



**Wirtschaftsakademie
Schleswig-Holstein**

Training and advanced development - investment for the future

Wirtschaftsakademie Schleswig-Holstein –
your partner for all matters of professional and
career-oriented education in the land
between the North and Baltic Seas





Wirtschaftsakademie Schleswig-Holstein GmbH

Hans-Detlev-Prien-Straße 10 • 24106 Kiel

Phone +49 431 / 30 16 - 0

Fax +49 431 / 30 16 - 385

www.wak-sh.de • info@wak-sh.de

The **future** lies in **training and advanced development**

The topicality of knowledge is changing faster than ever before. Within a period of seven years the amount of knowledge available in all fields has, in the meantime, doubled. In order to be prepared to continue meeting challenges successfully, it is all the more essential in business and professional life to keep up-to-date.

Companies profit from the tailor-made proficiency and skills of their employees. For the employees new knowledge also means new job opportunities. Advanced development has become a symbiosis for the company and the employees - for both it ensures further development and the ability to meet future demands.

Even early on the Chamber of Industry and Commerce (Industrie und Handelskammer - IHK) recognised the great importance of development in and for the job. This awareness led to the founding of the Wirtschafts-akademie Schleswig-Holstein. We are committed to this idea and are carrying it forth. The number of enquiries about the Wirtschafts-akademie Schleswig-Holstein's programmes shows that the concept has proved practical and market-oriented. The key to success then remains valid: The future lies in further education and development.



A handwritten signature in black ink, appearing to read 'D. Reeker'.

Dr. Detlef Reeker

Managing Director of the Wirtschafts-akademie Schleswig-Holstein GmbH



Tailored knowledge -

The Wirtschaftsakademie Schleswig-Holstein

Companies thrive and survive on the know-how of their employees. Conveying knowledge for the job is the responsibility and assignment of the Wirtschaftsakademie Schleswig-Holstein. It was founded in 1967 and then re-established itself as the new Wirtschaftsakademie Schleswig-Holstein GmbH at the beginning of 2004 through a merger with the interplant educational centre founded in Elmshorn in 1974. As a private service company with the status of a public welfare institution, it provides advanced training courses for the Flensburg, Kiel and Lübeck Industrie- und Handelskammer (IHK - Chambers of Industry and Commerce).

Qualified and individual consultancy provided by competent staff as well as a selection of courses tailored to meet current occupational requirements are the bases for the successful training and advanced development programmes of the Wirtschaftsakademie Schleswig-Holstein. Experienced lecturers and instructors communicate their knowledge taken from the job for application to the job. Hence the Wirtschaftsakademie Schleswig-Holstein contributes new perspectives to working life and to the economic success of the companies in the land between the North and Baltic Seas.



Continuous advanced training and the willingness to react flexibly to the demands in the professional and working world are more important than ever before. The needs of the company and of those being trained are as diverse as the requirements they are being prepared to meet. Programmes tailored to suit the individual and a particular situation are indispensable. The diversity of the extensive programmes offered by the Wirtschaftsakademie Schleswig-Holstein reflects this: from preparation for an occupation or external training, from training to adapt and career advancement training to the cooperative education programme. Close contact to the companies in the land of Schleswig-Holstein is a self-conception at the Wirtschaftsakademie Schleswig-Holstein. Only if you are close to the market, can you sense new trends and help create them. Only then can you be oriented to the future. Personnel training and advanced development are two sides of a coin. In the race for the masterminds in the Land Schleswig-Holstein tailored development programmes are in demand, on the one hand, to provide targeted advanced training and, on the other hand, to develop talented personnel to become managers in their own companies. By continually adapting the programmes offered and applying modern methods of instruction, the Wirtschaftsakademie Schleswig-Holstein is also in this respect a competent and reliable partner.

Individually
tailored
programmes



The Berufsakademie - managers of tomorrow



The Berufsakademie (BA - College of Cooperative Education) of the Wirtschaftsakademie Schleswig-Holstein is a career-oriented alternative to technical colleges and universities. It combines on-the-job training with studies in Business Management, Industrial Engineering and Management and Industrial Information Technology. The possibility to specialise in the tourism branch, in trade or in the real estate business are additional, professionally oriented directions guaranteed from the start of studies. Recognised degrees of the Berufsakademie obtained in only three years can be favourably compared to other degrees and clearly indicate the advantages of cooperative education at the college: on-the-job-training makes it possible to recognise strengths and to eliminate weakness early on. The studies qualify students to handle management tasks in companies later on. The successful graduates of the Berufsakademie clearly have a head start over the graduates of other courses of study. And they are well prepared for their professional careers.

State-approved Fachschule für Betriebswirtschaft

know-how
for the job



Attending technical college has been a long and successful tradition in Germany. The method of conveying knowledge and the career-orientation allow further development on the job or for the return to the job. The Fachschule für Betriebswirtschaft (FS - College of Business Management) is the oldest division of the Wirtschaftsakademie Schleswig-Holstein, for sound business management know-how has always been in demand. On the basis of existing professional education and several years of job experience, the participants receive the know-how necessary for career advancement as well as new abilities and skills through modern methods of teaching. After two years of full-time study or three years parallel to the job, the graduates in Kiel, Lübeck or Flensburg are granted the title of “certified business economist”. In addition to enhancing opportunities on the job market, obtaining the Fachhochschulreife – a certificate entitling entrance to higher education at universities – is a decisive step for the future-oriented qualified employee. Improved employee competence also represents a benefit to the company’s performance.



The Wirtschaftsakademie Schleswig-Holstein offers diverse courses of study at 16 locations covering rural areas state-wide. Modern equipment, lecturers and instructors focussed on practical experience, and high quality standards ensure the participants' learning success. Accommodation is available nearby at the colleges' own guest houses e.g. in Kiel, Elmshorn, Lübeck or Husum.

Accessible and present - training and advanced development

for Schleswig-Holstein

By offering customised, flexible seminar concepts for the employed and those searching for jobs as well as in-company training, the Wirtschaftsakademie Schleswig-Holstein reacts to meet each need. In the technical-commercial work shops in Elmshorn, Lübeck or Itzehoe theoretical knowledge is put into practice. Special vocations are focussed on in selected locations: in Husum hotel and restaurant management as well as renewable energies, Itzehoe stands for state-of-the-art microtechnology and in Lübeck intensive studies in tourism are provided. The Wirtschaftsakademie is also committed to preparing young people throughout Schleswig-Holstein for their future careers. The Berufsakademie (College of Co-operative Education) and the Fachschule (Technical Colleges) in Kiel, Lübeck and Flensburg complete the programme offered.



Career

with apprenticeship/internship
and advanced development

Inflexible careers are extinct today. Lifelong learning is the motto. The Wirtschaftsakademie Schleswig-Holstein takes this into account offering practical educational concepts which are based on the existing foundations of the employee, constructs upon them and opens the way for future job opportunities or helps secure the job in economically difficult times. Advanced development signifies human resource development for the companies. It contributes to keeping competent staff by offering perspectives within the company. Motivation is the essential impact of further training. With new knowledge and enhanced abilities and skills the foundation is laid for occupational success. Success is fun and brings recognition and, in addition, creates self-confidence and self-assurance for achieving new goals. For personal career advancement. For the success of the company in northern Germany.





Quality assured & market-driven

Participating in educational courses is a matter of confidence. For this reason it is very natural for the Wirtschaftsakademie Schleswig-Holstein to examine its own programme regularly and also to request the participants to evaluate the seminars and courses. To ensure success. To keep in line with the market. To guarantee quality and to continue developing. The consistent implementation of quality assurance systems is one means of achieving this. The programmes offered by the Wirtschaftsakademie are certified according to DIN EN ISO 9001 and the LQW standard. The training and educational know-how of the Wirtschaftsakademie have resulted from years of experience and have proved successful in practice against competition. The close co-operation with the Chambers of Industry and Commerce (IHKs) in Schleswig-Holstein and participation in the committee of the Deutschen Industrie- und Handelskammertag (DIHK - German Chambers of Commerce Assembly) are the essential pillars for the development of our programmes.

Competent

partner for needs-based
education

Whether for contracting authorities – such as the Federal Labour Office, communities or the Promotion Service for the German Federal Armed Forces – or for companies and employees: the Wirtschaftsakademie Schleswig-Holstein can ensure a needs-based offer for almost every area of occupational education based upon its experience and the competence of its employees and its numerous freelance instructors and docents. The elaboration of modern courses of study, the adaptation of time-tested concepts or designing individual offers for in-house and external training for company employees have already become a part of the educational process for the Wirtschaftsakademie Schleswig-Holstein. Finding the precisely tailored learning solution is a daily challenge in advanced training. And a task the Wirtschaftsakademie Schleswig-Holstein has committed itself to.





International experience

The Wirtschaftsakademie's experience in Europe and internationally has contributed to the success of the educational activities in Schleswig-Holstein. Whether doctors need to be prepared to serve in Scandinavia or managers are to be schooled in the Baltic countries - the Wirtschaftsakademie Schleswig-Holstein possesses international time-tested know-how, which is at the same time useful for domestic offers. Co-operation in economic and scientific projects throughout the country, the elaboration of new innovative ways of learning within the scope of European projects or also exemplary assistance to those returning to or entering the Danish or German workforce - casting a look outside the box opens new horizons, new light is shed on things and new competencies result.

... casting a look outside the box

Projects

**regional, national,
international**

Pilot project

**(New qualification as Bachelor of Metal
Production Technology & Operations)
- implementation in the main areas of
production – organisation**

01.11.1998 to 31.10.2002

The goal of the pilot project was the development of learning through work situated learning tasks. The term situational learning task refers to a learning task and a work task, which motivates independent learning and involves all the elements of a complete work process.

Partner: Ausbildungsverbund Teltow

Supporting program\Project:

*Supported by the Bundesministerium für Bildung und
Forschung (Federal Ministry of Education and Research)*

Virtual learning module to attain qualification as Master for Industry - Meisternetz

01.05.2002 to 30.04.2004

The major goal of the project was to make it easier for skilled workers, who want to further qualify as a „Industriemeister metal“ (Bachelor of Metal Production Technology & Operations)“ to acquire extensive professional competence. A NET-based, modular teaching and learning software, that can also be combined, was developed. This software can be used for in-house and external training courses, as well as long-distance and attendance courses offered by educational institutions without any extra adjustments for the qualification as „Industriemeister metal“.

Partner:

- Bildungshaus Grunbach, Stuttgart
- Studiengemeinschaft Darmstadt
- IHK Bildungszentrum Dresden gGmbH
- Institut Arbeitswissenschaft und Technologie-management der Universität Stuttgart

Supporting program\Project:

Deutsche Luftfahrt- und Raumfahrttechnik (DLR, Germany's Aerospace Research Centre and Space Agency) – Project executing organisation Supported by the Bundesministerium für Bildung und Forschung in the context of the programme new media in education

Additional module

„Training and assignment of part-time lecturers as tutors for the development and carrying-out of Teletutoring“ in the context of „Neue Qualifizierung zum Industriemeister Metall“

01.06.2001 to 31.12.2001

The goal of the project was to produce and supply media-compatible materials for the self-directed learning process; the development of a didactical concept for self-studying via the internet; examples of a selection of suitable learning units; the development and carrying out of tutoring workshops as well as the training of part-time lecturers as on-line Coaches; and the evaluation of the learning process as regards the acceptance and efficiency of multimedia and tutorial forms of learning.

Supporting program\Project:

Supported by the Bundesministerium für Bildung und Forschung (Federal Ministry of Education and Research)





Situational learning module for managers concerned with production

01.11.2002 bis 31.10.2004

The main task of the project consisted of providing adequate, transnational learning modules from work situated learning tasks for the target group of managers concerned with production. In order to meet the requirements of hands-on learning, the tasks were developed from real work situations. Therefore, an educational institute and a company, in every country which participated in the project, were included in the development of the task.

Partner:

- Institut für Arbeitsorganisation und Technologiemanagement der Universität Stuttgart (IAT)*
- Danfoss Compressors GmbH*
- ASIMELEC, Asociación Multisectorial de Empresas Espanolas de Electrónica, Spanien*
- DYCEC, Spanien*
- Didattica Amatori SRL, Italien*
- EXA TEAM, Italien*
- International Training Service IST, Großbritannien*
- Keystone-Keylite, Großbritannien*

Supporting program\Project:

Leonardo da Vinci

Pushing Offshore Wind Energy Regions - POWER

01.02.2004 to 30.06.2007

POWER is a common platform for the discussion and the exchange of information about transnational activities in the area of the offshore wind energy in the North Sea region. Transnational co-operation between the partner regions is to develop an authority network for offshore wind energy.

Partner:

37 partners, from Germany, the UK, Denmark, Holland and Belgium participated. The partnership consisted of a large number of interest groups, including governments, authorities and universities.

Supporting program\Project:

Interreg III B



European comparison of the typology of informal learning at work and the associated structures of support - Type In Law

01.10.2004 to 30.09.2006

More than half of all work places are today equipped with a computer. In past years, numerous methods of informal learning have been developed in this area. Methods that should consider the increased learning needs of employees. However, this skills gap in the workplace receives very little support. Frequently, one does not have the time or the knowledge to appropriately organise this. However, how can I arrange my educational training opportunities to attain the optimal degree of advancement in companies? How do I succeed in providing employees with the appropriate educational training. In our project new methods of informal learning at work are to be compared and tested, in order to be used directly.

Partner:

- *Advanced Consulting for Human Factors and Social Systems, Spanien*
- *Catalunya Motor, S.A, Spanien*
- *EXA TEAM, Italien*
- *KMSTUDIO, Italien*
- *International Training Service, UK*
- *HCL, UK*

Supporting program\Project:

Leonardo da Vinci, EU

Development of advanced and further training in the field of wind energy

01.10.2004 to 01.12.2005

The goal of the project is the development of curricula for further and advanced training in the wind energy industry, as well as to determine further training requirements in the area of other renewable sources of energy. The purpose of the curricula, which is to be developed, is to create new and the first, nationally recognised training standards in these sectors. These will be based on the requirements of companies, as well as in the onshore and the offshore areas. Contents of the training courses are based on the quality standards recognised in the industry and developed by the Vocational Training Centre for Renewable Energy (BZEE). It supports the industry in attaining the necessary training of personnel. An emphasis is on industrial safety, which is of great importance both for the already existing onshore plants and future offshore installations.

Partner:

Bildungszentrum für erneuerbare Energien - BZEE

Supporting program\Project:

*Ministerium für Wissenschaft, Wirtschaft und Verkehr
des Landes Schleswig-Holstein (Schleswig-Holstein
Ministry for Science, Industry and Transport)*



E-learning based Cooperative Educational and Pedagogical methods for VET Teachers - ECEPT

01.02.2005 to 31.12.2006

The aim of the pilot project, ECEPT is the introduction of the cooperative pedagogical method supported by e-learning technologies in the VET system. The primary objective of the programme is to specify joint units of material, used in different types of teacher training for internet based e-learning. On the one hand, this tool could help to improve the methodological knowledge of the teachers, on the other hand, it will promote co-operation between pedagogues, who are interested in the co-operative teaching method, it could also be a basis for the new “association” of teachers who have experience and an interest in e-learning supported co-operative teaching.

Partner:

- BUESPA, Faculty of Social Sciences*
- Hungarian Central Office for Practice Firms*

Supporting program\Project:

Leonardo da Vinci



The new model of interactive education for employees in the food industry in SME-Sector – Online Learning

01.09.2005 to 31.08.2007

Regular hygiene training is essential for employees of the food industry and legally required once every year. However, due to geographical factors access to such hygiene training is difficult for many people. This is where our project helps. It involves a web-based, interactive and multimedia training and the imparting of appropriate skills. The supply of standardised web-based training via the internet or CBT facilitates the access to the subject substantially and helps to fulfil legal regulations.

Supporting program\Project:

Leonardo da Vinci, EU

ICT for SMEs

09/2003 to 12/2006

The aim of ICT for SMEs, especially in Schleswig-Holstein, is to improve the existing network for entrepreneurs and start-ups. The use of information and communication technologies is to be researched, based on the study of the Small and Middle-sized Enterprises (SME) in the region.

Partner

- Pro Arbeit gGmbH, Germany (Lead Partner)
- Dipl.-Ing. Holger Pohl (dihp), Germany
- Gesellschaft für Technologieförderung Itzehoe mbH (IZET), Germany
- Syntrawest, Belgium UNIZO, Belgium
- Alfa College, Netherlands
- Noorderpoort College, Netherlands
- MKB-Noord, Netherlands
- Sønderjyllands TIC & ErhvervsCenter, Denmark
- Arvika Näringslivscenter – ANC, Sweden
- Rogaland Training and Education Centre, Norway
- Napier University, United Kingdom

Supporting program\Project:

Interreg III B

Sustain Business Certificate

09/2004 to 05/2006

In this project a „environmental licence“ is to be developed and tested for public and private enterprises in the regions Fyn's office and Kiel, Eckernförde, Rendsburg and Neumünster (K.E.R.N.)The main task is the development and introduction of comprehensive levels of hierarchy and training in enterprises. For the first time, customised activities are offered for the different organisational levels. For example, beginning with employees in the manufacturing department through middle management up to company management. The offers are „wholistically“ arranged. This means that existing standards are integrated, for example ISO 14000 or „the blue angel“. In this way, all persons involved can be trained concerning all the necessary regulations and brought up to the same standard of knowledge.

Partner

- Miljøforum Fyn, Odense/Denmark

- Greenovation, Svendborg/Denmark

Supporting program\Project:

Interreg III A

e-Business in the Eider-Treene-Sorge region

12/2004 to 12/2006

New technologies increasingly find their way into small and the smallest of enterprises. The program Leader+ is promoted by the European Union. It competently and objectively advises enterprises in the Eider-Treene-Sorge-region about the introduction of e-Business and e-Commerce. Different courses offer training and further training that impart the knowledge, which is needed to be able to apply and use the new technologies. Organisational support is also offered in the context of the project. For example, if new forms of internal and external co-operation are necessary. With respect to the promotion of economic development in the regions, eB-ETS supplements the offer of advice, which is available, particularly within the area of electronic business transactions.

Partner

dihp Flensburg

Supporting program\Project:

Leader+

K.E.R.N.ige Offensive

16.05.2002 to 30.06.2005

Small and middle-sized companies which intend to withstand the test of time and prevail on the market invest in training. A project of the European community initiative Equal, entitled the K.E.R.N. Offensive and supported by European financial aid, has been established in the technological region of Kiel, Eckernförde, Rendsburg, and Neumünster (K. E. R. N). The primary objective of this initiative is to provide support for small and middle-sized enterprises in the fields of craftsmanship, services, and tourism. These companies are the determining providers of employment and growth development in Schleswig-Holstein; however, they need competent partners in order to adapt flexibly to the structural changes in market conditions.

Focusing on „quality assurance in companies“ and „customer orientation in tourism“ and within the scope of this network, the Wirtschaftsakademie Schleswig-Holstein has undertaken to set up two competence centres to improve the competitiveness of small and middle-sized enterprises (SMEs) in the K.E.R.N. region.

Partner

- *Schiff GmbH, Kiel*
- *Borsch & Partner, Neumünster*
- *Kreishandwerkerschaft Plön/Ostholstein*
- *Neuland GmbH, Wankendorf*

Supporting program\Project:

EQUAL I



Preventive youth work in Kaliningrad

2002 to 2007

The main objective of the project is to set up a centre for the sustainable and exemplary implementation of a social service project in Kaliningrad for preventive youth work, in particular for leasing flats through the NGO (non government organisation) fund Offene Welt (open world) for young people in need of protection. A prerequisite for this is the special advanced training in Germany of social workers who will care for the groups of young people sharing flats. Plans have been made to set up work shops to train these young people. Parallel to this the target is to set up advanced training in Kaliningrad and possibly in the form of practical training in Schleswig-Holstein. On-the-job craftsmanship training is to be conducted with the assistance of the Senior Expert Service in Kaliningrad. German language and basic theory courses are to be taught at the Wirtschaftsakademie in Kaliningrad and possibly in Germany.



Partner

- *Förderverein für Jugendbildung und Wirtschaftsbeziehungen Schleswig-Holstein-Kaliningrad e.V.*
- *Landtag Schleswig-Holstein*
- *Ministerium für ländliche Räume des Landes Schleswig-Holstein*
- *Ministerium für Arbeit, Gesundheit und Soziales des Landes Schleswig-Holstein*
- *Arbeiterwohlfahrt Landesverband Schleswig-Holstein e.V.*
- *Landes Jugendwerk der Arbeiterwohlfahrt Schleswig-Holstein*
- *Dorothea-Schlözer-Schule Lübeck*
- *City of Kiel*
- *Steiner Fensterbau Wiefelstede*
- *Freundeskreis Osteuropahilfe Schmalleberg*
- *Toyota, Lübeck*

Supporting program\Project:

Robert Bosch Stiftung

SEPARTH **(Social Economy Partnership in Holstein)**

01.08.2005 to 31.12.2007

Training and coaching for founders of new businesses
A priority goal of this project is to provide unemployed persons and long-term unemployed people with the necessary tools to attain successful independence through intensive training. Therefore, training extends to all industries from the handicraft to the health sector, the participants move between an upstream profiling and the downstream subproject „Praxiscamp“ (practical work experience camp).

Training for setting up a business is carried out, in order to strengthen the economic self-sufficiency of disadvantaged groups, such as unemployed persons and those who need help seeking work and re-integrate them into regional economic life. In the context of a development partnership and with the assistance of transnational contacts, the concepts and experiences developed here are examined for their synergetic effect. In addition to professional independence, the succession of resident companies will also be a focal point. A company can not be successfully overtaken without sufficient knowledge and entrepreneurial spirit. In the transnational context, the possibilities and risks of a business start-up in the neighbouring country are also included in the project. The training consists of partial stages in the course of the business start-up and are co-ordinated with one another.

Partner

- *Borsch & Partner, Neumünster*
- *Wirtschaftsagentur, Neumünster*
- *BBQ, Lauenburg*
- *egeb, Itzehoe*
- *CAT, Meldorf*
- *AGS, Itzehoe*

*Supporting program\Project:
EQUAL II*

Learning for Starting Business in Europe

08/2004 to 07/2005

The aim of the project is to investigate and analyse education programmes for adults. During the project the business education programmes in European countries will be analysed and recommendations about what knowledge is needed for successful business management in the new European dimension will be summarised in a research manual. This could be the basis for the development of a new educational programme or for updating existing educational programmes.

The more specific objectives are to analyse business education programmes in European countries (both the regular business model and franchising model); to organize exchange studies for project partners; learners; and to make recommendations; and to produce a research manual that could be the basis for the development of a new educational programme or for updating the existing educational programmes.

Partner

- *Riga Manager School, Riga/Latvia*
- *Chamber of Commerce, Vilnius/Lithuania*
- *ALAJI-APRELOR, Nancy/France*

Supporting program\Project:

GRUNDTVIG



Franchising in the Baltics

04/2005 to 12/2005

To reduce Baltic SMEs isolation through development of franchising systems in the Baltic States and the creation of links between the Baltic Franchise Fund & the Baltic Franchise Association and European Franchise organisations.

Partner

- *Baltic Franchising Fund, Riga/Latvia*
- *Chamber of Commerce, Vilnius/Lithuania*
- *Estonian Trade Council, Tallinn/Estonia*
- *Wingral & Partner, Eckernförde/Germany*

Supporting program\Project:

Phare 2005



Franchising in the Baltics

10/2003 to 06/2004

Improving the competitiveness of SMEs in the border region of Latvia, Lithuania and Estonia through creating a franchising network.

Partner

- *Riga Manager School, Riga/Latvia*
- *Chamber of Commerce, Vilnius/Lithuania*
- *Estonian Consultants Association, Tallinn/Estonia*
- *Latvian Chamber of Commerce and Industry, Riga/Latvia*
- *Wingral & Partner, Eckernförde/Germany*

Supporting program\Project:

Phare 2004

GRAMARK – cross-border recruitment agency

01.06.2001 to 31.12.2006

GRAMARK is a project of the federal state of Schleswig-Holstein. It is financed by the Ministerium für Justiz, Arbeit und Europa des Landes Schleswig-Holstein. The instructing party is the employers' association Unternehmensverband Unterelbe Westküste e.V. The project assists job-seekers in the Danish-German border region and establishes contacts to companies. GRAMARK ascertains information about vacancies in Denmark and Germany, mainly in the cross-border region, in order to place job-seeking customers in a job.

Partner

National employment bureau in Denmark and Germany, mainly EURES (European Employment Services)

Supporting program\Project:

ASH 2000



Placement of German doctors and dentists in Sweden

since 2000

Increasingly more doctors, specialists in psychiatry and dentists are interested in the Scandinavian job market. The Wirtschaftsakademie Schleswig-Holstein prepares German doctors and dentists linguistically and culturally for the job market in Sweden. This is done before and after a contract, regarding prospective employment, has been concluded between the future employers and the applicants.

Supporting program\Project:

Financially supported by the respective Swedish region



Advanced training program for advisors of small and middle-sized enterprises (SMEs) in African countries

1995 to 1999

The emphasis of this program was practical advanced training to strengthen the innovation competence and competitiveness of small and middle-sized enterprises in Africa. After a six month's specialised program, which, among other things, concerned questions about business finance, market positions, training and further training, and the improvement of basic conditions in middle-sized business in Africa, the participants acquired the specialised knowledge, which they required through practical work experience in German companies.

Supporting program\Project:

BMZ= Bundesministerium für wirtschaftliche Zusammenarbeit und Entwicklung (Federal Ministry for Economic Co-operation and Development)

NTJC - Nordic Training & Job Center

2003 - 2004

The concept of the Nordic training & job centre is intended to train job seekers, to enable them to work in Norway, Sweden, Denmark and Ireland by providing them with the necessary skills. Linguistic and cultural preparation for the Irish TÜV (national Car Testing service/technical inspection agency) for car mechanics seeking work; as well as preparation for interior decorators, bricklayers, painters, tilers, who are looking for work and also job seekers with previous knowledge of the fish industry.

Supporting program\Project:

EURES (Arbeitsagentur)

Central European manager/ East Asian manager

1994 to 1999

This project was conceived particularly for unemployed graduates and is intended to impart knowledge and practical skills, which are necessary to successfully represent German companies in the East Asian, or Central European market. The material that is taught was derived from the areas of „economics and specialised knowledge“ (the review of commercial and/or technical knowledge, marketing and sales, projects and investments), „work methodology/industrial methods and proficiency training“ (self and project management), „intercultural training“ (regional studies, economic co-operation) and „languages“ (Chinese, respectively Polish).

In each case, the further training took 1 year, about 50% of which was allocated to practical work experience in a company.

Supporting program\Project:

Zentrale Arbeitsvermittlung -ZAV (Central Placement Office of the German Federal Employment Agency)

International Marketing Advanced program for new generation of managers in developing countries Africa, Latin America and Asia

1997 to 1999

The main emphasis of this program was practical training for the new generation of managers from public authorities, federations, trade promotion organisations, as well as from private enterprises with export potential. The program assists in the building up and/or expansion of export industries in the countries of origin.

Supporting program\Project:

Bundesministerium für wirtschaftliche Zusammenarbeit und Entwicklung(BMZ)

SIM -Studium Internationales Marketing (Studies in international marketing)

1985 to 2002

During this six month's course of studies, with an emphasis on German marketing, and an integrated three-month project that involved preparing a project report/marketing study, students from the Norwegian Marketing College became acquainted with the German market.

Supporting program\Project:

Norwegische Marketinghochschule Oslo

(Norwegian Marketing College)

Management Training for Chinese Managers

since 2001

In co-operation with the WINTAC GmbH we carry out multi-day seminars for managers of Chinese companies. Seminars on themes, such as hospital management, automobile marketing and international media; as well as vocational training and further training, take place regularly at our company.

Supporting program\Project:

Wirtschaftsförderung China

(Business Development in China)



Professional Academy Turkmenistan

1999 to 2001

The goal of this project is to set up an university of co-operative education in Turkmenistan. After successfully exporting the BA model to Kazakhstan with the help of the Tacis program, an university of co-operative education could also be established in Turkmenistan. The core of this effective education model is the prompt and constant switch between theory and practice, whereby the contents are co-ordinated with each other. The university of co-operative education awards diplomas, which are equivalent to diplomas from the university of applied sciences. Their graduates are very much in demand in the economy, due to their skills in decision-making and responsibility, which can be immediately applied. This is on account of the professional, methodological and social skills attained in the dual system of study/ training.

The Turkmen Polytechnic Institute and the Turkmen State Institute for Transport and Communication are carrying out this program and train engineers to work in prominent sectors of the national economy in the country.

Supporting program\Project:

Tempus Tacis

Präsidentenprogramm (President Program) for Russian/ Ukrainian Managers

1998 to 2007

The advanced training for young Russian and Ukrainian managers is intended to develop the personal requirements for managing a company in a modern market economy and the successful restructuring of companies in both countries. At the same time, the program intends to open up the Russian economy, particularly through the acquisition of Western know-how and the promotion of contacts and economic cooperation with German companies. After their theoretical education in Russia and Ukraine highly qualified and motivated managers are chosen for an internship stay in Germany.

There are 2 types of programs:

- One month practical professional training for English speaking high-level managers for presenting their sending companies, getting acquainted with Germany as industrial location and establishing economic contacts.
- Three months' "training on the job" in German companies for German speaking mid-level and junior managers. The participants acquire advanced professional training, learn about company culture in Germany, work on the methods of resolution for restructuring problems in their home companies and establish contacts to German companies.

This program is carried out by Wirtschaftsakademie Schleswig-Holstein GmbH in order of Federal Ministry of Economics and Technology, Federal Commission and InWent gGmbH.

netzwerk50plus

01.12.2003 to 31.12.2007

For job seekers over 50! In this project, job seekers, who wish to find a new job come together under the title „help to self-help“, or, under the slogan „self-activation and self-marketing“. They market themselves with the professional guidance of a project manager, who is also available for individual coaching regarding job applications. They develop common activities in workshops and working groups, which support them in obtaining new jobs. They use the possibilities of the press and media to bring attention to their situation and thereby bring about a process of rethinking in companies and the society regarding the attitude of applicants over 50. The goal of this project is to gain employment with mandatory social insurance contributions or possibly start up a business.

Partner:

- *Ministerium für Justiz, Arbeit und Europa des Landes Schleswig-Holstein (Schleswig-Holstein Ministry of Justice, labour and European Affairs) strategic and operative partners*
- *companies*
- *employment agencies in Schleswig-Holstein*
- *chambers of industry and commerce*
- *chambers of crafts*
- *Further education networks in Schleswig-Holstein*
- *other supporting organisation and institutions with the same or similar objectives*

Supporting program\Project:

*Arbeit für Schleswig-Holstein (ASH) 2000/12
(Work for Schleswig-Holstein)*



GMT- Grenzüberschreitende Mechatronik

10/2006 to 09/2008

The project „GMT – Grenzüberschreitende Mechatronik“ is intended to establish German Danish transnational advanced training, which is recognised by the Chamber of Industry and Commerce in Flensburg and the EUC Syd. German and Danish specialists from the professional fields of metal and electro-technology, who are seeking work, can train to re-enter working life within a short time. This is intended to meet the increasing need for specialists in mechatronics in Germany, as well as in Denmark.

Partner:

- EUC Syd., Sonderburg*
- GBS, Gewerblich Berufliche Schule (technical & vocational school), Flensburg*
- Chamber of Industry and Commerce, Flensburg*

Supporting program\Project:

Interreg III A Sonderjylland – Schleswig

INDIGO – Integrierte Dienstleistungen Gemeinsam Organisieren (Integrated services organised together)

01.10.2005 to 31.12.2007

Personal managers to support individuals who need assistance with complex problems, e.g. ethnic minorities, migrants, asylum-seekers, disabled persons and late repatriates. This requires personnel trained well in methods of case management with respect to service providers and organisations providing benefits. The strategy of the subproject is to provide the persons responsible for the practical implementation of integration measures with a practical and common learning ground for acquiring the necessary know-how. This should be carried out within a network of regional organisations. For this purpose, a training programme of Case management is to be developed and co-ordinated with the requirements of projects and carried out in the development partnership.

Partner:

- *Brücke Schleswig-Holstein, Kiel*
- *Unternehmer Service, Kiel*
- *IKK Schleswig-Holstein, Büdelsdorf*
- *Berufliche Integration, Kiel*
- *Kliniken des Kreises Pinneberg, Wedel*
- *Deutscher Gewerkschaftsbund, Elmshorn*
- *WBG Weiterbildungsgesellschaft, Flensburg*
- *Volkshochschulverein*
- *FRAU & BERUF, Itzehoe*

Supporting program\Project:

EQUAL II, EP INDIGO

KIOSK Europa

01.10.2004 to 30.09.2006

The project aims at the inclusion and empowerment of young people with fewer opportunities by using different instruments as Youth exchanges, EVS, youth initiatives and support measures. The focus of this project is about one aspect of personal development: intercultural key qualifications in addition to regular vocational education, in which the participants are currently involved. The purpose of the project is to achieve a specific approach for preparing and actively involving socially disadvantaged young people in the European youth program.

Partner:

- *TEE Orestiada, Orestiada, Greece*
- *Wellant College Rotterdam, The Netherlands*
- *Taurages Profesino Rengimo Centras, Taurage, Lithuania*
- *JobB Oldenburg*
- *JAW Verbund*
- *Ministerium für Wirtschaft, Arbeit und Verkehr, Kiel*
- *JobB Lensahn*
- *Kirchenkreis Storman*

Supporting program\Project:

YOUTH



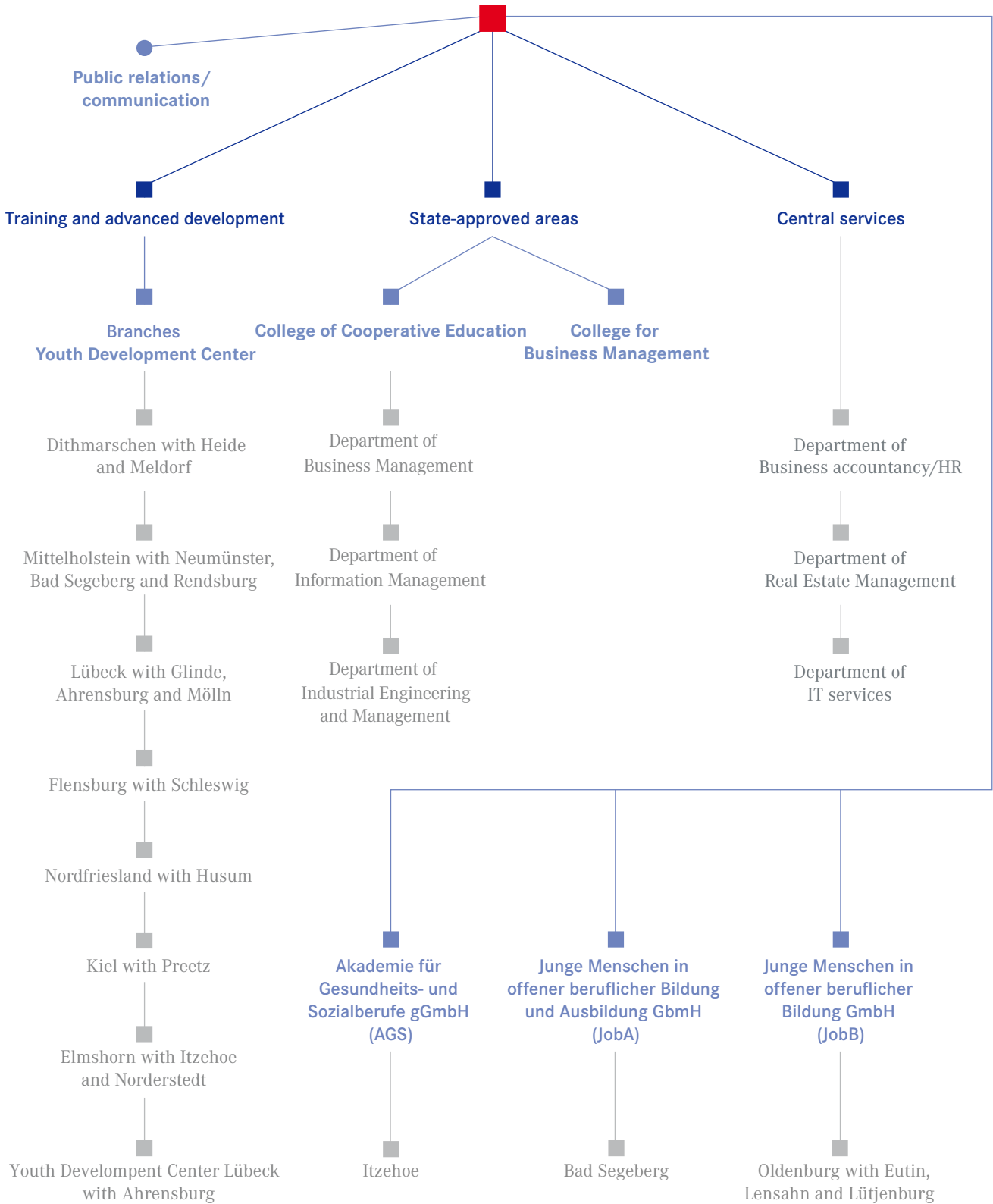
The Wirtschaftsakademie

Schleswig-Holstein

- an overview

The activities of the Wirtschaftsakademie Schleswig-Holstein GmbH are organised in operative areas of the branches and the Jugendaufbauwerk (Youth Development Centre), in state-approved areas with the Berufsakademie (College of Cooperative Education) and the Fachschule für Betriebswirtschaft (College for Business Management) as well as the subsidiary, the Akademie für Gesundheit und Sozial gGmbH (AGS) - Academy for Health and Social Occupations, and in central services.

Managing Director



A selection of **tailored**
degrees
at the IHK-Wirtschaftsakademie

Business Management degree (BA)
(as of 2006: Bachelor of Arts)

Industrial Engineering (BA)
(as of 2006: Bachelor of Engineering)

Information Management (BA)
(as of 2006: Bachelor of Science)

Business Economist (VWA)

Certified Business Economist

Business Economist (IHK)

Technical Business Economist (IHK)

Master craftsman (IHK)

Accountant (IHK)

Specialised Economist (IHK)

Technical Merchant (IHK)

IHK Final Examination of Basic Education

IHK Final Examination after Re-education

IHK Certificates

LCCI Certificate of Examination

EN 287- 1 TÜV Certificate of Welder Examination

TÜV Certificate for E Welding,
MAG/MIG/WIG Welding, Gas Welding
conform to 97/23 EG, AD 2000 HP3,
conform to EN 287-1

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Ideas & text: Sven Donat

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Pictures: S. Donat, T. Fandrich, B. Grimmenstein, T. Hammer





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