



HOCHSCHULE
FÜR ANGEWANDTE
WISSENSCHAFTEN
MÜNCHEN

Summer Schools at Munich University of Applied Sciences (Germany)

Nina Kohr

International Relations Coordinator

Munich University of Applied Sciences

Agenda

1. Motivation
2. Design
3. Quality features
4. Marketing & Partnering
5. Matching Design & Partner
6. Lessons learned



1. Motivation

- A mean of the internationalization strategy (at home)
- Program in cooperation with international partner institutions
 - > strengthening existing (strategic) partnerships
 - > attracting new partners
 - > increasing the number of courses in English
 - > creating faculty opportunities (tandem teaching)
- Promotion of / recruiting for Master programs
- Promotion, reputation of the institution



2. Design: steps to take

- 1) Building of institutional support (resources)
- 2) Choice of the program model
- 3) Design of the academic courses
- 4) Description of the administrative process / project management
- 5) Review of finances and feasibility studies
- 6) Logistics at home institution
- 7) Marketing national / international
- 8) Selection, admission and enrollment process
- 9) Realization of the program
- 10) Evaluation



3. Quality aspects (as featured in the DAAD Quality Seal)

- Program objectives
- Selection process
- Pre-departure support
- Choice of courses: discipline-specific; language
- Organization and support
- Accommodation and facilities
- Intercultural experience
- Finances
- Credit transfer



4. Marketing & Partnering

- Most important marketing sources:
individual and institutional contacts in partner institutions of higher education (national / international)
- Listen to the needs of partners before finalizing the academic courses
- Combine academia with an attractive social program and or visit highlights (touristy excursions, company visits)
- Additional marketing options:
databases (for Germany: DAAD), general webpages like studyabroad.com, summerschoolsineurope.eu or mastersportal.eu



5. Matching Design & Partner

- Munich Summer School of Applied Sciences: Engineering for Sustainability
 - > semi- tailored, non-exclusive, strategic partners, centrally organized
- Operational Excellence
 - > semi- tailored, non-exclusive, strategic partners, centrally organized
- Engineering the German Way
 - > fully-tailored, exclusive (University of Pittsburgh), departmentally organized



6. Lessons learned - challenges

- Support of the institution is essential
- Securing resources (staff and finance)
- Set up a good network of reliable partners
- Motivation and personal commitment of the involved faculty and staff is necessary (people who don't care don't make a program work!)
- Formal obstacles to be resolved in time
- Time for preparation
- Time slot > you cannot serve everybody
- It takes several years until a program is established



Questions? Ideas? Comments? Experiences?

Details:

www.hm.edu/summerschool

Contact:

Eva Morgenroth, M.A.

Coordinator Summer Schools

at Munich University of Applied Sciences

summerschool@hm.edu





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Thank you for the attention