



FH MÜNSTER  
University of Applied Sciences



# Professional Development on “University Transfer 3.0”

Tailor-made programmes delivered by a  
high profile German university

## About our programmes

With universities being more and more expected to contribute to regional development and society in general, university transfer has become a central issue in academic institutions worldwide. In order to address this issue, Münster University of Applied Sciences (MUAS) in Germany creates and delivers tailored professional development programmes supporting organisations around the globe in developing the required competencies for creating partnership, service and exploitation-oriented transfer strategies and structures (university transfer 3.0).

The programmes are based on three key elements whose combination make the programmes unique, with the goal being to create the ultimate value for the participants undertaking the programme.

### The right environment

- Münster, Germany, a place known for science and regional strength with Münster University of Applied Sciences playing a key role in the regional innovation system.
- Integration of trainers from units which are widely-known for their exceptional performance in their respective field.
- A professional development programme integrating site visits and a social programme, giving space for gaining new impetus.

### The right content

- Evidence- / analysis-driven, learner-based content selection.
- Practice-focused content (approaches, instruments, best practices).

### The right delivery form

- Workbook-supported learning.
- Group discussions.
- Coaching-supported implementation of Personal application projects (PAPs).

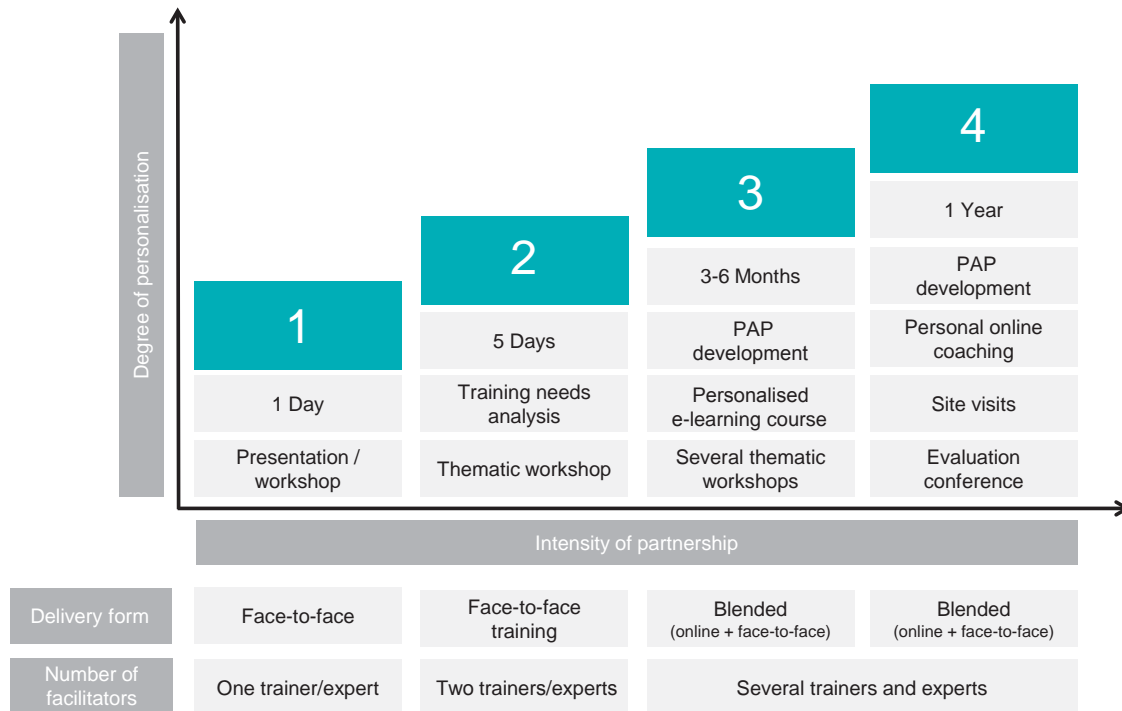
Our programmes are unique as they combine knowledge acquisition and the coaching-supported implementation of the newly learned concepts and instruments in the participants' own context. Rather than rushing over content in a short course, our programmes are designed to be combined over a longer period of time, including attendance periods in the participants' home country and in Germany – giving participants the time and space it takes to truly develop the competencies needed in their day-to-day business whilst also being able to experience the German business and leisure culture.



## Programme example

Our customized programmes provide unique learning experiences by first identifying individual learning needs and second addressing these needs by the target-specific development of competencies and solutions. Our approach to use Personal Application Projects (PAPs) during the course ensures that our participants do not only acquire new knowledge,

but also develop lasting competencies by implementing the newly learned concepts and methods in their daily work. The following figure highlights our approach on modular courses and programmes. The degree of personalization increases with the length of the programme.





## About us

Münster University of Applied Sciences (short MUAS) is a much valued, innovative partner – not only in the region and throughout Germany, but also at the international level. Its strength lies in the diversity of its offerings. Backed by a network of strategic partners, it is continually consolidating its leading position by committing itself to providing education, knowledge and research transfer on a long-term basis. Based in the Westphalian city of Münster with a second campus in Steinfurt, MUAS has a student enrolment of nearly 14,000, making it one of the largest public universities of applied sciences in Germany. It has twelve faculties and two central scientific units.

## References

MUAS has a long history of providing further education on university transfer around the world.



## Key awards & achievements

- Leading position among all German universities of applied sciences in terms of third party acquisition.
- The university was awarded as one of the top 5 German Universities for university-industry knowledge exchange by the German Federal Ministry of Education and Research.
- The university received system accreditation (2011-2018), meaning that it is allowed to accredit new study courses itself (no programme accreditation necessary).
- The university received the European quality seal of the DAAD for its international office.

“The course ‘Knowledge and Technology Transfer and Science Marketing’ at Münster University of Applied Sciences, helped me to think in markets and beyond my own institution and role as an academic. The visits to the technology park and to the transfer agency in Münster helped me to bring new models to be adapted to our region.” **José Luis Antón de la Concha, Vice rector of Research Universidad Autónoma del Estado de Hidalgo, Mexico**

“I like to express my sincere compliment for a successful event at such a high level. Many new impressions and knowledge are the result, next to the ‘networkers syndrome’ that you get to know great people.” **Christian Bruch, Manager Networking & Innovation, SGL CARBON GmbH, Germany**

Further information on our  
professional development programmes

[www.fh-muenster.de/pdp](http://www.fh-muenster.de/pdp)

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# Professional Development on Quality Management

Tailor-made programmes delivered by a  
high profile German university

## About our programmes

With universities being more and more expected to contribute to regional development and society in general, quality management has become a central issue in academic institutions worldwide. In order to address this issue, Münster University of Applied Sciences (MUAS) in Germany creates and delivers tailored professional development programmes supporting organisations around the globe in developing the required competencies for creating a reliable and powerful quality management.



## The right environment

- Münster, Germany, a place known for science and regional strength with Münster University of Applied Sciences playing a key role in the region.
- Integration of trainers from units which are widely known for their exceptional performance in their respective field.
- A professional development programme integrating external visits within our network.

Our programmes are unique as they combine knowledge acquisition and the coaching-supported implementation of the newly learned concepts and instruments in the participants' own context. One of the key factors in our trainings is the concept of „learning by doing“ and imparting knowledge by looking at lessons learned and practical experiences we have made. Additionally we use peer coaching in small groups to best match your own work environment and learnings from the past.

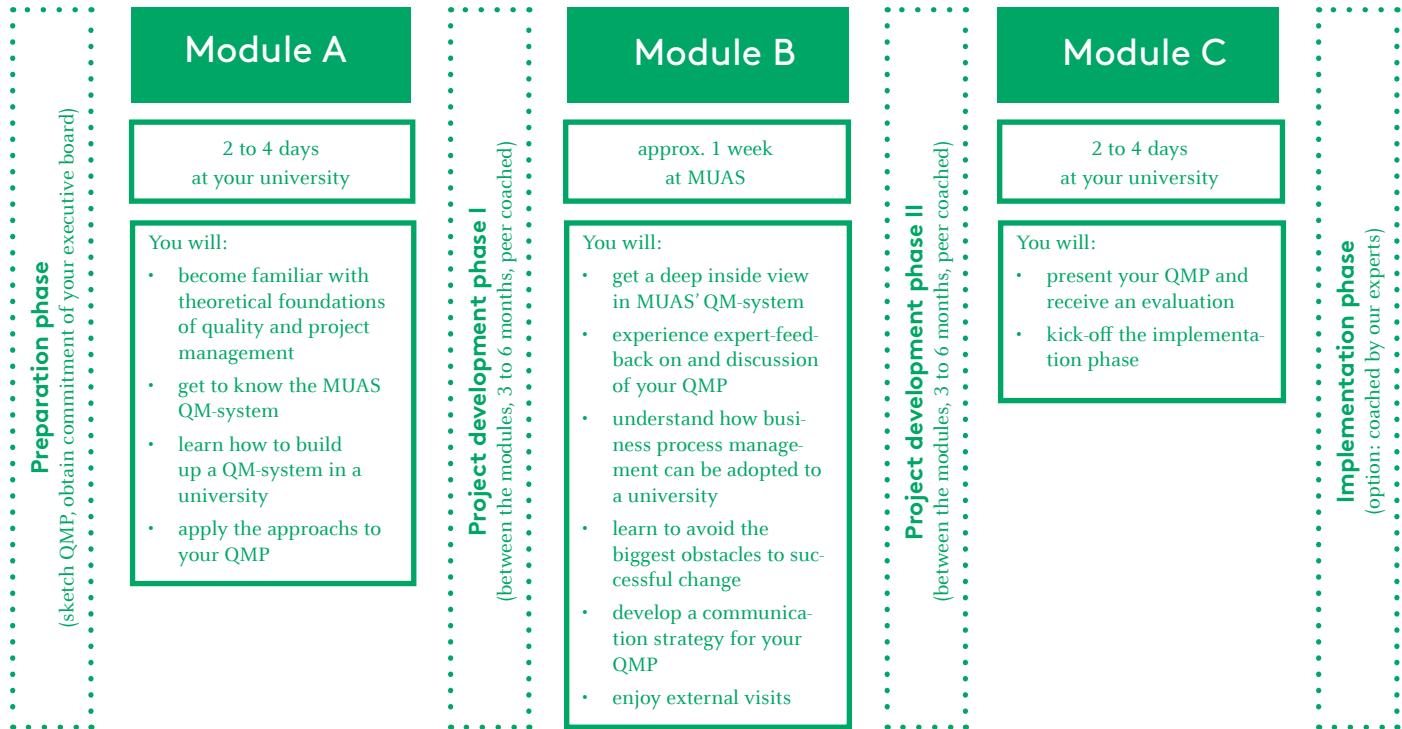
Rather than rushing over content in a short course, our programmes are designed modularly: Our customers can choose from a variety of modules. All services can be combined over a longer period of time, including attendance periods in the participants' home country and in Germany – giving participants the time and space it takes to truly develop the competencies needed in their day-to-day business.



# Programme Example

Our customized programmes provide unique learning experiences by first identifying individual learning needs and second addressing these needs by the target-specific development of competencies and solutions. Our approach to work with quality management projects (QMP) – derived directly

from ventures of your university – ensures that you do not only acquire new knowledge, but also develop lasting competencies to implement newly learned concepts and methods in your quality management system. The following figure highlights our approach on modular courses.



## Programme characteristics

We design our programmes to create the highest value for our participants, with some of the key features being:



Clear focus on practice



Quality Management Projects (QMPs)



Competence-based learning



Continuous support through coaching



Group work & peer coaching



Site visits



## Participant benefits

Our programme participants experience new perspectives on quality management and how a professional process management can help to exploit the full potential of your university. Having successfully passed the programme, participants are ready for implementing more complex and strategic quality management projects in their home institution.

- **Developing new competencies**, both subject specific as well as transversal ones.
- **Taking home new tools and methods** that have been successfully used in similar settings.

- **Implementing change** at their home institution through the development of an individual QMP, supported by continuous coaching.
- **Experiencing new perspectives** being exposed to new environments and key thought leaders in the field.
- **Making new contacts** through group work and continuous exchange between participants, trainers and external experts.

## About us

Münster University of Applied Sciences (short MUAS) is a much valued, innovative partner – not only in the region and throughout Germany, but also at the international level. Based in the Westphalian city of Münster with a second campus in Steinfurt, MUAS has a student enrolment of nearly 14,000 (as of winter semester 2015/2016), making it one of the largest public universities of applied sciences in Germany.

Quality is key to our strategic development and at the core of our acting:

Quality sets the standards for our teaching, with a wide range of programmes consistent with the needs of the market. Quality is the foundation for outstanding research success – we have one of the highest rates of external funding at any German university of applied sciences. And quality is the hallmark of a finely tuned system of internal resource management.

Taken together, these quality attributes shape the image of our modern, high-performance and customer-oriented university. We succeeded to establish a culture of quality at our university to further strengthen our approach on competence-based teaching. This led to a clear profile within the market – not only in Germany but worldwide.

## Key awards & achievements

- The university's quality management was awarded as one of the top 4 concepts in Germany by the German Stifterverband and Heinz Nixdorf Foundation in 2008.
- The university received system accreditation (2011-2018) as the first university of applied sciences in Germany, meaning that it is allowed to accredit new study courses itself (no programme accreditation necessary).
- The university received the European quality seal of the DAAD for its international office in 2009.
- The university was awarded as one of the top 5 German Universities for university-industry knowledge exchange by the German Federal Ministry of Education and Research in 2007.

**Further information on our  
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