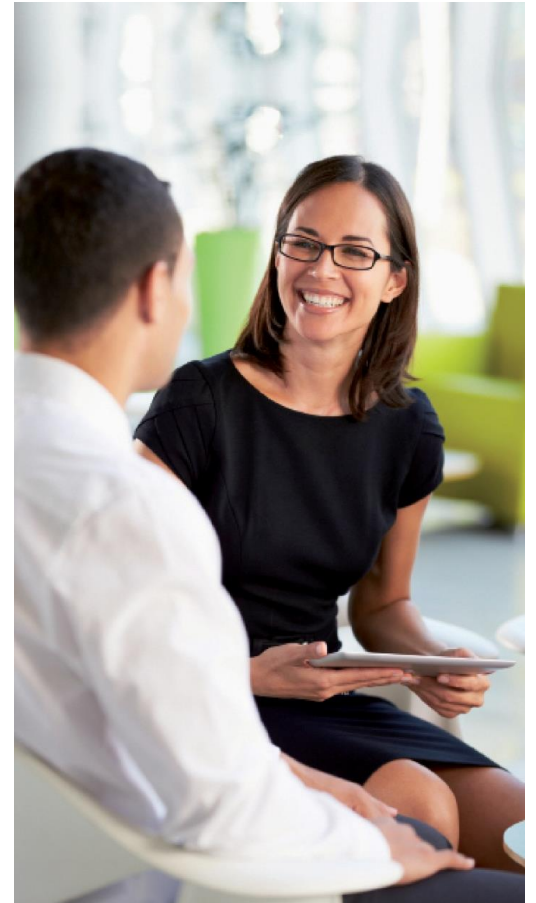






# Support and advice for companies and skilled personnel

- **Management development:** offers on communication, dialogue, leadership and conflict management.
- **Onboarding support:** Help with familiarising teams and managers.
- **Individual coaching:** one-to-one coaching sessions for targeted personal development.
- **Competence diagnostics:** Optional competence test to adapt the measures.
- **Practical tools & procedures:** Providing tools to make everyday work easier.
- **Quality seal:** Scientifically based review and labelling of internal procedures.







# Personnel development & coaching

Examples:

- **Business coaching** for specialists and managers
- **Team and process development** (e.g. improving cooperation)
- **Workshops** (e.g. strategy meeting, introduction of target agreements in the company)
- **Handling over-workshop** to introduce new management
- **Conflict management**





# Management programmes, training programmes, seminars & workshops

Examples:

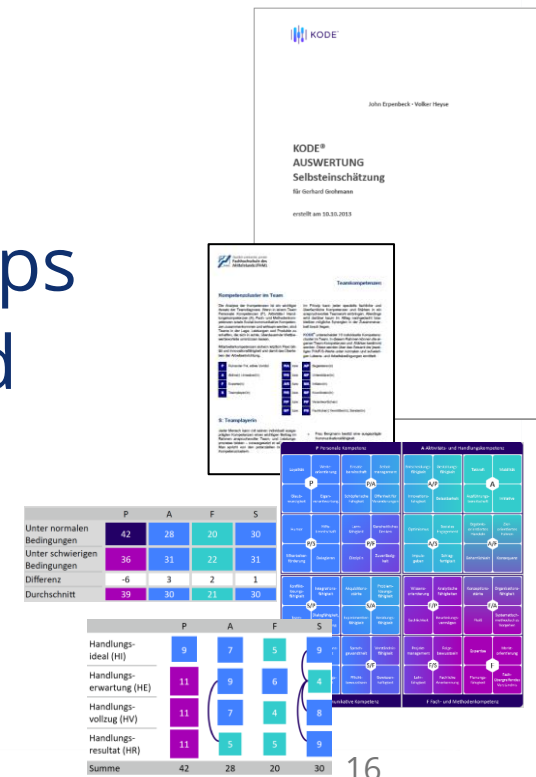
- Training on interdisciplinary topics (face-to-face & online)
- Management programmes
  - e.g. Klinikum Bielefeld (communication & leadership, meetings and moderation, team and personnel development, conflict management)
  - e.g. Gundlach Future Programme (interdisciplinary topics by arrangement); Magh und Boppert GmbH (presentation training, leadership training)
  - Zukunft Plus e.V.

*as individual  
in-house offers*

# Competence-orientated personnel selection and development



- **Measurement and evaluation of employees' interdisciplinary skills** (e.g. competence analyses with KODE)®
- Basis for discussions on further development and better co-operation
- Offer customised training courses on skills
- Development of requirement profiles for job groups
- Utilisation of requirement profiles for the targeted personnel development of employees
- Conception and realisation of assessment centres

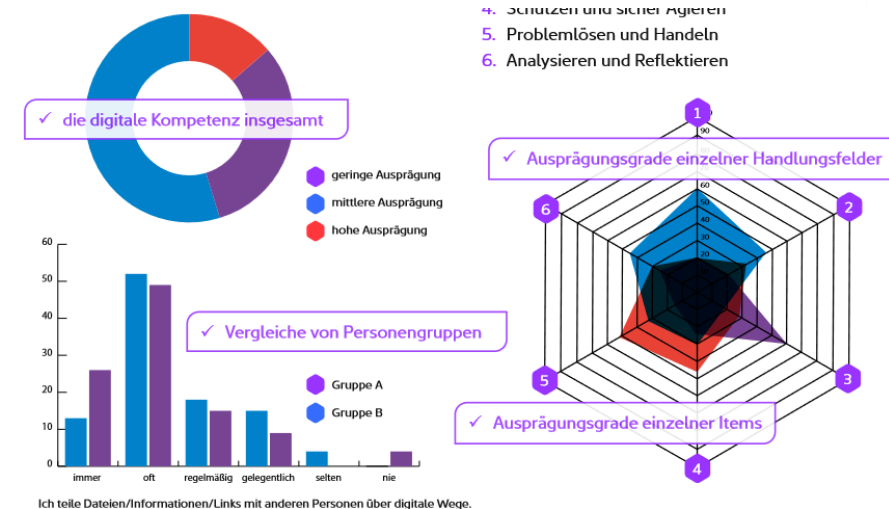




# Tools:

## Measurement of digital competences (AI 4.0)

- **Digitalisation** presents companies with **new challenges**.
- Promoting employees' **digital skills** is essential to ensure **competitiveness**
- In order to develop and implement targeted and customised measures, the **current status of** employees' digital skills must be known
- **Competence Index 4.0 (KI 4.0):** Standardised tool from the FHM for measurement of digital competence.
- Evaluation shows digital competence of individuals and the overall value for departments or the entire company.



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