

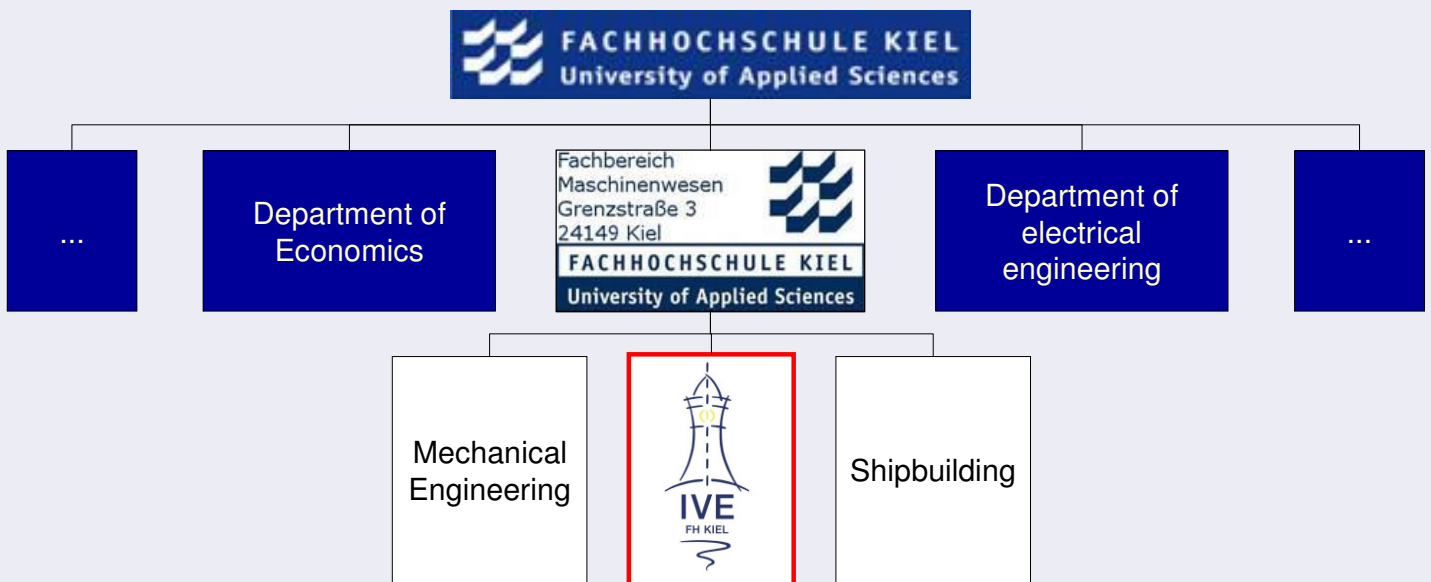


EPS at the FH–Kiel
(University of Applied Sciences - UAS)

Prof. Dr. Rainer Geisler
Eckernförde Nov 20th 2007

FACHHOCHSCHULE KIEL
HOCHSCHULE FÜR ANGEWANDTE WISSENSCHAFTEN UNIVERSITY OF APPLIED SCIENCES

Introduction Prof. Dr. Rainer Geisler



International Engineering in Sales
and Purchase
50% Economics
50% Engineering
(Head of Program)



Agenda

- What is the European Project Semester?
- How will the EPS be in Kiel like?
- Acquiring Industry Projects for the EPS
- Acquiring Students for the EPS

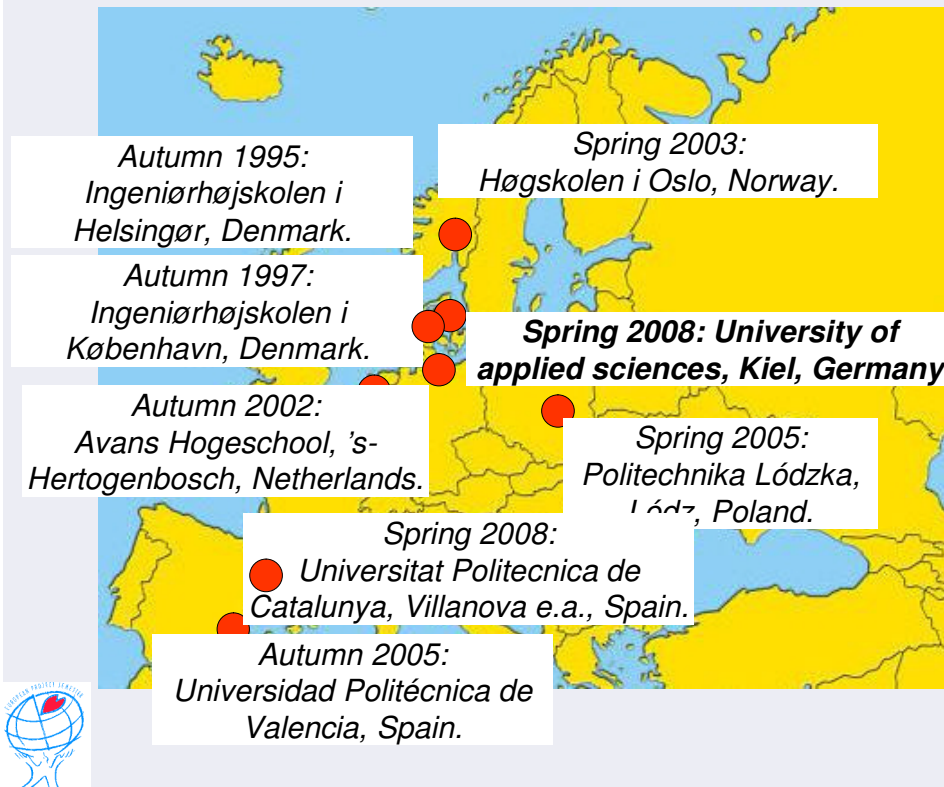


The „European Project Semester“ (EPS) at a glance:

- A team of **4-5 Students** works independently on an industry project at a real company with the support of a (supervisor) professor for 3 months. With starting courses it runs a whole semester, thus the name. It is worth 30 ECTS.
- The teams will be mixed on purpose for **maximum diversity** - culturally and by disciplines
- Students must **apply** and will be **selected** by the institution (UAS Kiel). The EPS is organized and funded by the department of mechanical engineering.
- EPS-projects are typically a **mixture of technology and economics**. For example: “Internationalization of a mechanical engineering company”
- Typical **profile of applying students**: Sales engineer, engineer, information technology, industrial designer, technical business administration, electrical engineering.
- Before the projects in the company start the students will be **prepared** for their “**consultant**” job with crash courses in market research, project management, writing thesis and presenting
- Students will be **supported by the supervisor and the company**. They will write a **professional thesis** and present the results to the company.



EPS Providers and nature of the EPS Program



- The EPS „Program“ was invented in **Copenhagen**
- The Community of EPS Providers complies to the rules and principles they have given to **themselves** under the guidance of Copenhagen
- Basically every university which complies to those rules can **join the team**
- The EPS **providers meet** on a regular base to coordinate and further develop the program
- The **mutual acceptance** of credits is ensured by solid standards and bilateral agreements and **compliant** to the **Erasmus** framework



Rules of EPS Program and for Program Providers

10 Golden Rules of the EPS

1. English is the working language of EPS.
2. EPS is multinational, with a group size of min. 3 and max. 6 students, being 4-5 the ideal number; min. 3 nationalities must be represented in an EPS group.
3. Ideally, but not necessarily, an EPS project is multidisciplinary
4. An EPS semester is 30 ECTS, the duration of which is not less than 15 weeks.
5. An EPS project is min. 20 ECTS and the subjects between 5 and 10 ECTS.
6. The main focus of EPS is on teamwork.
7. The subjects included in EPS must be project supportive; English and a basic crash course in the local language must be an option.
8. The subjects must include Teambuilding in the very beginning and Project Management in the beginning of an EPS semester.
9. Project supervision/coaching must focus on the process as well as the product.
10. EPS must have continuous assessment including an Interim Report and a Final Report.

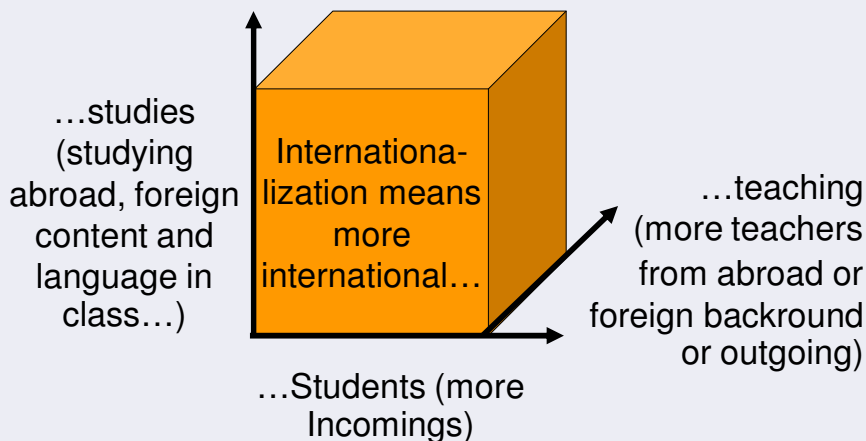
What makes a good EPS Provider (EP) ?

1. An EP is a HE (Higher Education) institution.
2. An EP has an existing international partnership that enables them to set up an EPS
3. An EP accepts and complies with the EPS concept as described in the “10 Golden Rules of EPS, Parameters for setting up an EPS”.
4. An EPs exchanges students with the other EPs.
5. An EP is committed and loyal to the EPS.
6. An EP collaborates and cooperates with the other EPs.
7. An EP contributes to the further development, adjustments and improvements of the EPS concept.
8. An EP participates in the Annual EPs' Meeting.
9. An EP accepts that the all the existing providers agree upon admitting a new EP.
- 10....?



What is the benefit of EPS for the university?

It will help internationalization...



EPS will **enhance internationalization** and therefore a good investment!

Internationalization is (besides being important for a peaceful understanding) an important reason to **increase budget** from the government)



Additional benefit...

- More **project work** – wanted by the authorities and the employers
- more **interdisciplinary work**, exactly like in reality
- Increase cooperation between departments within the university
- Very good for image: **First university in Germany** to offer EPS
- Strengthen **international ties** by working together with other providers
- ...

EPS Kiel presentation © Rainer Geisler

A marketing to three target-groups is necessary

Marketing to the companies

- Interesting projects attract good students!
- A good fit between companies and
- How can you explain it to the companies?
- Do they see the value?



Marketing to the organization

- Explaining the benefits
- Getting the resources
- Motivating colleagues to act as supervisors
- Motivating colleagues acquire projects
- Industry contacts are a scarce resource
- Competition with other activities – portfolio fit?

Marketing to the students

- Good incoming students will be good for the Reputation of the university
- Many applicants improves quality (pick and choose)
- Three step process: 1. Why go abroad? -> 2. Why EPS? -> 3. Why EPS in Kiel?
- EPS is one of the few programs to integrate practice and international experience



EPS Kiel presentation © Rainer Geisler

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Key Facts and USP Kiel at a glance

When, where, who?

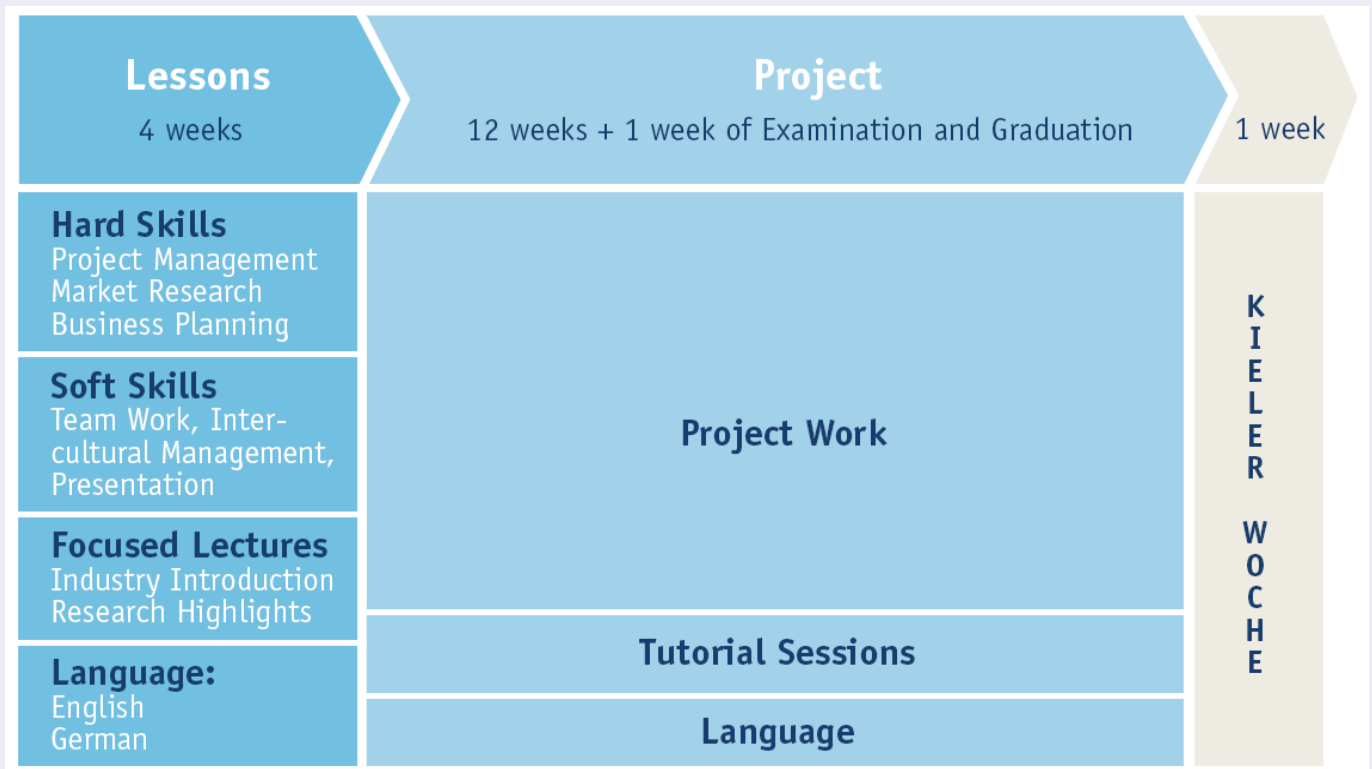
- 3rd year student applications from every discipline will be considered.
- Students' applications must be received before 1st December for the spring program. Application forms can be found on the EPS website www.eps-kiel.com
- Students will have to confirm their participation and include their 1st, 2nd and 3rd project choices within ten days.
- The EPS Programme is worth 30 ECTS: 25 for the project and 5 for short courses.
- Students will be provided with all necessary information including the project and their team, at least two weeks before arriving in Kiel.
- The EPS in Kiel begins mid-February and runs until the last week of June.
- The EPS in Kiel ends with the biggest sailing regatta and street party in Europe: Kieler Woche.

Why EPS in Kiel?

Interesting projects, professional support and...



Basic Time Line of the EPS Program in Kiel



Startup weeks: Scheduling the seminars (1/2)

	Monday	Tuesday	Wednesday	Thursday	Friday
Date	18/02/08	19/02/08	20/02/08	21/02/08	22/02/08
1				English	Projectbased Lesson
2	welcome	Teambuilding	Teambuilding	English	Projectbased Lesson
3	important information	Teambuilding	Teambuilding	Intercultural Management	Intercultural Management
4	member presentation	Teambuilding	Teambuilding	Intercultural Management	Intercultural Management
5	campus tour	Teambuilding	Teambuilding		
Evening					
	25/02/08	26/02/08	27/02/08	28/02/08	29/02/08
1		Communication & Conflict Resolution		English	Projectbased Lesson
2	German	Communication & Conflict Resolution	Project Management	English	Projectbased Lesson
3	German	Communication & Conflict Resolution	Project Management	Excursion	Project Management
4	Communication & Conflict Resolution	Communication & Conflict Resolution	German	Excursion	Project Management
5	Communication & Conflict Resolution				
Evening					

Suggestion – work in progress



Startup weeks: Scheduling the seminars (2/2)

	03/03/08	04/03/08	05/03/08	06/03/08	07/03/08
1		Business Planning		English	Projectbased Lesson
2	German	Business Planning	Business Planning	English	Projectbased Lesson
3	German	Business Planning	Business Planning	Excursion	Market Research
4	Project Management	Business Planning	German	Excursion	Market Research
5	Project Management				

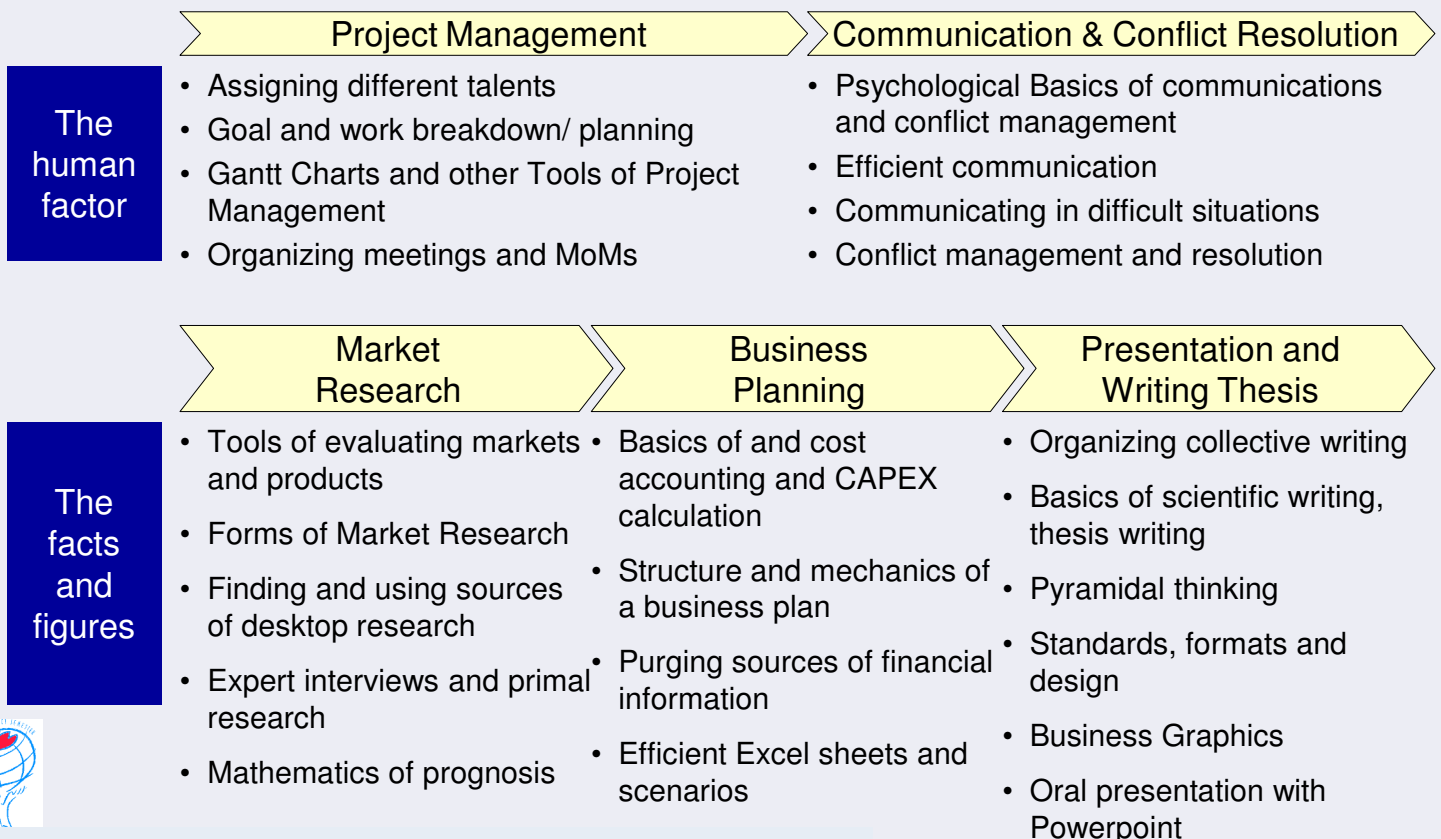
	10/03/08	11/03/08	12/03/08	13/03/08	14/03/08
1		Market Research		English	Projectbased Lesson
2	German	Market Research	Writing Thesis and Presentation	English	Projectbased Lesson
3	German	Writing Thesis and Presentation	Writing Thesis and Presentation	Excursion	Writing Thesis and Presentation
4	Market Research	Writing Thesis and Presentation	German	Excursion	Writing Thesis and Presentation
5	Market Research				

Evening

Suggestion – work in progress



Consulting Skills for Students are necessary



“Understanding” skills and events support consulting skills

Understanding each other

Teambuilding

- Team Building Events
- Professional Techniques from coaches and trainer
- Belbin test
- “Breaking the Ice”

Excursions and trips

- Getting to know the university
- Getting to know the city of Kiel
- Getting to know Germany (trip to Berlin)
- ...

Understanding the customer

Languages

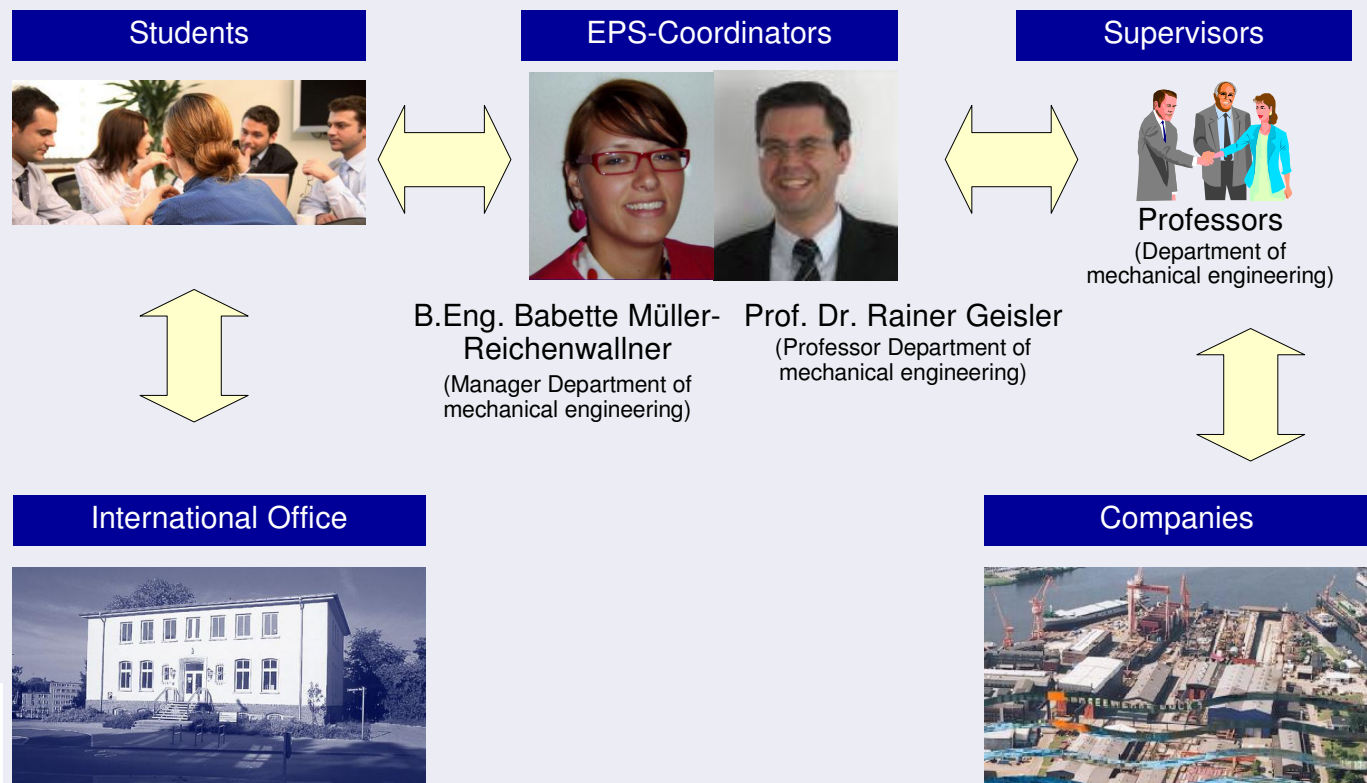
- German: Specialized department “German for Forigners”
- English: Very good resources to provide English for every kind of level

Project Based Lesson

- Every Industry has its own “slang”, key success factors and stories
- Professors who are specialized give an introduction to their industry
- Examples: Machine building, manufacturing systems engineering, shipbuilding



How the EPS in Kiel is organized



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Aquiring Projects: What projects do fit?

- Basically EPS Projects are technical
- Pure construction topics unusual but possible
- Perfect are interdisciplinary projects about technical products that have to be calculated and marketed
- EPS projects can be of high aspirations but must also set a realistic scope
- Projects will be sent to students that fit: Pure construction project – makes no sense for a pure marketing student



Project Proposal No. 10: Solar heating system for Zleep Airport Hotel.

Introduction: There are 5 Zleep Hotels in Denmark. One of them, Zleep Airport Hotel, is situated near Copenhagen Airport and the new part of Copenhagen called Ørestaden. In those years energy prices are going up, so it would be interesting to make plans for a solar heating system.

Batec, the leading Danish producer of solar heating systems can help students with information about solar heating systems and prices.

Project Brief: The project should be done in cooperation with Zleep Airport Hotel which will give information about the consumption of hot water and the existing heating system. Students should make calculations about energy savings with different sizes of solar heating systems and find the optimal size and design of a system. Financial calculations for this system will be a very important part of the project.

Batec will provide students with information about components for solar heating systems and prices.

Project Team: Four to five international students (to be completed by the EPS-coordinator).

Time: August 28th to December 21st.

Areas of study:

Civil Engineering
Mechanical Engineering
Production Engineering
Export Engineering/Business and Technology
Electronic Engineering
Electric Power Engineering
Computer Engineering/Information Technology
Chemistry/Environmental/Bio Technology
Others: Energy

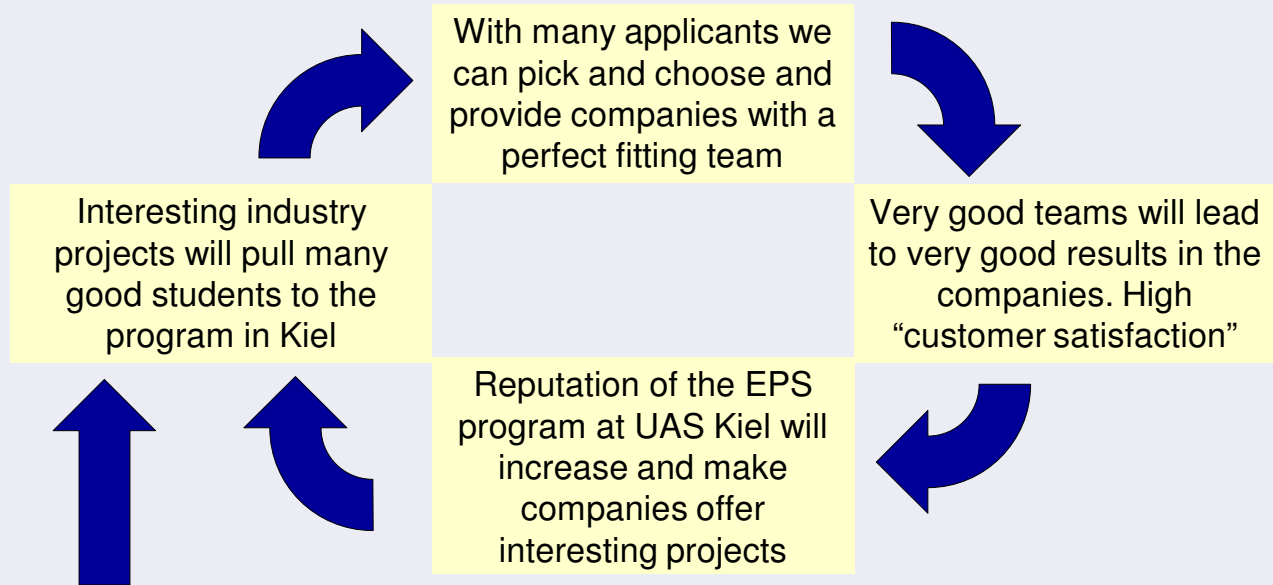
Company: Zleep Airport Hotel, www.zleep.dk
Contact Person: Peter Haaber, ph@norhos.com
Randi Bottke, randi.bottke@zleep.dk

Company: Batec, www.batec.dk
Contact Person: Ole Hansen.

Project Academic Supervisor: ERS.

Briefing
Example

Acquiring Projects: Kick starting the virtuous circle



Two main channels of acquisition

- Professors actively offer EPS teams to their industry contacts for working on a project
- Spreading the offer via “Mass Marketing”: Mailing of Information Material to companies and spreading press releases



Most important for marketing to companies: VALUE!

Cost of EPS for the company

- Definition of a suitable project
- 1 to 2 hours per week coordination with team
- Allowing data access for project work (e.g. marketing data)
- 1.200 € for the University

Benefit of EPS for the company

- 4 to 5 highly motivated and skilled people work for 12 weeks on a project (that's more than 200 man days!)
- Competent steering and support by supervisor (Professor)
- Selected matching students that fit perfectly to the topic
- International Team and Teamwork strengthens the international competencies and profile of the company
- Ideal to tackle projects, that cannot be dealt with because resources are eaten up by day-to-day business

Must be illustrated by the supervisor on a personal base. Value is surprisingly not self-explanatory



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Nothing comes for free in “mass” Marketing to students

Increasing applicant „yield“

1. Sending out brochures to be picked up by students if they visit international office
2. Communication thru International Office within course of normal work
3. Communication directly to professors of potential applicants
4. Presentation on conferences (like here 😊)
5. Travelling around to meet individual partners and present to students

Increasing effort and expense (time and money)



Advertising Material for acquiring students

One-Pager

EUROPEAN PROJECT SEMESTER

EPS is a great opportunity to broaden many features of academic, social and business life by working on a real life project in teams with students who have different national, academic and professional backgrounds.

HOW IT WORKS

In a world with few commercial barriers, EPS is an international concept that allows to experience the international business environment and to meet the challenges of the global market. Students undertake a project, which is relevant, and a real project which is conducted in partnership with a local commercial partner. The focus language is English, but also with access to the local language provided.

WHAT WE OFFER

EPS is a project based "semester" (the total part of the real EPS course is carried out in several countries and business centers) and offers students, subject-specific and language skills and much more. Courses will be given in a variety of ways: intensive (i.e. discussion) in the practical (i.e. workshop). Participants and teachers of the course conduct, and participate in the project, will also take place during the project part of the semester. Each team of the project will be supported by academic and business partners.

WHO CAN APPLY

The EPS programme is open to third-year students who have a good command of English. Candidates for admission should be able to read and understand the project description, and to follow instructions, applications are welcome, and apply from the full range of disciplines. Student applications must be received before 1st November for the coming programme starting in February.

WHO TO CONTACT

For more information don't hesitate to contact our EPS team in Kiel or refer to www.eps-kiel.com

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Brochure (Paper and PDF)

FACHHOCHSCHULE KIEL
HOCHSCHULE FÜR ANGEWANDTE WISSENSCHAFTEN UNIVERSITY OF APPLIED SCIENCES

WHERE ARE YOU NOW?

And are you happy where you are? And if you are happy, there's nothing to be done. But if you're not, it's time to ask yourself: "What's next?"

At Kiel University of Applied Sciences (Fachhochschule Kiel) there's nothing we can't do. We're not only a university, we're a university that's open to the world. We're a university that's open to the world. We're a university that's open to the world.

The European Project Semester (EPS) in Kiel

As an institute of further education, the University of Applied Sciences (FH) Kiel offers a wide range of courses and services. We're dedicated to the highest standards of quality and to the highest standards of service. We're dedicated to the highest standards of quality and to the highest standards of service.

Come to the University of Applied Sciences. Experience the EPS. Learn with the best of us.

EUROPEAN PROJECT SEMESTER
www.eps-kiel.com

Website

EUROPEAN PROJECT SEMESTER

• More information and application for students
• Information for lecturers and staff
• Information for partners and sponsors
• Information for the media

Contact us: eps@fh-kiel.de

A short PowerPoint presentation for showing in lectures directly to potential applicants

What is EPS?

- Projectwork carried out during 3 months
- Team members will have academic and professional experience
- Project topics cover a mix of economic and technical subjects
- All lectures, supervisions in English

How it works

- The initial seminars
- The main project work with a local partner
- The EPS team
- 5 for the course

Contact us!

Now You know something... find out the rest
www.eps-kiel.com

For more information don't hesitate to contact our EPS Team in Kiel:
+49 (0)431 210-2505
eps@fh-kiel.de

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Please support us - and let us help you helping us

Download the presentation and present them directly to students!
<http://www.fh-kiel.de/index.php?id=3399>

eps@fh-kiel.de

Or contact

Order and distribute Brochures
<http://www.fh-kiel.de/index.php?id=3399>

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Let us call you and support you marketing our EPS program

Thank you!

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