WELCOME AT THE
Fachhochschule des Mittelstandes (FHM)

BACHELOR
MASTER
DOCTOR
FURTHER EDUCATION

fh-mittelstand.de
Facts & Figures
Places of location

- Campus Bielefeld
- FHM Tec Rheinland
- Campus Schwerin
- Campus Köln
- Campus Hannover
- Campus Rostock
- Campus Bamberg
- FHM München

Institutes for scientific further education:
- FHM München
- 20 study centers at vocational schools in NRW, Hessen, Schleswig-Holstein, Rheinland-Pfalz, Berlin and Baden-Württemberg
Places of Location

Officially recognized, private Fachhochschule des Mittelstands (FHM)
- University of applied sciences -
  - FHM Bielefeld since 2000
  - FHM Köln since 2006
  - FHM Tec Rheinland since 2010
  - FHM Hannover since 2011
  - FHM Rostock since 2012
  - FHM Schwerin since 2013
  - FHM Bamberg since 2013
  - Institutes for Scientific Further Education (IWW): Hannover & München
  - Institute for SME in Lippe: Detmold
FHM 2015

Shareholder:
- Stiftung Bildung & Handwerk

Rectorate:
- Prof. Dr. Anne Dreier, headmistress
- Prof. Dr. Richard Merk, director

Students:
- 3,200 Bachelor/Master/MBA students
- 90 programs with the objective of receiving the doctor’s degree
- 630 in scientific further education

Alumni:
- ca. 2,700 Diploma, Bachelor, Master, MBA
Undergraduate, Graduate and Postgraduate Studies

- 33 accredited Bachelor’s programs
- 10 accredited Master’s programs
- 2 promotion programs in cooperation with the British university of Gloucestershire
- Extra-occupational studies in the field of scientific further education

Study form

- classic full time courses
- part-time courses for employed people
- dual degree programs developed together with industry
### Available Courses

#### HR/Health/Social
- **B.A.** Health Economics
- **B.Sc.** Logopaedics
- **B.A.** Medical Sports & Health Management
- **B.Sc.** Physiotherapy
- **B.Sc.** Physiotherapy & Management
- **B.Sc.** Psychology
- **B.A.** Curative and Inclusion Pedagogy
- **B.A.** Pedagogy in Childhood
- **B.A.** Social Casework & Management
- **B.A.** Social Pedagogy & Management
- **B.A.** Leisure & Adventure Tourism
- **B.A.** Tourism Management
- **B.A.** Hotel & Tourism Management
- **B.A.** Management in Health Tourism
- **M.A.** Advice & Social Management
- **M.A.** Vocational Education Management
- **M.A.** Business & Communication Psychology
- **M.A.** Marketing management in tourism

#### Media
- **B.A.** Communication Design & Advertising
- **B.A.** Event management & Entertainment
- **B.A.** Fashion Management
- **B.A.** Media Management
- **B.A.** Media Communication & Journalism
- **B.A.** Media creation & production
- **B.A.** Sport journalism & Sport marketing
- **M.A.** Cross media & Communication Management
- **DMC** Doctor of Media & Communications

### New Engineering
- **B.Sc.** Industrial Engineer – Building Industry
- **B.Sc.** Industrial Engineer – Energy & Environment
- **B.Sc.** Industrial Engineer – Mechanical Engineering
- **B.Sc.** Industrial Engineer – for masters and technicians

### Economics
- **B.A.** Architecture & Real Estate Management
- **B.A.** Banking & Finance
- **B.A.** Business Economics
- **B.A.** Trade Economics
- **B.A.** International Business Administration
- **B.A.** Marketing management
- **M.A.** International Management
- **M.A.** Middle Class Management
- **MBA** Entrepreneurship & Management
- **MBA** Innovation & Leadership
- **DBA** Doctor of Business Administration
Management

Prof. Dr. Anne Dreier
Headmistress

Prof. Dr. Richard Merk
Management

Prof. Dr. Walter Niemeier
Dean department HR/Health/ Social Direction IWW

Prof. Dr. Patrick Lentz
Dean department economics

Prof. Dr. Astrid Kruse
Dean department media

Prof. Dr. Silke Pfeiffer
Direction FHM Rostock

Prof. Dr. Mark
Direction FHM Fuldaheim (FHM Tec Rheinland)

Prof. Dr. Jens Große
Direction FHM Hannover

Prof. Dr. Sascha Lord
Direction FHM Köln

Prof. Dr. Torsten Fischer
Prorektor, Direction FHM Schwerin

Prof. Dr. Konstantinos Karanikas
Scientific head of site FHM Bamberg
The FHM as employer

The FHM is a medium-sized corporation and has meanwhile 150 permanent employees:

- 65 professors
- 2 professors in the appeal mechanism
- 90 employees at the departments/scientific projects, administration, assistance and service area
- 3 apprentices
- 240 experts of economy as assistant lecturers
Philosophy
The German Mittelstand provides a constant high level of employment and productivity and is therefore the spine of the German national economy. More than 99 percent of all German corporations belong to the "German Mittelstand" and contribute virtually 55 percent to the complete economic performance. Mittelständische middle-sized corporations are innovative, successful abroad and an important job generator for young people."

Bundesministerium für Wirtschaft und Energie

- Definition Mittelstand: up to 50 Mio. annual turnover and up to 500 employees
- 3,3 Mio. small & middle-sized corporations
- 20 Mio. employees & 70% of all people in paid work
- 69% of all apprentices
Our Self-concept

- We are a **middle-class oriented** college
- We are a **application-oriented** college
- We are a **service-based** college
- We are a **research-oriented** college
- We are a **regionally embedded, internationally oriented** college
- We are a **private, officially recognized** college
Our receivables

- We promote thinking and acting entrepreneurially
- We support a holistic development of personality
- We cause individual and societal benefit
- We assure and improve the quality of our services

That’s how we act!
Curriculum

**Essential elements of the FHM Curriculum**
- practical, career orientation
- long lasting business contacts
- small group sizes
- individual study organization
- Individual tutoring

**Skills**
- general business skills
- specialized subject skills
- personal and social skills
- activity and negotiation skills
Skills

**Economic Competence**
- Business Administration
- Enterprise Management
- Marketing

**Personal and Social Competence**
- Self-management and marketing
- Business English
- Team Management
- Presentation & Moderation

**Activity and Operational Competence**
- Studies in Practice (SiP)
- Scientific Methodology
- Strategic Career Planning
- Company Foundation

**Professional competence for the specific degree program**
College & Economics – Strong allies

The FHM ...

» ... cooperates local, regional, nationwide and also international with many corporations and institutes in the context of student projects.

» ... is at the moment communicating with 3,590 corporations about traineeships, final theses and entry positions for jobs – concrete offers are available for all students at the Intranet of the FHM

» ... develops needs-based course offerings in cooperation with the economy.

» ... merges the know-how of College and economy to create strong allies and to realize cooperative courses
Tools of quality assurance

Following tools apply at the FHM to create the **ideal study conditions:**

- Institutional accreditation of the college
- Accreditation and license of all courses
- Interviews with first-year students, evaluation of courses
- Monthly meetings of study-groups with a tutor (FHM-Professor)
- Survey about the alumni’s professional development
- Participation in college-rankings
- Lecturer-conferences, department-meetings
- Events of the didactic center for professors
In July 2007 the Fachhochschule des Mittelstands (FHM) was accredited by the Wissenschaftsrat der Bundesrepublik Deutschland:

- with the greatest possible accreditation length of ten years and as the first college in Ostwestfalen-Lippe (OWL)
- for their consequent orientation on the German Mittelstand
- for the quality assurance in all Bachelor- and Master-programs provided by accreditation
- for the „impressive“ extent of applied research
- for the solid management
Third participation at the CHE-College-ranking

- once again the FHM departments Media & Economics were multiple times in the nationwide top flight
- Especially good rating:
  - Overall study situation
  - Feasibility of studying
  - Practical orientation
  - completion within the standard duration of the course
94% of the Alumni of the year 2013 are employed

One year after completing the course we interview our Alumni about professional development and current situation. The biggest group of alumni from the year 2013 are at the moment of the survey (Sept. 2014) employees. In total three-quarter are arranged in employment (about 73%). The others are for example employed but at the moment in parental leave or apprentices.
Studying at FHM
Service

- International Office
- Career Service Center
- Workshops
- FHM Alumni e.V. – mentoring program

Events:

- CAMPUS.LUNCH
- EXPERT.CIRCLE – lectures from economic experts
- Annual skiing field trip and other field trips
- Summer festival, Christmas party, paper chase

Student projects:

- Out of Home-Projects
- CAMPUS.CREW
- Arminia editorial staff
The International Office advises and coaches students who plan to stay in foreign countries during their studies as well as international students at the FHM.

- support you in any questions regarding enrollment, accommodation etc.
- supports the mandatory stay abroad
- maintains several contacts to universities and organizations
- Gives information about:
  - internships
  - studies abroad
  - financing
And then: Start your career

- Porsche
- Bosch
- Miele
- Daimler AG
- Microsoft
- itelligence AG
- Hella KGaA, Lippstadt
- Axel Springer Schweiz AG
- Kraft Foods GmbH
- arvato / Bertelsmann AG
- Westag & Getalit AG
- Stadtwerke Lemgo GmbH
- Vodafone D2 GmbH
- Deutsche Telekom AG, T-Com, Products & Innovation
- Brigitte Küchen
- Tessloff Verlag
- Hit-Radio Antenne
- IKEA
- Tchibo GmbH
- Audi
- Leineweber GmbH & Co. KG
- EDEKA Minden-Hannover
- Mineralquellen Wüllner GmbH & Co. KG
- Endemol Deutschland GmbH
- DSC Arminia Bielefeld GmbH & Co. KGaA
- Bavaria Film Interactive GmbH
- Kienbaum Executive Consultants GmbH
- Konica Minolta Business Solutions
- KNSK
- TBWA Hamburg
- Radio Bremen
- DeutschlandCard GmbH
- Wortmann KG
- Cecil GmbH
- BUTLERS
- BBD
- Brainpool TV GmbH
- Bauer Verlagsgruppe
- SPORTCAST GmbH
The Fachhochschule des Mittelstands (FHM) focuses on applied research and practical economic research

- does scientific studies and research projects with relevance or direct use for SME companies
- A large proportion of FHM research projects are financed through third party investment and foundation professorships
- 5 subsidiary, internal institutes
  - research, economic development and scientific further education
  - company foundation
  - company succession
  - corporation sustainability

- Results of applied research have an direct impact on the education of students
- Students take active part in research by finding solutions for economic problems in their company-related projects and scientific final thesis
- **DCMI**: German-Chinese SME Institute
- **IfS**: Institute for Sports communications
- **IfF**: Institute for correspondence course
- **IWW**: Institute for Scientific further Education
- **NZBA**: National Center for Bureaucratic Cost Saving
- **ITM**: Institute for Technology and Management
- **CSG**: Center for Sustainable Governance
- **IML**: Institute for SME in Lippe
- **IUG**: Institute for Succession and Foundation of enterprises
FHM-preparatory college

- Since winter 2013/2014 at the FHM Schwerin
- Since August 2014 at the FHM Bielefeld
- Accredited by the Hochschulrektorenkonferenz (HRK)

**Current programs:**

- Pre-Studies Program (performance of an official assessment test (Feststellungsprüfung) in cooperation with the district government Köln)
- Bachelor-Master-Degree Program MBA for Chinese students
- Intercultural Program for Freshmen (ICPF)
International preparatory college Pre-Studies Program (PSP)

- Current cooperation network in China with 30 partners in science and economy, 10 partnership agreements with Chinese elite universities
- At the moment 130 students from China
- Promoting gifted students for the German Mittelstand
- Connectivity with every German University
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