

CASE STUDY STRATEGIC PARTNERSHIPS

COLLABORATION BETWEEN DEUTSCHE BAHN (DB) AND INTERNATIONAL UNIVERSITY OF APPLIED SCIENCES (IU)

DB UNIVERSITY BACHELOR'S PROGRAMME

The Bachelor's programme of Deutsche Bahn (DB) and the International University of Applied Sciences (IU) offers a combination of theory and practice.

Deutsche Bahn is one of the largest companies in Europe, with around 338,000 employees worldwide and 211,000 of them in Germany. As an attractive employer, DB promotes talents in order to be able to meet the constantly growing demand for qualified specialists within its own ranks as well. At the same time, there is a growing desire among employees for further training and development opportunities. For this reason, the company has been offering Group-wide programmes and individual or business unit-specific training opportunities for several years. In addition, a job-specific bachelor's programme has been in place since 2021 to offer motivated DB Group specialists the opportunity to obtain an academic degree - even without the university-entrance diploma from school.

Together with Deutsche Bahn, IU has developed a programme that combines theory and practice. In addition to studying at IU, students complete a practical project in their direct work environment and attend five training modules at the company's internal training provider DB Training, Learning & Consulting, which are aligned with DB's "Strong Rail" strategy. Through the recognition of these components by the IU, students can have 10 ECTS points credited to them, which they do not have to complete as academic work. Furthermore, certain contents of vocational training can also be credited as ECTS points.

A special focus is placed on select fields of study, such as IT & Technology, Business & Management, Construction & Architecture and New Work. The courses are geared towards flexible and self-directed e-learning and prompt application of what has been learned in everyday working life.

The participants are supported in their theoretical studies and practical application by DB University study guidance, various networking opportunities and classroom formats on the part of Deutsche Bahn, as well as by professors and tutors from IU.



We believe in tailor-made education and optimally align our study programmes with the needs of our students and corporate partners. In doing so, we enable more people to develop personally through innovative learning formats.

Dr. Sven Schütt, IU CEO

THE ADVANTAGES OF STUDYING AT IU:

There are no time restrictions and the students are not tied to a certain location. At the same time there are time lower tuition costs compared to other education providers due to the digital scalability of the programmes. Re- and up-skilling thus become possible in a time- and cost-efficient manner, and employee satisfaction and retention increase.

At DB, we believe in an inclusive learning ecosystem and want to address an important target group in the DB Group with the Bachelor's programme - motivated professionals who want to develop themselves further. The combination of theory and practice, coupled with self-directed learning, is a crucial factor for success. We are pleased to be able to offer this innovative programme together with the IU.

Melanie Krüger, Head of Strategic Human Resources Development and Junior Staff Principles (HDN) at DB



The pilot project of the "DB University" by Deutsche Bahn and IU was awarded the Brandon Hall Group HCM Excellence Silver Award in 2021, which is presented by the US market research company Brandon Hall Group in several categories from the fields of human resources and technology.

The further education programme "DB University - Strong Students for a Strong Railway System" was awarded in the category Best Strategy for a Corporate Learning University.