

# Developing Skills for Employability with German Partners

8 Success Stories from the USA

iMOVE®

TRAINING – MADE IN GERMANY

AN INITIATIVE OF THE



Federal Ministry  
of Education  
and Research



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## **Imprint**

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## *Preface*

After the significance of the United States of America as an industrial production site increasingly declined over the course of the past decades, the manufacturing industry now is experiencing a notable boom. This leads to increasing demand for well-trained employees, in particular for those with a medium level of qualification.

The existing vocational education and training system in the USA cannot satisfy the current and future demand for skilled labour. The larger part of society rates occupational education measures as “second degree” attainments compared to a college degree. The industry commitment to vocational education is inadequate and in many cases consists merely of “on-the-job training” following a school career. Moreover, there is a lack of central information and placement institutions for those willing to learn; the educational landscape in the USA is organised in an extremely decentralised manner.

In 2012, the German Embassy in the USA established a Skills Initiative, which meets with broad support on part of its American partners. Qualification measures implemented by large German industry enterprises in the USA include crucial elements of the German dual system and are significantly more practice-oriented than similar US- programmes. They are supposed to provide best-practice examples for an increasing number of American businesses. Even US-President Barack Obama expressly advocates the strengthening of in-company and practice-oriented vocational education and training structures with German support.

“Training – Made in Germany” offers the necessary know-how to meet the challenge in the field of vocational education and training. Germany has a long-standing tradition in this field and enjoys a high reputation for the demand-driven and practical orientation of its qualification programmes. The integration of professional, social and methodical competencies characterises the kind of knowledge German partners can provide.

The initiative iMOVE was established by the Federal Ministry of Education and Research in 2001, in order to promote international business relations of German training providers with international public and private organisations. iMOVE services include a multilingual database which contains information about German training providers, seminars, trainings, and trade visits abroad.

This brochure presents eight success stories of skill development realised in a joint effort by partners from Germany and the USA. The examples illustrate that co-operation opportunities for German providers of education go well beyond the industrial and technical sectors. With its wide range of training offers and its strong emphasis on employability, “Training – Made in Germany“ has the potential to successfully support and promote the training systems in the USA.

Markus Milwa  
Director, iMOVE



## Siemens Technik Akademie (STA) and IHK Karlsruhe Excellent cooperation

The State Board of Community Colleges, the governing authority for the community college system in the State of North Carolina, has awarded the prize for “Distinguished Partners in Excellence” to the Central Piedmont Community College (CPCC) and the Siemens Energy enterprise (gas turbine factory) in Charlotte, North Carolina. The award honours enterprises fulfilling a role-model function in their commitment to the occupational development of their employees in cooperation with a local community college. Even US-President Barack Obama praised this cooperation in his 2012 state of the union address.

The two partners have designed an apprenticeship programme, which has been attended by students from various area high schools since autumn 2011. For three and a half years, the 17 participants work at

Siemens and attend courses at the CPCC within the college’s mechatronics training program. Siemens pays the tuition fees and the participants receive wages and intensive, enterprise-specific vocational training.

Moreover, Siemens has co-operated with the CPCC in a number of custom-made training projects, which predominantly are intended for career guidance and vocational preparation, yet some of which pertain also to special fields of application, such as non-destructive materials testing. In total, the Siemens employees have completed several hundred training units at the CPCC.

The Siemens Technik Akademie (STA – Siemens Technical Academy) Berlin is the officially recognised private technical college of the world-famous, internationally oriented technology corporation. For many years, the STA has been actively committed within the iMOVE network, for instance, by way of participation in iMOVE seminars and joint trade fair presentations. The academy was established in 1998 as part of Siemens Professional Education and with the purpose of covering the demands of Siemens and other enterprises regarding qualified associate engineers. Since October 2010, the two-year vocational training course is further supplemented by a two-year Bachelor of Engineering study course. The main goal of the STA’s holistic approach to education is the development of general occupational competence, enabling students to quickly and smoothly get



Internet: [www.siemens.com](http://www.siemens.com), [www.technik-akademie.de](http://www.technik-akademie.de),  
[www.karlsruhe.ihk.de](http://www.karlsruhe.ihk.de)

# German focus on practice enhances American college training.



started in various corporate divisions, be it production, sales or research and development. Other features worth of note are the fact that all lessons are held in English and the international focus of the STA, which is reinforced by the international qualification programs International Employee Development Program (IEDP) and Siemens Mechatronic Systems Certification Program (SMSCP).

The CPCC is a partnering college of the SMSCP and was the first community college in North Carolina to receive Siemens certification for conducting the program. On completion of the SMSCP, an internationally recognised industrial certificate in the field of mechatronics is issued to participants, which is offered in cooperation with partnering colleges worldwide. The program aims at equipping young engineers with system knowledge and general occupational competence. The curriculum for this special course offer was integrated into the college's mechatronics program and enables the CPCC to certify employees from local enterprises, students and apprentices.

For many years, the Karlsruhe Chamber of Industry and Commerce has likewise maintained cooperation activities with the economic region around Charlotte. By now, the chamber's education center and the CPCC have entered into a cooperation agreement. Since both institutions convey comparable content, the education center issues a chamber certificate to the college course participants. For a start, this is being implemented in the fields of CNC engineering, SPS engineering, pneumatics, mechatronics and energy management.

The aim of the project is to improve the job opportunities of CPCC college course participants when seeking employment with the approximately 200 German businesses in the Charlotte region, some 60 of which originate in Baden-Württemberg. At the same time, the businesses have less problems in finding qualified professionals, who were trained on the basis of the well-known chamber standards. In future, the cooperation is to be extended to include bilateral exchange programmes and internships.





## Deutsche Wein- und Sommelierschule – German Wine and Sommelier School

### German wine know-how for budding gastronomy professionals

The German Wine and Sommelier School, with headquarters in Koblenz and branch offices in several German cities is a specialist center of the Gastronomisches Bildungszentrum Koblenz (GBZ – Gastronomical Education Centre Koblenz). The iMOVE network member is the leading German institution in the field of continuing education for wine-related topics. Its services range from one-day courses on sensory wine assessment to extended occupational training courses leading up to a Chamber of Commerce-approved qualification as a sommelier or wine trade expert.

To date, the German Wine School has been actively participating in vocational education and training measures in China, Turkey and the USA. In Hong Kong, the German experts provided consulting with regard to the curricula

and examination design at a major chef training school – all in accordance with German standards. In Istanbul, the school provides practice-oriented training courses for chef and service trainees who wish to acquire a certificate from a German Chamber of Commerce; here the German experts also provide the curricula and oversee the examinations. Another long-standing cooperation partner, and currently the most important one, is a major American university with its culinary arts students.

For the past 13 years, the GBZ, an educational institution maintained by the Koblenz Chamber of Industry and Commerce, has been co-operating with Johnson & Wales University (JWU), a leading institution in the hospitality field with four locations spread across the USA. In addition to its Rhode Island campus, JWU maintains three more branches in Florida, Colorado and North Carolina. Each year, 25 JWU students study at the GBZ to pass not only one but two highly demanding wine examinations: the Koblenz Chamber of Commerce (IHK) European Wine Certificate as well as a Certificate (Level 2 or 3) issued by the London-based Wine and Spirit Education Trust (WSET). With these qualifications, the students attain international recognition for their professional wine knowledge and expertise.

Johnson & Wales University (JWU) is a private, non-profit educational institution with close to 11,000 students from more than 70 countries. It offers more than 40 undergraduate, graduate and online study programmes as well as continuing education and short-term training courses in various fields of expertise. Established in 1914, the university places particular emphasis on the practical orientation of its course programmes, which include projects in real-world working environments as well as internships.



# Practical “all inclusive” program for students



The budding wine experts are enrolled in the programs Culinary Arts or Hospitality Management in preparation for a professional career, for example, as a restaurant or hotel manager. The curriculum includes subjects such as culinary nutrition, food service management and entrepreneurship in the gastronomy industry. JWU pursues a multidisciplinary approach: creative craftsmanship is augmented by practical know-how, scientific understanding and integrated leadership skills.

During their summer break, the best students of their class are given the opportunity to attend practice-oriented continuing education courses in the USA and abroad. Although the sommelier training in Germany is the most expensive one of all possible choices, its high standards of quality make it the most sought-after of these summer school classes.

The four-week training program in Germany is conducted by experienced English-speaking teaching staff; the program is organised in the form of an “all inclusive service”. The students are accommodated in the hotel located in the same building. The course comprises daily intensive lectures covering the most important wine-producing regions worldwide and their typical grape varieties. During wine tasting sessions, the participants learn to assess the viticultural products, including appearance,

smell and taste of the wines. They also appraise their maturation potential and suggest dishes that go well with the respective wines. Last but not least, due to its favorable geographic location and its extensive network of wine producers, the German Wine School is able to integrate into its continuing education program a seven-day trip to several important wine-growing regions in southern Germany and France, as well as excursions to wineries in the Mosel, Ahr, Nahe and Middle Rhine regions into the academic program.



DEUTSCHE WEIN- UND SOMMELIERSCHULE®

Internet: [www.weinschule.com](http://www.weinschule.com)



## G&K HorseDream

### Training: betting on the right horse

Authenticity, respect and trust are fundamental requirements for successfully working with horses, yet this applies also to dealings with employees. This is the basis on which the concept of horse-assisted professional development for executive managers builds: the intensive occupation with these sensitive animals and their undisguised reactions sensitises managers for an improved social intercourse with humans.

The enterprise G&K HorseDream is a worldwide pioneer of horse-assisted training and continuing education and advertises its services also in the iMOVE Provider Database. In 1998, HorseDream organised its first open “Manager training with horses” under the title of “Motivation – reaching a goal together”. Today, the range of services is significantly broader: employee motivation, team building and organisation development all can benefit from horse-assisted seminars.

HorseDream provides a suitable setting, takes care of safety aspects and teaches the theoretical background knowledge, supervises learning processes and facilitates application of the learning content within the context of the participants’ professional and private everyday life. All else is taken care of by the horses.

For HorseDream, the horses are the actual trainers in this seminar concept and they are crucial for any kind of successful learning. For instance, change processes that are rationally planned and fully organised can be accessed from an emotional point of view by way of the horse-assisted learning event.

For many years now, HorseDream has been operating with its own training concept in a global network. The international business comprises Train the Trainer seminars for international trainers and for becoming a licensed HorseDream partner. By now, the international training and support programme contributes some 40 per cent to the total company turnover. Meanwhile, more than 110 licensed partners and some 300 additional trainers employ this training concept in Europe, in the Middle East, in North and South America and in Australia. The customer base subscribing to the HorseDream concept includes major companies such as Axel Springer, Boehringer Ingelheim, Continental, McDonald’s, McKinsey, Shell and Vodafone.



Internet: [www.horsedream.net](http://www.horsedream.net)

# *Executives develop their intuition – and their corporate success.*



In August 2004, HorseDream established the European Association for Horse Assisted Education (today “EAHAE International”) to create a platform for providers of horse assisted-seminars. By 2020, HorseDream intends to be present on all continents with EAHAE International and with 500 licensed partners worldwide, 20 per cent of which will be based in the USA.

An annual conference has been organised since 2005; already five times it was hosted in Germany, where some 35 per cent of the more than 260 members are located. The event location of the 9<sup>th</sup> annual conference in September 2013 will be Cleveland, Ohio – for the first time bringing the event to the USA. HorseDream has a great interest in promoting horse-assisted trainings in the USA, because professional development concepts for managers that are successful in America are more readily recognised also on an international level.

The most important HorseDream licensed partner in the USA, the company Spirit of Leadership, is based near Cleveland. In turn, this company’s customer base includes various educational institutions, which integrate training with horses into their range of seminars, as well as major companies booking training courses for their managers.





## Tognum AG

### Vocational training for high school students

The Tognum Group is one of the world's leading suppliers of engines and propulsion systems for non-road applications and of distributed power generation systems. The product portfolio comprises MTU engines and propulsion systems for ships, for heavy duty land, rail and military vehicles and for the oil and gas industry as well as the distributed power generation systems carrying the MTU Onsite Energy brand. Tognum's product portfolio also features medium-speed engines built by Bergen Engines and fuel-injection systems built by L'Orange.

In the fiscal year 2012, Tognum generated revenue of 3.015 billion Euro and employed more than 10,000 people. Tognum has a global manufacturing, distribution and service structure with 31 fully consolidated companies, more than 140 sales partners and over 500 authorised dealerships at approximately 1,200 locations. Since mid-March 2013, Tognum AG has been a fully-owned subsidiary of Rolls-Royce Power Systems Holding GmbH, a joint venture of Daimler AG and Rolls-Royce Group plc.

Each year, 120 young women and men start their vocational education and training with Tognum. The corporation advertises its apprenticeship provision also in the iMOVE provider database.

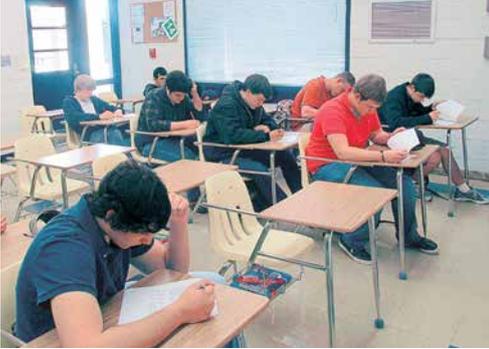
Tognum makes a point of producing MTU engines to the same standard of quality in all production sites worldwide. To this end, all employees have to achieve the same level of qualification. To ensure this, Tognum designs its own vocational education and training concepts for all its international production sites.

In the summer of 2012, Tognum introduced a vocational education and training program for industrial mechanics according to the German model on its site in the city of Aiken (South Carolina). It combines high school lessons with training as a technician and practical training courses at the factory.

To begin with, the programme launched with four trainees, who in the morning attend the 10<sup>th</sup> and 11<sup>th</sup> grade of the local high school. In the afternoon, they study occupational theory, attending the technical classes at the Aiken County Career and Technology Center. Their practical training takes place at the



# Globally uniform qualification standards

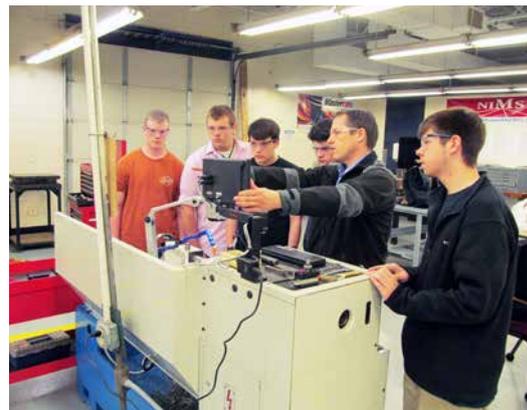


Tognum production site during school holidays and on one afternoon per week. For the hours the students work at the plant, Tognum pays them an initial hourly wage of eight US-Dollar. After two years, the graduates have the option to work as skilled trade workers at the production site in Aiken and to continue to study for two more years at the local college.

For the State of South Carolina, this is the first youth vocational education and training program in cooperation with a major enterprise in the manufacturing industry. As of autumn 2013, five new students per school year are to be accepted into the program. It generated such a great degree of interest on part of experts, that representatives from Tognum were invited to the White House to present the concept.

In autumn 2013, the US American trainees will meet four German colleagues. Over the course of the three-week visit in Aiken, the young men will construct and assemble a crank-rocker mechanism together. With this exchange, Tognum acknowledges the fact that the occupational profiles of blue-collar workers become increasingly internationalised. Tognum aims at encouraging its employees to work at the group's production sites or in its service shops abroad. Thus, they are not only to improve their foreign language skills, but also their intercultural understanding, perseverance and capacity for teamwork.

Moreover, Tognum employs German training supervisors at the group's international production sites to provide training for the skilled trade workers and trainers on site. Learning modules were translated into the respective national languages specifically to support the trainers. Ultimately, all Tognum employees are to learn not only how to solve a given task, but also why. In Tognum's experience, well-trained and qualified employees can be deployed more flexibly and they are able to actively co-determine production processes. This is an asset from which both the employer and the employees benefit in the long term.



**Tognum**  
HOME OF POWER BRANDS

Internet: [www.tognum.com](http://www.tognum.com)



## Felix-Fechenbach-Berufskolleg (FFB)

### Intercultural thinking and behaviour in vocational education

The globalisation of markets and the ever increasing international economic inter-relationships require intercultural thinking and behaviour, which cannot be taught and trained early enough. In 1997, against this background, the Felix-Fechenbach-Berufskolleg (FFB – Technical College) in Detmold and the youth welfare office of the Lippe administrative district jointly launched a youth exchange program, which resulted in a school partnership with the Atlanta Technical College in the US-State of Georgia. It aims at giving youngsters and young adults an opportunity to understand the cultural, social and, in particular, the occupational environment in the respective host country. The study trips are based on specialist programs that are customised to align with the chosen vocational education and training course. All participants

commit themselves to actively contribute towards organising the visit program. The companies providing apprenticeship training in co-operation with the FFB as well as the Lippe Chamber of Industry and Commerce in Detmold are likewise involved and proffer internships, in-company tours and workshops for the guests. Moreover, they support their participating apprentices partly financially and partly by assisting with the logistics.

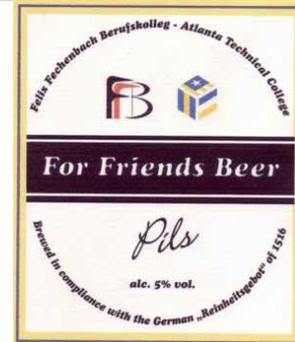
The visitor groups each comprise 12 to 15 students; so far, more than 400 young people were thus given the opportunity to gather experience in their professional field with the respective partnering institution. Since increasing numbers of teachers and trainers choose to accompany these trips, the exchange program also serves as a measure to provide continuing education for teaching staff.

The students live with the host family of their exchange partner, who, if possible, trains in the same occupational sector. In the context of the program, they carry out joint projects. Budding communication and media engineers develop a bilingual leaflet and create the printer's copy. Teams of chefs-to-be create joint menus. Students from the wood technology department jointly build a seating arrangement for the park.



Internet: [www.ffb-lippe.de](http://www.ffb-lippe.de)

# Living, learning and working together



Some projects also combine the strengths of different faculties. For instance, students from both schools training in the field of culinary arts decided to jointly brew beer and, prior to the visit, decided on which type of beer it was to be; this was then prepared by the German participants to await further processing during the visit. Various other faculties then joined and adopted additional tasks within the scope of the production and marketing process: IT designed and produced the bottle label, hotel management organised a presentation event, culinary arts assumed responsibility for filling the bottles, wood technology produced boxes for the bottles, metal technology used CNC technology for milling logos and the body care faculty ensured the perfect styling of those students stepping into the limelight during the presentation event.

Some of the projects even venture into the area of charity. So far, these included the planning and implementation of a neighbourhood festival in an urban district of Detmold that is inhabited by a majority of immigrants as well as a children's festival for people in need in Atlanta.

After receiving initial project funding by the former Federal State of North Rhine-Westphalia Ministry of Women, Youth, Family and Social Affairs, the program now is predominantly funded by the Halle Foundation. This foundation is dedicated to the communication and exchange between Germans and US Americans. In addition, the participants contribute to the travel expenses.

Since 2001, the students from both institutions can enroll in joint online learning units in the study areas of IT, microelectronics, pedagogics and gastronomy. A brand new addition to the program is the extended exchange of experience

between the American and the German teaching staff. This year, two German teachers from the FFB will for the first time conduct a one-week continuing train-the-trainer course for their American colleagues at the Atlanta Technical College. The college will bear the expenses. The topic is the methodology of German vocational college teaching. The American colleagues are to become acquainted with learning field didactics and the dual system of vocational education and training. Subsequently, one or two American teachers will fly to Detmold and work together with colleagues from the FFB by way of team teaching to gain practical experience in the field of dual vocational education and training. This will also be supported by the businesses providing apprenticeship training in cooperation with the FFB and the Lippe Chamber of Industry and Commerce.





## **Carl von Ossietzky Universität Oldenburg – Center für lebenslanges Lernen (C3L – Centre for lifelong learning)**

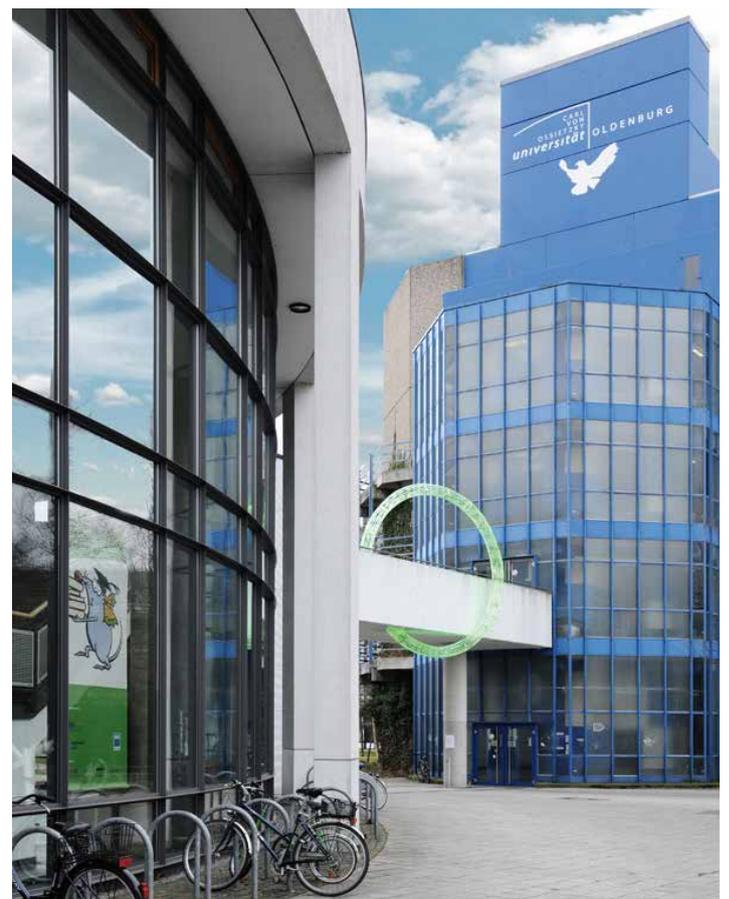
### **University of Oldenburg develops online study programme with US-partner**

The tremendous progress of information and telecommunication technologies and the increasing significance of lifelong learning have prompted an ever-increasing number of organisations to develop their own flexible, internet-based learning and training programmes. To develop these programmes, organisations need specialists.

Since 2000, the Carl von Ossietzky University Oldenburg has had a co-operation agreement with the University of Maryland University College (UMUC), one of the world's leading online universities with more than 100,000 students. Together, the university partners have developed a two-year online master's programme: the Master of Distance Education & E-learning (MDE). The target group is management and practitioners wishing to obtain further qualifications in managing media-assisted and technology-based learning and teaching.

The programme has been specifically designed to meet the demands of working adults and is highly flexible, as the entire programme can be completed online. It is structured in modules and comprises three 12-week trimesters per year. The students can

determine the sequence of courses depending on their personal and occupational needs. More than a third of the courses of the MDE curriculum were developed by the University of Oldenburg. The requirement for participation in this study programme is a bachelor degree that is recognised within the USA.



# Master qualification for media-assisted learning and teaching



Students can choose one of three main areas of study. The “Policy and Management” specialisation focuses on aspects of education management (for example, financing, organisation, and quality management). The “Teaching and Training” specialisation explores the demands placed on teaching and training staff in the field of distance learning, for example, when developing training design and integrating appropriate media. The “Technology and E-learning” specialisation predominantly deals with the education technology aspects of distance learning. Students choosing not to complete a Master’s degree have the option of obtaining a professional certificate in a given area of the study programme, or they can simply attend one individual course.

The programme, which is accredited in the USA, has received several distinguished awards and has been accredited by the European Foundation for Management Development – Technology-Enhanced Learning (EFMD CEL). The programme thus meets the highest international standards for technology-based learning in the field of management training.

In 2013, the decision was made to also implement the study programme at the University of Oldenburg and, in 2014, the programme is expected to be accredited as a double degree

programme in accordance with the guidelines set forth by the Kultusministerkonferenz (KMK – Standing Conference of Education Ministers). As a result, future students will be able to receive both a US and a German Master’s degree upon completion of the programme. Interested parties can access the export profile of the University of Oldenburg and its distance learning service proposal using the iMOVE Provider Database.





## IFH GmbH

### How to treat guests royally

It is not the fixtures in the bathroom or the choice available at the breakfast buffet, which determine whether guests are satisfied with the hotel they are staying in, but rather the friendly and cordial attention lavished on them by the hotel staff. Guests who are advised in a pleasant and competent manner when making their reservation, who are welcomed upon arrival with openness and a ready smile and who are treated with sensitivity in the event of complaints or other trouble, these guests will not only happily return to such a genial place but will recommend it also to family, friends and colleagues.

The IFH GmbH, established in Frankfurt in 1989, now is one of the leading providers of education in the hotel industry. The portfolio comprises more than 90 training topics for

employee development and qualification in the hotel industry and includes seminars in the fields of sales, marketing, business administration, behaviour, communication and management. In diploma course programmes, professionals in the hotel industry can moreover further their education in the areas of sales management, eCommerce management, convention management and restaurant management. Some courses are available as e-learning modules. Quality assurance by way of mystery shopping and mystery calls (under the brand name “In Prove”) forms the second pillar of IFH’s business activity. The iMOVE Provider Database provides an overview over their training methods and fields of training expertise.

Because of corresponding demand on part of customers and to further expand the business, the enterprise launched itself internationally in 2001 and has been maintaining a presence on the American continent since 2006. In addition to its headquarters in Frankfurt/Main, IFH maintains branch offices in Dubai, Singapore, Mumbai and Salt Lake City. The enterprise employs more than 100 employees worldwide as well as a large pool of experienced freelance trainers, coaches, call agents and hotel reviewers. Each year, on a global scale,



Internet: [www.ifh-worldwide.com](http://www.ifh-worldwide.com)

# German know-how for happy hotel guests



IFH organises 400 training days and 400 “on the job” coaching sessions in addition to 42,000 telephone checks and 1,200 hotel reviews. The customers include high-profile enterprises such as Rezidor, Starwood Hotels and Resorts, Kempinski, Steigenberger, Jumeirah, Dr. Oetker Collection as well as in the USA Trump Soho New York, Leading Hotels of the World and Melia Hotels International.

In spite of IFH’s high-class service provision, the US-American market continues to constitute a challenge for the company. Either out of habit or loyalty, some potential US-American customers revert back to US-American service providers, which are in abundance in the hotel and tourism industry.

A business able of conquering market niches expands its opportunities. For instance, compared to the competition, who exclusively offer closed events for individual customers and their employees, IFH is one of the few service providers organising and hosting open seminars. The industry association HSMAI (Hotel Sales & Marketing Association International), to which IFH belongs as well, provides important industry information.

An important success factor for IFH in the USA is Germany’s general popularity, which in part is based on the American admiration for the constantly successful German economy. German service providers are held in good esteem for their structured approach. Moreover, it is important in particular for large hotel chains that a service provider maintains a global perspective and is able to provide successful continuing education concepts on several continents.





## Volkswagen Academy

### Volkswagen ensures product quality through training

Volkswagen has established a production site including a vocational training and continuing education academy in Chattanooga in the US-American State of Tennessee. There, VW has been producing a Passat model since 2011, which was developed especially for the US-American market. The core business of the Volkswagen Academy is the vocational training and continuing education provision for the employees. In order to achieve the company's high standards of quality also in the USA, Volkswagen decided to establish its own vocational education and training courses following the proven German pattern. In Chattanooga, two dual apprenticeship

programmes for the occupations of mechatronics fitter and automotive mechatronics engineer were implemented, which are aligned with the business and working processes at Volkswagen. Per year, 12 apprentices each are trained in these two occupations in co-operation with the local Chattanooga State Community College.

The three-year apprenticeship programmes follow the German vocational education and training framework curricula and include theoretical and practical lessons, both at the Volkswagen Academy and at the factory training workstations. The occupations are recognised by the State of Tennessee and are certified by the German Chamber of Commerce Abroad (AHK) and the Association of German Chambers of Industry and Commerce (DIHK). The final examination corresponds to German standards and requirements. Depending on their general performance, attendance, assessments and final examination results, the graduates are offered a contract with Volkswagen. Successful apprenticeship graduates moreover receive course assessments (credits) for the academic degree of Associate's Degree of Applied Science (AAS), which can be counted towards the corresponding Engineering Technology study course at the Community College. The first year started their apprenticeship in 2010 and will graduate this year.

In 2011, Volkswagen extended the partnership to include the Tennessee Technological University (TTU). Students within the new "2+2 Partnership" are enrolled both at the Community College and at the university. They can complete their first two years of study at the Community College and attain the



# Multifaceted co-operation projects with regional educational institutions



Associate's Degree in the field of Mechanical Engineering Technology. Subsequently, they can smoothly change over to the university in order to study towards a bachelor degree in the field of Industrial Technology. The entire range of lessons takes place at the Volkswagen Academy.

In spring 2012, the Volkswagen Academy announced the expansion of their education activities to include a programme for a "Master's Degree of Business Administration". The extra-occupational courses take place in the evenings at the Volkswagen Academy; usually, the students attend two courses per semester, corresponding to one evening per course and week. The course trainers are lecturers from the College of Business at the University of Tennessee Chattanooga (UTC), which also maintains responsibility for the curriculum. 20 post-graduate students from nine different Chattanooga-based enterprises use the technical opportunities provided by the Volkswagen Academy, such as high-speed internet and video conferencing systems, for their further professional development.

In addition, Volkswagen accepts select students from partnering universities in Tennessee as research interns. These research internships take place in summer over a period of ten weeks in the context of the Distinguished Scholars Program. The potential research topics include cost-efficient carbon-fibre-reinforced polymers, battery development, bio fuels, machines

and emissions, intelligent transport systems and sustainable production methods.

The Volkswagen corporation, which is committed to the vocational education and training of young people across the globe, and iMOVE have been maintaining intensive co-operative relations for many years. In 2012, for instance, Volkswagen took part in a vocational education and training conference in Kaluga in Russia, which was co-organised by iMOVE. During the conference, Volkswagen invited participants to visit its local vocational education and training facilities.



Internet: [www.vw.com](http://www.vw.com)





## iMOVE

iMOVE is an initiative of the Federal Ministry of Education and Research. Our mission is to promote international cooperation and business relations among German training providers and international public and private organisations.

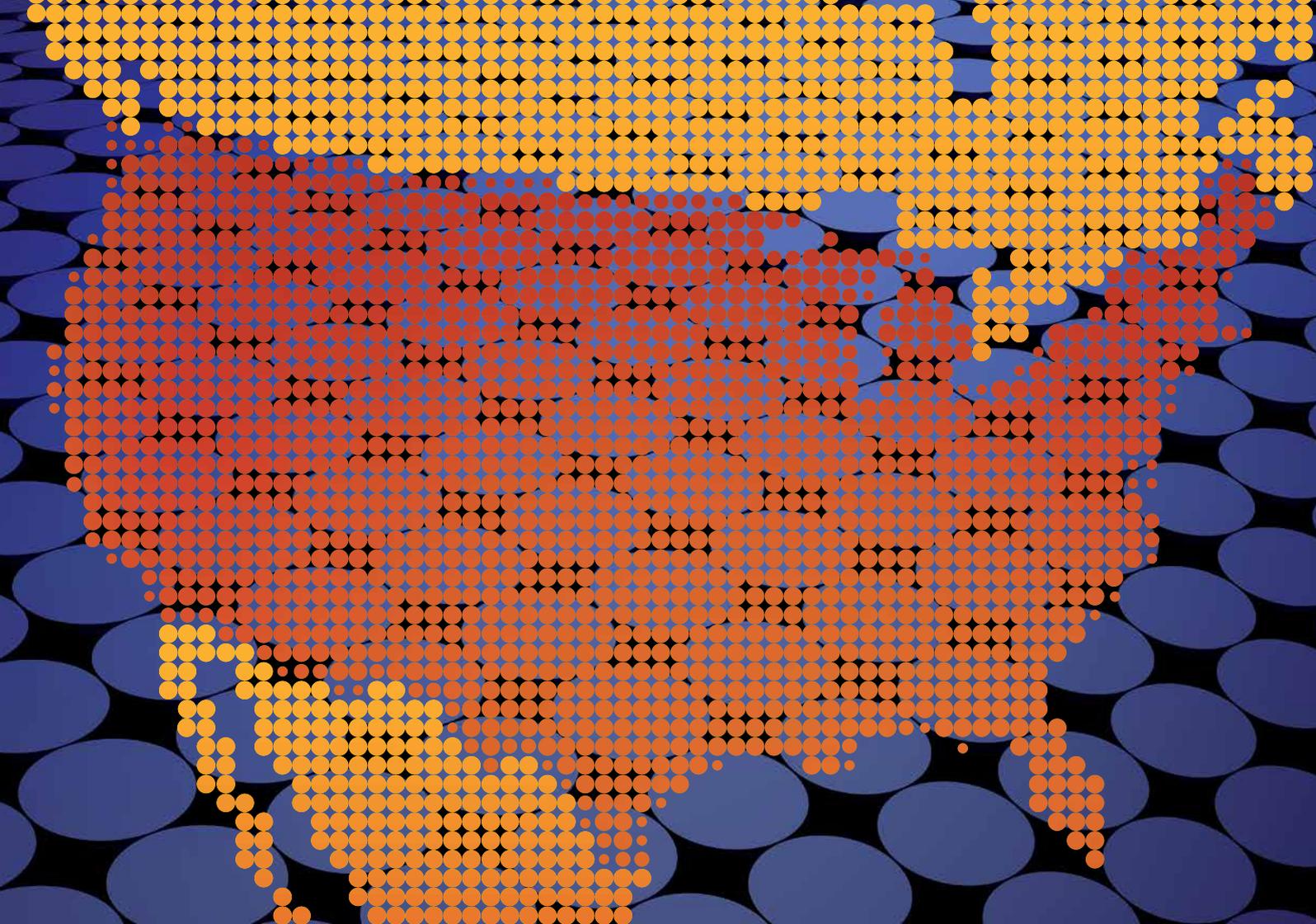
Our services:

- Trade Missions
- Trade Fair Presentations, Vocational Education and Training Workshops and Business to Business Meetings
- Networking Events and Seminars Pertaining to Select Target Markets
- Workshops on Internationalisation and Education Marketing
- Conferences and Conventions
- 25 Country Market Studies
- A Study on the Economic Significance of German Education Exports
- Trendbarometer of the German Continuing Education Sector
- Handbooks, Best-Practice Brochures
- Internet Portal in seven Languages, iMOVE-Provider Database and an Interactive Cooperation Exchange
- Electronic Newsletter

[www.imove-germany.de](http://www.imove-germany.de)







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