



COMPETENCE DEVELOPMENT FOR INNOVATION AND TECHNOLOGY TRANSFER IN EDUCATION PROGRAMS

PROF. DR. WERNER G. FAIX
COLOMBIA 2015



SCHOOL OF INTERNATIONAL BUSINESS
AND ENTREPRENEURSHIP

STEINBEIS UNIVERSITY BERLIN

1.1 STEINBEIS FOUNDATION

- Foundation of the Federal State Baden-Württemberg
- Worldwide services in technology and knowledge transfer
- More than 1.000 transfer-, consulting- and research centers
- Cooperations and project partnerships in 50 countries
- More than 6.500 experts from all fields– thereof more than 800 professors



1.2

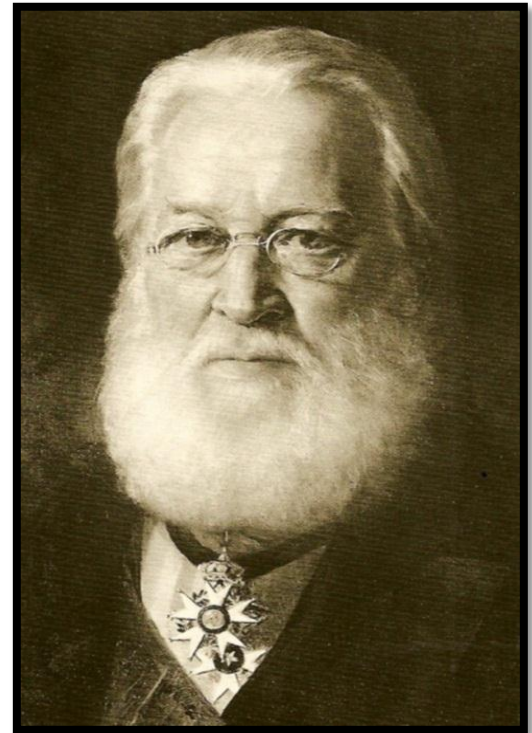
MINISTRY OF ECONOMIC AFFAIRS AND HOUSE OF THE ECONOMICS IN STUTTGART HEADQUARTER OF THE STEINBEIS FOUNDATION



1.3

FERDINAND VON STEINBEIS

- Technical advisor, director and chairman of the Headquarters for Trade and Commerce (1848-1880) Kingdom of Württemberg (Stuttgart)
- Promoter of technology transfer
- Founder of vocational schools, weaving and women's schools
- Promoter of the industrialization in Württemberg
- Father of dual training:
„Industrial workers of the future depend upon theoretical knowledge combined with practical skills.“



Ferdinand von Steinbeis
(1807 - 1893)



**We are organizing real
life innovation projects
via knowledge and
technology transfer and
via competencies'
development for
innovation**

1.0

STEINBEIS ORGANIZATION & STRUCTURE

Board of Trustees and Committee

Steinbeis-Stiftung (StW)

Executive Board

**Steinbeis GmbH & Co. KG für Technologietransfer (StC)
Management Board**

Steinbeis Enterprises (SU)

**Steinbeis
Transfer Centers
(STC)**

**Steinbeis
Research and
Innovation
Centers
(SRC, SIC)**

**Steinbeis
Consulting Centers
(SCC)**

**Steinbeis Transfer
Institutes (STI)
at Steinbeis
University Berlin -
SHB**

**Steinbeis
Shareholding
(SBT)**

Further central instruments supporting the transfer:

▪ Steinbeis Symposia

▪ Steinbeis Edition (STE)

▪ Ferdinand Steinbeis Institute

▪ Steinbeis Property (SIM)

1.5 THE STEINBEIS NETWORK

➤ 1.000 Steinbeis Technology Transfer Centers in Research labs and Universitys

➤ 10.000 companies and organisations



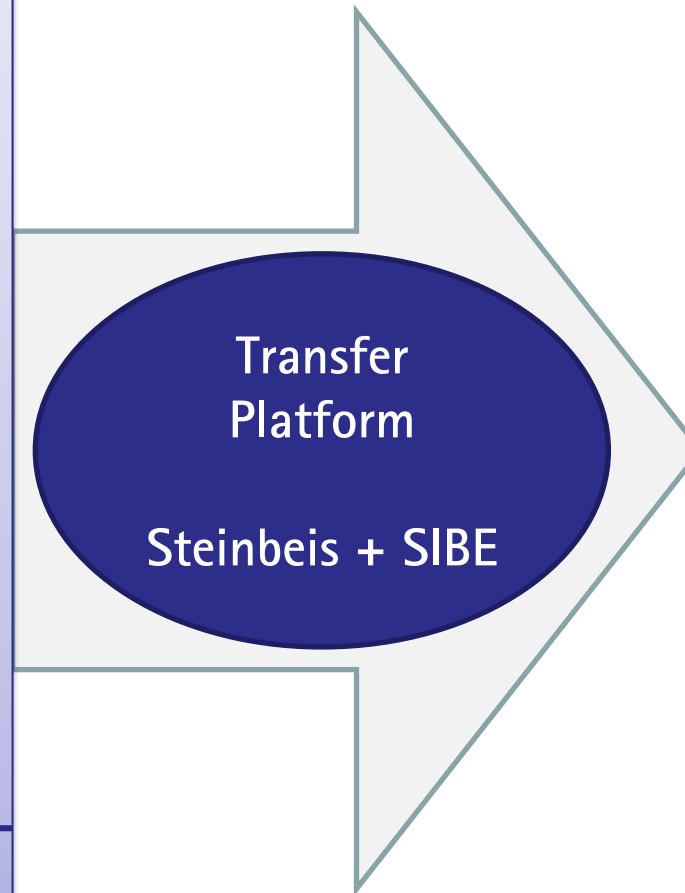
1.6

BUSINESS MODEL OF STUDIES

Knowledge Base

- ✓ Mechatronics
- ✓ Industry 4.0
- ✓ CSP
- ✓ Aerospace
- ✓ Health Care
- ✓ Bionik
- ✓ IT
- ✓ Automotive
- ✓ Mobility
- ✓ Construction
- ✓ Biodiversity
- ✓ Sustainability
- ✓ Management
- ✓ etc.

Network of Research labs,
Universities, Transfer-
centers etc.



Enterprises / companies / organizations

Innovation and
technology
transfer-projects,
competence
development

1.7

INSTITUTIONAL NETWORK OF STEINBEIS / SIBE



Industry Associations

Chambers of Commerce

Innovation and Technology Transfer

INSTITUTIONAL NETWORK FOR KNOWLEDGE PARTNERSHIP BADEN-WÜRTTEMBERG

Business Development Services



Regional Economic Promotion



Research

Foreign Trade Promotion



Universities and Higher Education

Economic and Technology Policy



1.8 STEINBEIS UNIVERSITY BERLIN

Steinbeis-University Berlin (SHB)

Founded in 1998 by the Steinbeis Foundation

Largest state-recognized, private-organized scientific university (currently more than 6000 students) in Germany

Talent-Growth-Curriculum

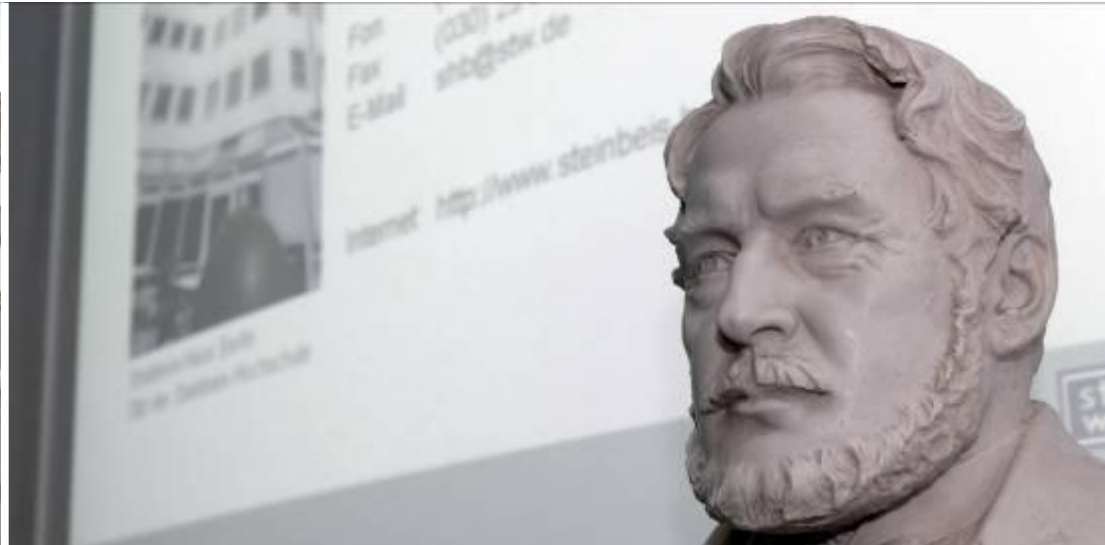
Right to award doctorates since 2003



House of the Economics
Stuttgart
Ministry of Economic Affairs
and Steinbeis Foundation

1.9

STEINBEIS UNIVERSITY BERLIN II



School of International Business and Entrepreneurship (SIBE)

- International Business School of Steinbeis University Berlin
- Founder and Managing Director
Prof. Dr. Werner G. Faix
- Specialized in international Management-Programmes
- Currently 1100 Master-Students enrolled and more than 2300 Graduates
- Over 350 Partner Companies



SIBE – Steinbeis University in Herrenberg

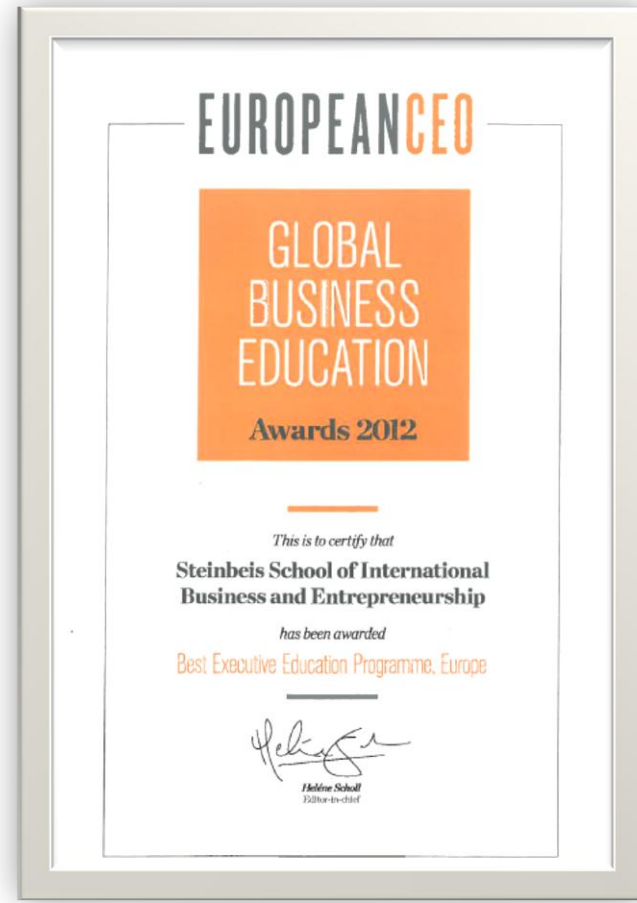
1.11 SIBE at SIMT in STUTTGART-HOHENHEIM



1.12 Global Business Education Awards 2012

School of International Business and Entrepreneurship

- Most Innovative Business School, Germany – 2012
- Best Executive Education Programme, Europe – 2012



1.13 SIBE INTERNATIONAL



1 TALENT-GROWTH-CURRICULUM



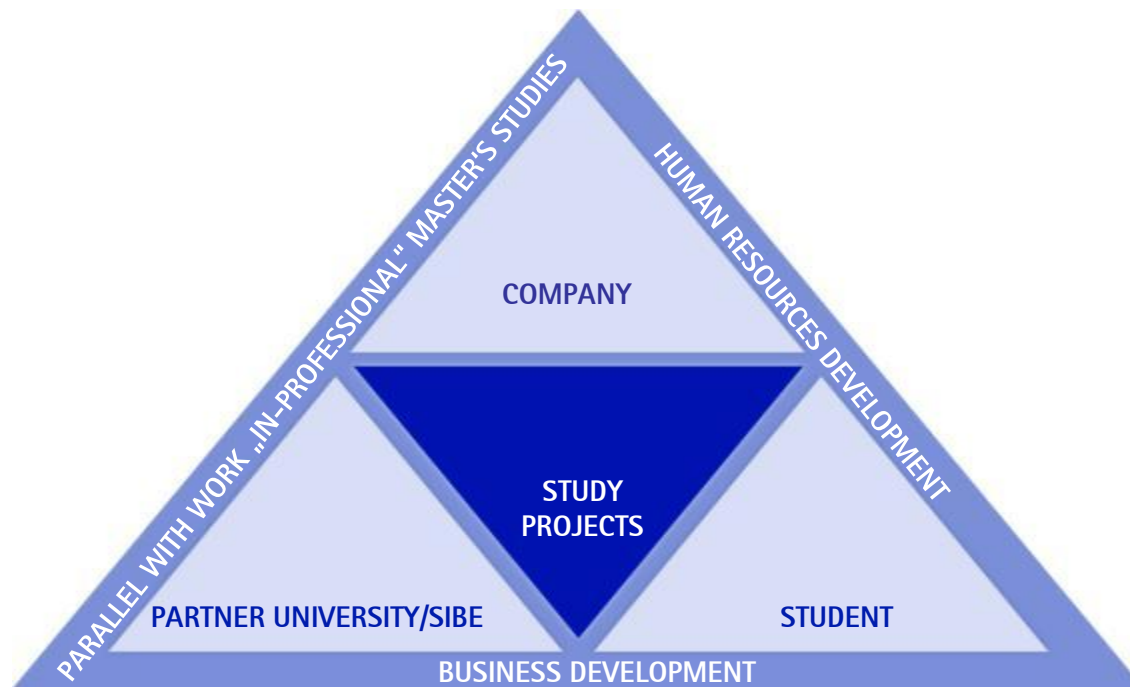
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2.1

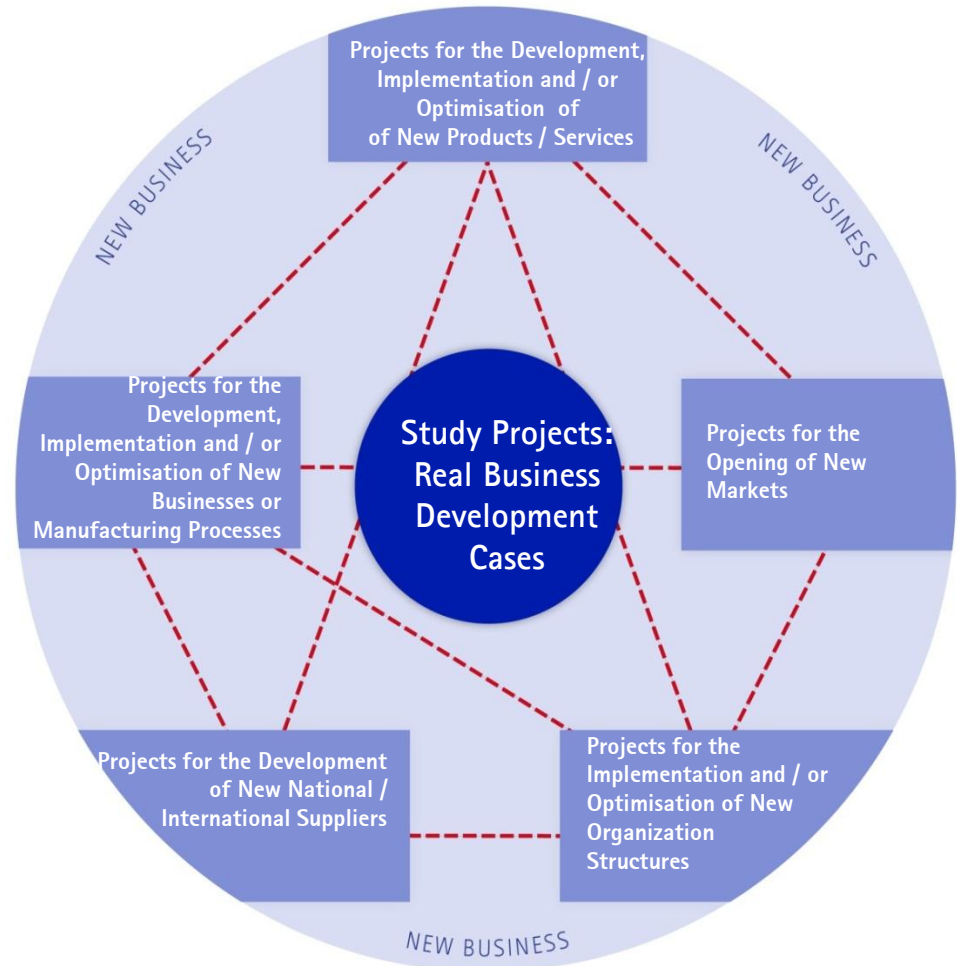
INNOVATION AND TECHNOLOGY TRANSFER PROJECTS

- On the job studies:
 - Students work fulltime in the company
 - Realisation of measurable business benefit via Innovation and Technology Transfer
 - Systematic development of management competencies



2.2 STUDY PROJECTS FOR INNOVATION

- ✓ Work on real innovation or technology transfer projects for the company
- ✓ **Definition:** Business relevant topic from a student's work environment (= Real Cases)
- ✓ **Realization:** Topic compilation along the study input and by a systematic application of its methods and theories in Project-Study-Reports (PSR)
- ✓ **Benefit:** Development of business & business understanding through "Real Case" solutions



2.3

MASTER OF SCIENCE - TALENT-GROWTH-CURRICULUM

Work-integrated-Studies
time in total
100% (400 days = 3600 hours)

Theory
50% (200 days)

Innovation (CSP) Project
50% (200 days)

Self Studies
25% (100 days)

**Teaching Phase
& Blended Learning**
25% (100 days)

Incl. 40 days (360 hours) MBA

Project Work
25% (100 days)

Project Documentation
25% (100 days)

- Transfer Reports
- Written Tests
- Project-Study-Reports
- Master Thesis

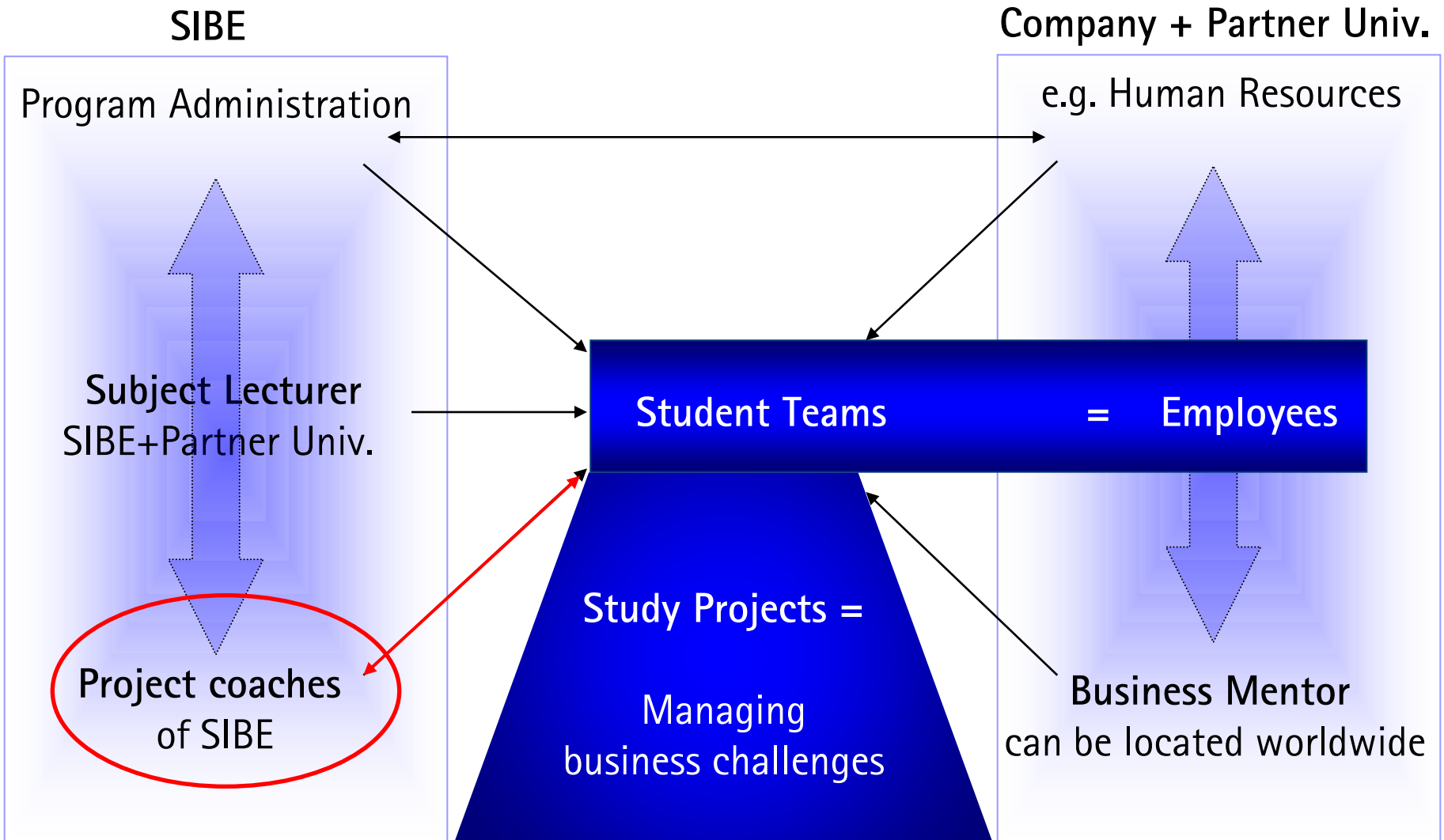
Libraries

WBT / Presence Seminar

Company

Community of Practice

2.4 INTEGRATED COACHING AND CONSULTANCY



3 INDUSTRIAL INTERFACE



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3.1 INDUSTRIAL INTERFACE



Caritas
Schwarzwald-Gäu



GELSENWASSER



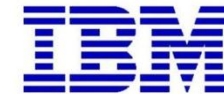
SCHENKER



DAIMLER

SIEMENS

ZEPPELIN



Dussmann
das KulturKaufhaus



The Chemical Company



FESTOOL
Festo Tooltechnic



JOHN DEERE



THE QUALITY CONNECTION

LEONI
Wire · Cable · Wiring Systems



tobaccoland

BOSCH



MVV · Energie · AG

3.2

BUSINESS BENEFITS FROM STUDY PROJECTS IN CORPORATE PROGRAMS I

| No | Company | Country | Business | Sector | Subject | Business Benefit |
|----|-------------|---------|---------------------|------------|---|---|
| 1 | Siemens | China | Building Technology | Industry | Transferring and implementing the logistics for the new airport in Beijing | Defined and settled |
| 2 | IBM | Germany | Sales | IT | Implementation of "SAP-update" in German speaking markets of IBM Germany | 10 Mill € realised 30 Mill € in sales pipeline |
| 3 | Continental | Germany | Manufacturing | Automotive | Implementation of a "fast ramp up" management system in the Automotive Production | New process implemented; 8 % increased efficiency in ramp up |

3.3

BUSINESS BENEFITS FROM STUDY PROJECTS IN CORPORATE PROGRAMS II

| No. | Company | Country | Business | Sector | Subject | Business Benefit |
|-----|---------|-----------|----------------------|------------|---|------------------------------------|
| 4 | Siemens | Worldwide | Financial Management | Health | Improvement of the forecast management for Siemens Healthcare | Process now rolled out for Siemens |
| 5 | Bosch | Corea | Financial Management | Automotive | Evaluation of the profitability of a production facility in Korea | Profitability increased by 14 % |
| 6 | IBM | India | Global Delivery | IT | Increasing the profitability of global delivery projects in India for IBM Germany | Profitability increased by 12.5 % |
| 7 | TRW | China | Purchase | Automotive | Definition and management of new suppliers | Defined and settled |

4 COMPETENCE DEVELOPMENT



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4.1

COMPETENCIES FOR INNOVATION AND TECHNOLOGY TRANSFER



"Competencies are the ability to deal with complex, forward-looking challenges independently in an organized, creative manner."

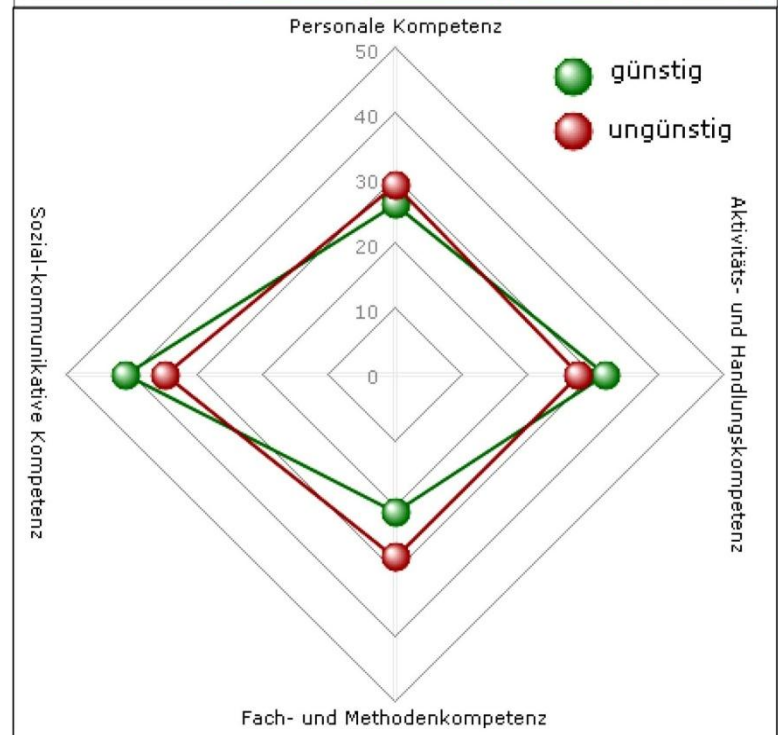
(John Erpenbeck)

4.2

EXEMPLARY KODE® Self-Evaluation



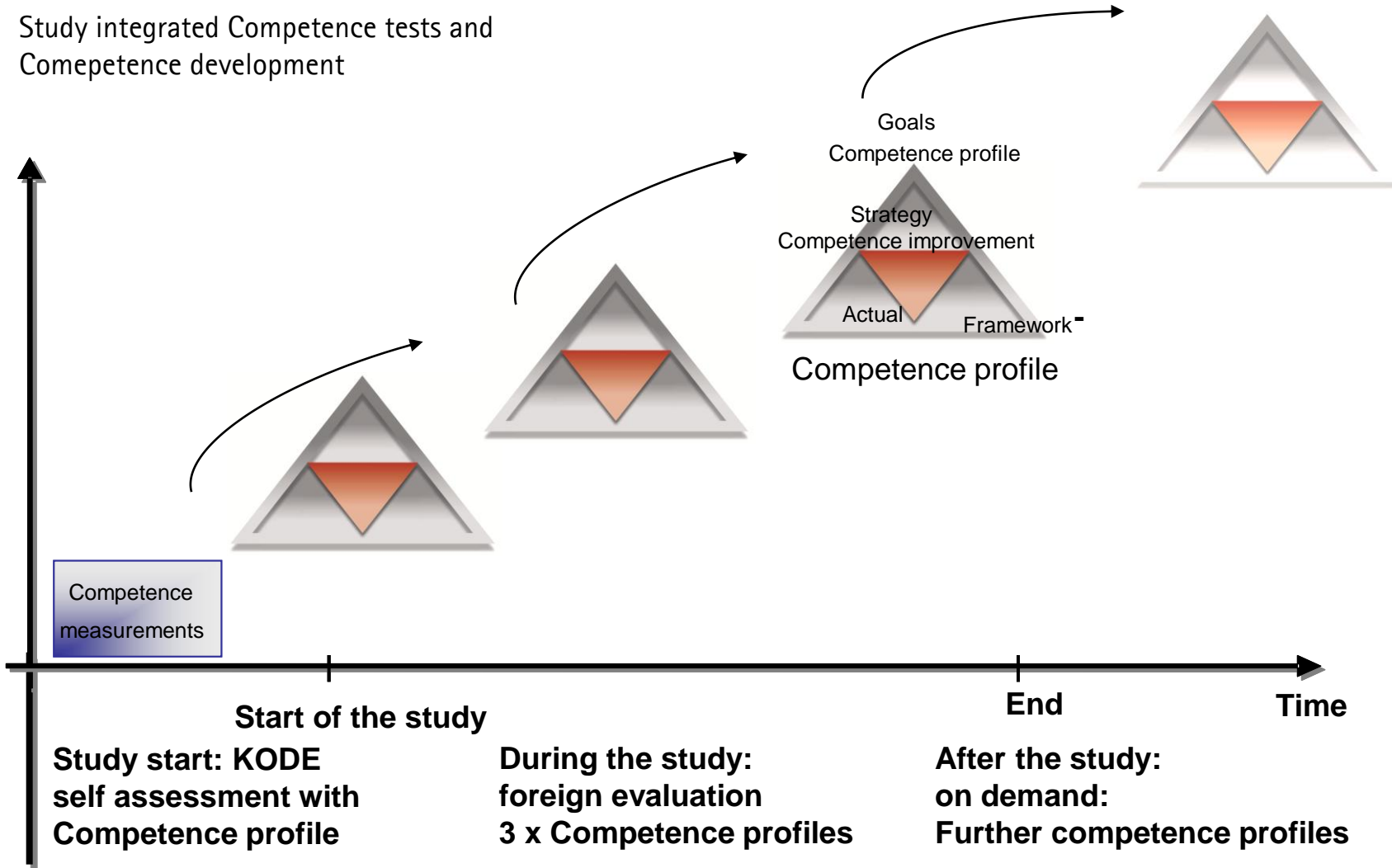
| Individuelle Basiskompetenz | personale | aktivitäts-bezogene | fachlich-methodische | soziale |
|-------------------------------|-----------|---------------------|----------------------|---------|
| Unter günstigen Bedingungen | 26 | 32 | 21 | 41 |
| Unter ungünstigen Bedingungen | 29 | 28 | 28 | 35 |
| Differenz | 3 | -4 | 7 | -6 |
| Durchschnitt | 28 | 30 | 24 | 38 |



4.3

COMPETENCE DEVELOPMENT with KODE® and SKE®

Study integrated Competence tests and Competence development



4.4

COMPETENCE DEVELOPMENT WITH KODE® / SKE®




CERTIFICATE

Mr. Max Mustermann
 born on 07th March 1975 participated in May 2010 with the Steinbeis-Hochschule Berlin and the CeKom Baden-Württemberg at the Exam for Management-Competencies(MKT) and has achieved following results:

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|----------------------------|---|---|---|---|---|---|---|---|---|----|----|----|
| Result-Oriented Action | | | | | | | | | | | | |
| Loyalty | | | | | | | | | | | | |
| Analytical Thinking | | | | | | | | | | | | |
| Problem Solving Ability | | | | | | | | | | | | |
| Dependence | | | | | | | | | | | | |
| Decision Ability | | | | | | | | | | | | |
| Creative Ability | | | | | | | | | | | | |
| Communicational Ability | | | | | | | | | | | | |
| Initiative | | | | | | | | | | | | |
| Operational Readiness | | | | | | | | | | | | |
| Multitask Thinking | | | | | | | | | | | | |
| Conflict Resolution Skills | | | | | | | | | | | | |
| Teamwork | | | | | | | | | | | | |
| Acquisition Strength | | | | | | | | | | | | |
| Ability to handle stress | | | | | | | | | | | | |
| Pleasure on Innovation | | | | | | | | | | | | |

He has necessary competencies to perform a
Management Position



STEINBEIS UNIVERSITY BERLIN
SAPHIR-KOMPETENZ GmbH

Director of SAPHIR-KOMPETENZ GmbH
Peter Wittmann
Peter Wittmann



Academic Director of CeKom Baden-Württemberg
John Espenbeck
Prof. Dr. John Espenbeck



SCHOOL OF INTERNATIONAL BUSINESS AND ENTREPRENEURSHIP
STEINBEIS UNIVERSITY BERLIN

Managing Director of the SCHOOL OF INTERNATIONAL BUSINESS AND ENTREPRENEURSHIP (SIBE)
Werner G. Faix
Prof. Dr. Werner G. Faix





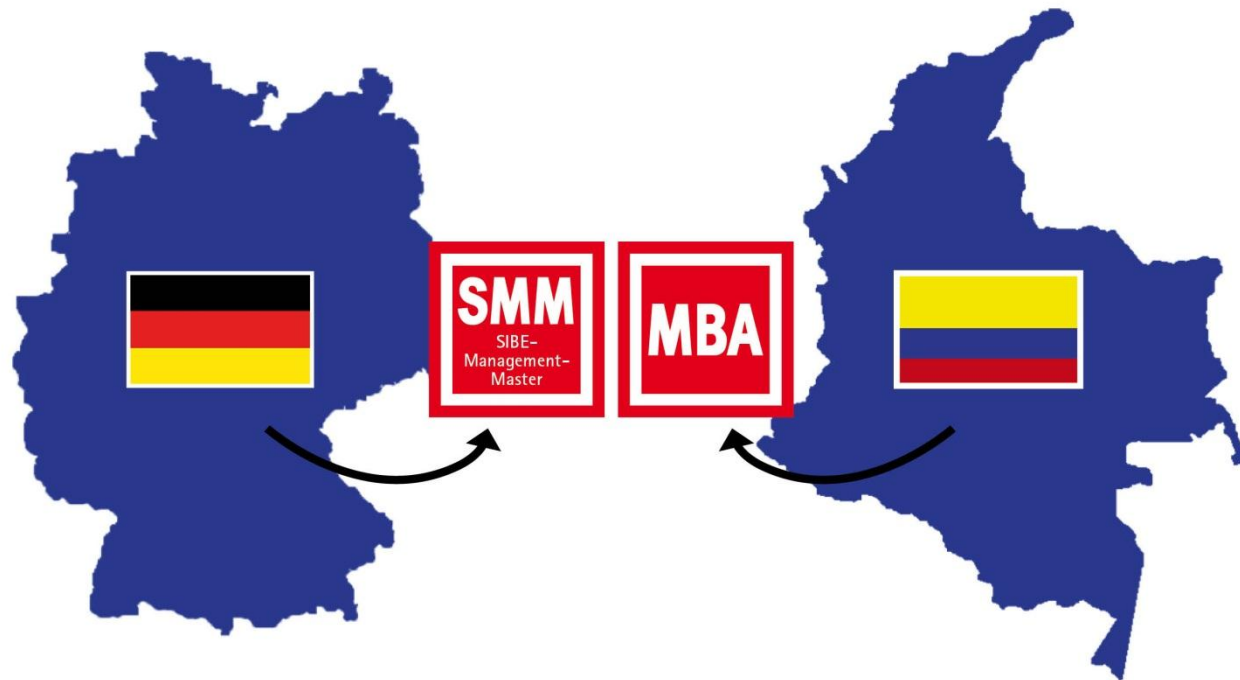
5 INTERNATIONAL BUSINESS DEVELOPMENT



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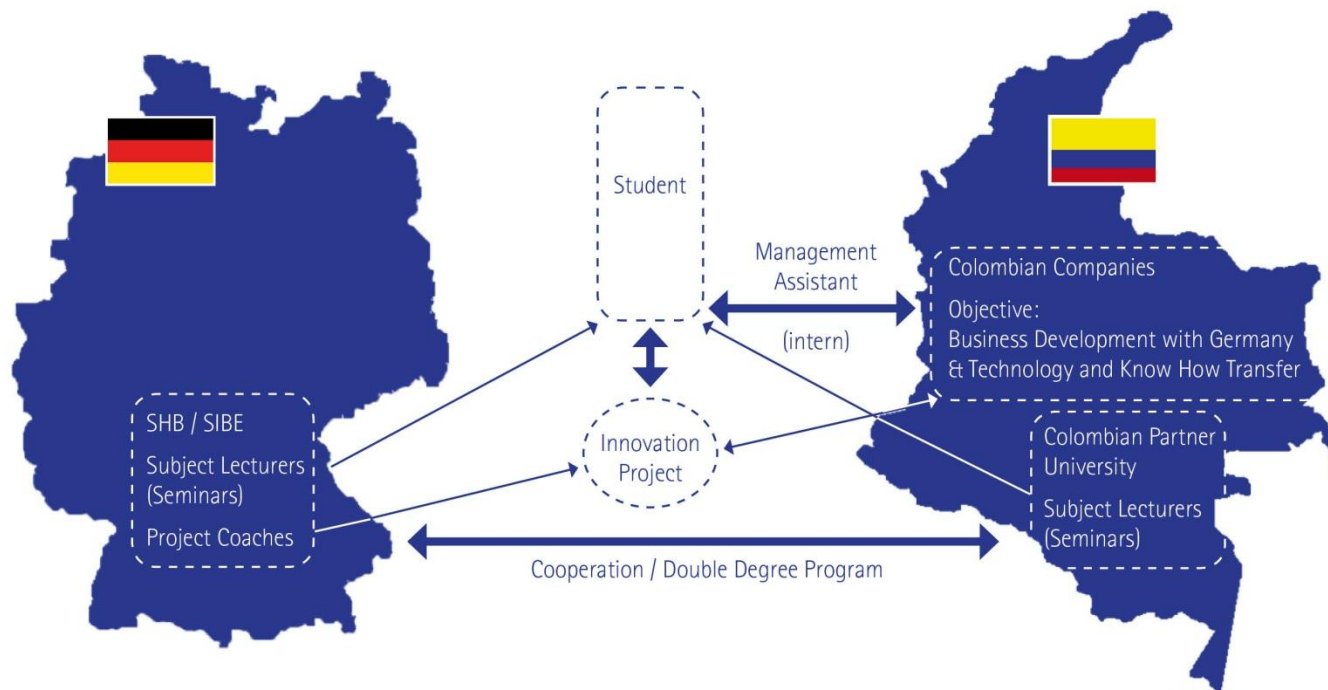
5.

DOUBLE DEGREE PROGRAM WITH INTEGRATED TECHNOLOGY TRANSFER AND INTERNATIONAL BUSINESS DEVELOPMENT



5.

DOUBLE DEGREE PROGRAM WITH INTEGRATED TECHNOLOGY TRANSFER AND INTERNATIONAL BUSINESS DEVELOPMENT



5.

DOUBLE DEGREE PROGRAM WITH INTEGRATED TECHNOLOGY TRANSFER AND INTERNATIONAL BUSINESS DEVELOPMENT

Recruitment by Colombian Partner University / Nomination of candidates by company



Management Assistant / Student at Colombian Company



3 months Project Definition in Colombia



6 months Market Analysis and Business Plan Development in Colombia



3 weeks establishment of Project Partnerships in Germany



14 months Project Implementation in Colombia

Study at Colombian University / SIBE

Supervision by Subject Lecturers /
Project Lecturers



Thank you very much!



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