

How to build up an academic study program combined with job related projects in line with the work program

Contribution to:
The IVth Faculty Conference on Higher Education and Research
Faculty of Management
University of Economics in Katowice, Poland
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Prof. Dr. Wolfgang Appel
Hochschule für Technik und Wirtschaft des Saarlandes (HTW)
University of Applied Sciences – Saarbrücken, Germany

Short-CV Prof. Wolfgang Appel

- ▶ Studies of economics with the focus on organisation and communication at the University of Mainz.
- ▶ Research visit at the New York State-University in Albany, USA.



Human Resources



- ▶ Since 1999 different functions in HR-Management at BASF AG Ludwigshafen.
- ▶ Since 2003 direktor of HR-Shared Service Center at BASF AG – responsible for all self-provided and externally procured HR-Services; personnel responsibility for 110 employees
- ▶ Cooperation in international projects of HR-Services

- ▶ Since October 2007 Professor HR- and Service-Management in Saarbrücken
- ▶ Main interests: Shared Services and HR-Organisation and -strategy

Service Center Management B.A., a review on the main characteristics of our specific study programm for future managers in the service center branch

- ▶ target group: practitioners with long term professional experience in service center branch
- ▶ the academic programm is provided by a public university of applied sciences
- ▶ offering a job-accompanying study course programm
- ▶ providing academic qualification „Bachelor of Arts“
- ▶ university entrance for practitioners without an entitlement to study in higher education
- ▶ dual financing from students and the companies, they work for
- ▶ the integration in HR-development-strategies an carrier management programs from cooperating companies

A common project launched by the university of applied sciences and a training company in southwest germany (CallCenter Akademie)

On-the-job concept study Service Center Management Studies at the HTW in the Saarland

Curriculum-Specific Learning Content for Service Center Management

- ▶ SC Steering
- ▶ Campaign Management
- ▶ Service Center – Legal
- ▶ Key Figures & Reporting
- ▶ HR-Management and -Development
- ▶ SC specific Information Technology
- ▶

Basics of Business Administration

- ▶ Accounting
- ▶ Marketing
- ▶ Annual Financial Statements
- ▶ Legal Matters (Law)
- ▶ Economics
- ▶ Statistics & Mathematics
- ▶ Corporate Governance
- ▶

Corporate Projects

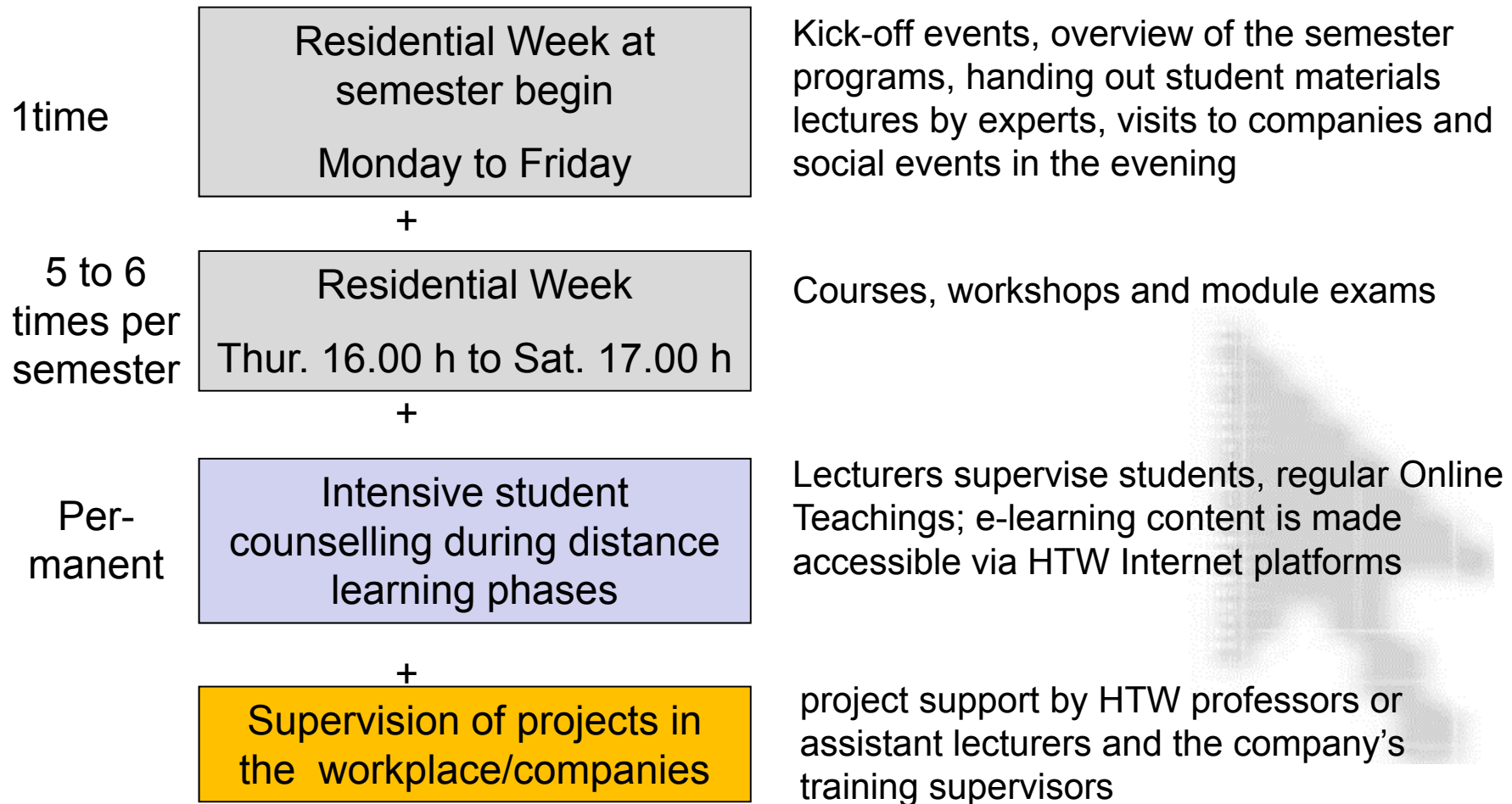
- ▶ Transfer of theoretical knowledge into its practical tasks
- ▶ Necessity of cooperation matters between enterprises and university

General Management: Working Techniques, Communication, English

Bachelor Thesis

Duration of studies: this bachelor course takes 7 semesters

Our Concept of Student Guidance in our study course



Advertising with testimonials



“Von Anfang an fühlt man sich bei der HTW gut aufgehoben. Man kümmert sich um mich und das erleichtert meinen Einstieg.”

Alexander Wesely

Trainer, Sparda TelefonService GmbH & Co. KG



“Am besten gefällt mir bisher das intensive Betreuungskonzept während der Präsenzzeiten, während der Fernlernphasen sowie bei den Unternehmensprojekten. Super!”

Ingrid Opfermann

Leitung Customer Care Center, Moneymaxx AG



“Ein vollwertiges Studium neben dem Vollzeitjob - hier wird alles dafür getan, um dies möglich zu machen!”

Christian Hallebach

Leiter Bereich Service, Pluscard GmbH



“Man merkt, dass jeder mit Herzblut an diesem Studiengang gearbeitet hat. Das Konzept ist gut durchdacht und die Dozenten haben einen sehr guten Ruf in der Branche.”

Noela Kreis

Abteilungsleiterin Filialservicecenter, Apollo-Optik

Students live



1. Step: welcome party



4. Step: afterwork get-together



2. Step: learning in classroom



4. Step: relaxing

Screenshot of our facebook fanpage

QR- Facebook



QR- Website

