



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

**full-time, part-time and  
dual degree programmes!**

# **Fachhochschule des Mittelstands**

## **University of Applied Sciences**

- // Undergraduate, Graduate and Postgraduate Studies
- // Executive Education
- // Corporate Networks
- // Practice-related Programmes

Campuses **Bielefeld, Köln & Pulheim**  
[www.fhm-mittelstand.de](http://www.fhm-mittelstand.de)



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# The first German university with a special focus on SME



## Profile of the FHM

Fachhochschule des Mittelstands (FHM) is a private, non-profit and state-approved University of Applied Sciences. FHM has been founded in 2000 by medium-sized enterprises and educational institutions. Since then it has developed into one of the most successful private universities in Germany and established itself as a reliable partner of medium-sized enterprises. FHM's goal is to provide students with necessary theoretical and hands-on skills for their later business career. The FHM educates young, talented managerial candidates. At present there are more than 1.000 students studying at the FHM on several degree programmes with an individual study organization in small elite learning groups up to 40 students. The programmes on offer include state an internationally recognised Bachelor and Master programmes within the areas of Economics, Media, Communication, HR, Health and Social Work. The concept of the FHM includes a large focus on practical, career orientation, individual tutoring and small group sizes. Founding partners of FHM are organizations which on an international scale have been for many years successfully supporting and promoting small and medium-sized enterprises. The "Foundation for education and trade", the "West German chamber of trade in North Rhine-Westphalia" and the "Chamber of trade of East Westphalia-Lippe for Bielefeld" have founded FHM in the year 1999. The central campus of the Fachhochschule des Mittelstands (FHM) is located in the centre of Bielefeld. In addition to the central campus there are two further locations in Cologne and Pulheim.

The Fachhochschule des Mittelstands FHM has additional locations in Hamburg, Hanover and Munich through its Institutes for Scientific Further Education (IWW) . In addition, the FHM also runs the Institute for SME in

Lippe, located in Detmold and a German-Chinese SME Institute (DCMI) in Suzhou, China.

## Studying at the FHM

The selection of degree programmes at the FHM includes classic full-time courses, part-time courses for employed people and dual degree programmes developed together with industry.

The classic Bachelor degrees take place, on the whole, on campus as regular attendance seminars and lectures. The programmes are divided into 9 trimesters which represents a total study time of 3 years. In the fourth and fifth trimesters the students must complete an internship (24 weeks). The internship can be completed within a company or abroad. It is through this internship period that a large number of FHM students develop long-lasting business contacts and potential future employers – this is an important step towards taking that first step on the career ladder. The Career Service Center at the FHM can offer, upon request, advice and support in finding a suitable internship placement. In the final trimester the students prove, by way of a Bachelor thesis, that they are academically able to solve a problem from the business world using sound scientific and academic methodology.

Alongside the full-time Bachelor programmes, the FHM has also offered Bachelor and Master and MBA programmes as part-time courses for several years. These programmes connect classic classroom lectures with e-learning and self-study based on the blended-learning concept. The students login into the e-learning platform from home or the workplace and take part in



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virtual lectures. The hours on campus are planned well in advance so that the students also work have ample flexibility to combine their work and student lives.

The FHM has also conceptualised and developed so-called dual-programmes especially for companies, institutions and federations. These offer students the opportunity to gain an academic degree while at the same time gain a classic trade qualification through an apprenticeship. All this is achieved in 4 years. The students, therefore, gain an academic and trade qualification with a large proportion of practical experience which increases their chances of getting their foot on the career ladder. The programme is module based whereby the students alternate between periods in industry, at the FHM on campus and in a vocational school. The individual phases are closely linked to one another.

#### **The Concept of Studying at the FHM**

Next to the entrepreneurial philosophy and method the Fachhochschule des Mittelstands also develops the complete personality of the student. A degree programme comprises four 'skills areas': general business skills, specialised subject skills, personal and social skills, and activity and negotiation skills. The FHM delivers specialised business expertise in all programmes which are essential when taking over junior or middle management positions in the business world. Particularly SME companies look for 'jacks-of-all trade' who can think and make important decisions entrepreneurially and economically. Through the special subject skills, our students also develop the skills needed in their particular field. Our professors and lecturers from industry deliver the most up-to-date, scientific content. New studies

show that employers, more than ever, rate extra-subject skills as increasingly important. When two candidates hold the same qualification then the personal and social skills will play an important role in candidate selection. Companies are looking for young people who are active and able to react at speed. The FHM delivers key skills like communication skills, team skills, the ability to work under stress, with initiative and responsibility. The students are prepared for project work and the myriad experiences which stand before them in the business world during the practical internship phase (SIP) and through targeted, relevant lecturers.

#### **Company network**

FHM has an extensive network of company contacts, among SME and large private and public organisations with thousands of employees. Many companies are convinced of the advantages of cooperation with FHM. A few examples are:

- // Support in the placement for internships
- // Support of recruiting activities
- // Guest-lectures in courses
- // Practice-related research projects
- // Research on academic topics within the context of practical research, Bachelor and Master theses

After they have completed their studies, graduates of the FHM also continue to stay in close contact with both the school as well as their fellow students. Almost all students are members of „FHM Alumni e.V.“, which is the organization of FHM alumni. The “FHM Alumni e.V.” serves an important purpose in allowing a continued dialogue over science, practice and studying, beyond university.



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*Prof. Dr. Anne Dreier (Chancellor) and Prof. Dr. Richard Merk (C.E.O.)*

### Degree Programmes at the FHM

#### Bachelor-Programmes

- // Bachelor of Arts (B.A.) Banking & Finance
- // Bachelor of Science (B.Sc.) Construction Management\*
- // Bachelor of Arts (B.A.) Economics
- // Bachelor of Arts (B.A.) Energy Management
- // Bachelor of Arts (B.A.) Event Management & Entertainment
- // Bachelor of Arts (B.A.) Health Management
- // Bachelor of Arts (B.A.) Craftsperson Management
- // Bachelor of Arts (B.A.) International Business Administration\*
- // Bachelor of Arts (B.A.) Communication Design & Werbung
- // Bachelor of Arts (B.A.) Marketing Management
- // Bachelor of Arts (B.A.) Media Communication & Journalism
- // Bachelor of Arts (B.A.) Media Management
- // Bachelor of Arts (B.A.) HR Management
- // Bachelor of Arts (B.A.) Social Pedagogy in Childhood\*
- // Bachelor of Arts (B.A.) Social Pedagogy & Management
- // Bachelor of Engineering (B.Eng.) Technology Management\*

#### Master- und MBA-Programmes

- // Master of Business Administration (MBA)  
Environmental Management in SME
- // Master of Business Administration (MBA)  
Corporate Management in the SME Economy
- // Master of Arts (M.A.) New Media Management
- // Master of Arts (M.A.) Media- & Communication Management\*
- // Master of Arts (M.A.) SME Management
- // Master of Arts (M.A.) Corporate Communication

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Rommerskirchener Straße 21, 50259 Pulheim

Last updated: May 2010; \*in accreditation

### International orientation

FHM offers a broad international education. Students gain specialist knowledge, foreign language skills and intercultural competence: The basis for being successful in international business. The University recruits students from all over the world. FHM has established a network of cooperation with universities from different countries. One particularly important aspect for FHM is the quality of its partners. Besides partnerships with well reputed universities in Europe, USA and South Africa. FHM has successfully built up a German/Chinese-Institute for SME (DCMI) and started a joint study program in international business with the University of Suzhou in China. The aim of the institute is to train highly-qualified, German-speaking entrepreneurs with experience abroad to work in enterprises in China or Germany. The project is promoted by the Federal Ministry for Education and Research (BMBF) and by the German Academic Exchange Service (DAAD) within the framework of the program "Study opportunities for German universities abroad"

### Applied Research

The Fachhochschule des Mittelstands (FHM) focuses on applied research and practical economic research as a partner of the SME. Based on this general principle the FHM is involved in scientific studies and research projects aimed at those fields which have a particular relevance for SME companies or are of particular, direct use for SME companies. As a result a large proportion of FHM research projects are financed through third party investment and foundation professors. The Fachhochschule des Mittelstands (FHM) has at its disposal 5 subsidiary, internal institutes, which deal with research, economic development and scientific further education. The areas of company foundation, corporation sustainability are extremely important to the FHM both within the realms of the lecture theatres, research and advice given by the institutes.