



ZiTA

University of Applied Sciences

Hochschule für
Wirtschaft und Soziales
Berlin i.Gr.

University of Applied Sciences for Economics and Social Affairs in the process of being founded

Concept

(1) OFF TO NEW HORIZONS

Germany has become a Global Country, a country comprising different ethnicities, worldviews, religions, cultures and languages. Many problems? Certainly! Many chances? Of course! As an international university, ZiTA wants to use this diversity to advantage. ZiTA is established as a World Citizen Campus and will support students to take on domestic and international problems and challenges evolving through processes of migration and globalisation. We educate locally and internationally-based specialists and leaders as well as encourage our students to open up regional and international markets through entrepreneurship.

(2) WHAT IS SPECIAL AT ZiTA

Economics and Social Affairs

We are convinced: Professionals working in social fields should develop entrepreneurial skills and be trained in basic economics. Vice versa, companies need to adopt more social skills and responsibility. Both fields should not be conceived of as separated from each other but contribute in their interaction to society's benefit.

Domestic and international students

We will admit domestic and international students, as well as refugees. ZiTA aims to integrate them into an intercultural community. We are convinced that this interplay of diverse cultural experiences and skills has the potential to overcome social, economic, technological and ecological challenges by applying innovative entrepreneurship.

Tailor-made Professionalization

We respond to social needs in Germany by training managers for supporting elderly care as well as specialists and leaders in the area of intercultural pedagogy during early childhood based on the situational approach. With the occupational title of *Community Health Managers*, these graduates can become self-employed with a start-up or find in hospitals, care facilities, administration and corporations. Likewise there is a need for specialists of intercultural qualification as well as pedagogical managers and trainers, positions which can be combined with social entrepreneurial initiatives.

Both cross-generational and intercultural inclusion must be promoted more than ever in Germany. ZiTA wants to educate students to act as socially and culturally skilled mediators during the integration process in social (public) spheres affected by migration, both in large businesses and state institutions. In addition we encourage students to participate in the reconstruction of civil society in their war-torn countries of origin.

In addition we offer German language courses for non-native speakers, again focused the real-life conditions.

Promoting Entrepreneurship

„Take a problem and turn it into an entrepreneurial idea.“ (Günter Faltin / Jürgen Zimmer in „Reichtum von unten“). ZiTA will support students wishing to create employment facilities for themselves and others both in Germany and globally, using innovative entrepreneurship. ZiTA will accompany start-ups in order to enable their longterm success. The development and realization of a convincing entrepreneurial idea is thereby key. We will therefore cooperate closely with Professor Faltin’s Entrepreneurship Campus. Small study groups composed of experienced businesses and open to all students, will communicate expert knowledge in economics and assist in realizing entrepreneurial ideas.

Contemplation and Action

ZiTA is a theory-led and practice-oriented entity offering its educational potential in locations where the very processes of integration are evolving. ZiTA applies the situational approach while merging

the situational analyses with both practical intervention and development based on the action research approach.

Team building

We favour teams consisting of both students and teachers working on immediate problems and their solutions by building on scientific knowledge. The curriculum is based on projects with immediate relevance.

Our offered IT-training is organized accordingly.

Curriculum

The curriculum shall be developed in modules according to the relevant sciences such as Economics, Sociology, Political Science and Pedagogy. It will also be shaped by dialogues with qualified individuals and practice-oriented communities and institutions who are capable of providing information on key problems of social issues. In addition, we focus on a variety of methodical approaches and will draw on qualitative interviews, quantifiable surveys, participant observations as well as on established round-tables.

Students and teachers will work on the curriculum on their own.

(3) ZiTA'S STRUCTURE

Extracurricular Studies

Basic skills will be imparted from the beginning. Students are expected to become at first generalists possessing with just an overall knowledge of „migration“ generally before becoming specialists in a defined field.

Departments

ZiTA offers three course programs integrated into two departments. These courses are:

A - Department of Inclusion and Professionalization

Course: Community Health Management

Course: Community Education

B - Department of Integration Management

Course: Community Diversity Management

A - Department of Inclusion and Professionalization

In this department at ZiTA, two courses are offered both serving the training of socio-pedagogically qualified managers and responding to pressing human resources requirements in society.

Community Health Management

There are 15.000 qualified nurses lacking in Germany. In addition there is a lack of managers and trainers who teach the care and support of the elderly in a multifaceted way. ZiTA will emphasize innovative features during the qualification of experts: that is, not only does nursing gain center-stage but also its pedagogical design. This new occupational profile receives credit by merging managerial dimensions with communicative, social, psychological and creative skills. Building up a community network engaged in conceiving innovative ideas on living space is to be an important subject of this profile. The entrepreneurial dimension can, for instance, be operationalized by implementing cross-generational services for employee's family members.

We will support students' „diversity competence” as an increasing number of all German inhabitants come from different cultural backgrounds.

Community Education

The situational approach has become the principal concept for daycare centres in Germany after the 1970s and is the pedagogical standard of quality at university level. It's time to catch up to the pedagogical training in other countries. There are, moreover, many inquiries from newly industrialized countries used on how to apply the situational approach when accompanied by an expansion of preschool education and literacy.

At the heart of the course will be a realistic training of the situational approach for both the elementary and other field of education as well as culturally balanced adaptations. These multipliers of the situational approach will also be fostered by diversity and management components and will qualify to launch start-ups, organize self-employment and engage in collaborations with further initiatives. Graduates will have the opportunity to start attractive careers on national and international levels and implement social entrepreneurial initiatives.

B - Department of Integration Management

Community Diversity Management

This department focuses on structuring and managing the integration process in Germany. An additional area of focus is the preparation to return to countries of origin with the emphasis on development and reconstruction.

As far as Germany is concerned, the main objective is to qualify professionals with and without an experience of migration, to become capable of moderating the integration process in different social fields, such as large companies, foundations, non-profit associations. They will, furthermore be able to contribute to international institutions such as the Technisches Hilfswerk and the Gesellschaft für

Internationale Zusammenarbeit. In the light of ongoing global migration processes and the recent increased immigration into Germany professionals are needed who are able to promote inclusion on a national and international level merging social and entrepreneurial spheres.

Regarding the countries of origin individuals shall be supported who can contribute competently both to the reconstruction of war-torn regions and to the development of civil society.

The course program in this section is divided into key issues. Students may choose between a number of projects which take theory-driven situation analyses and which result in improved interventions in practice.

Centers of Excellence

The Centers of Excellence are practice-driven encounters for learning and application aimed at preparing start-up formations. They provide required free zones in order to turn entrepreneurial ideas into promising business concepts, to test them in practice and subsequently enter the market. *Business Coaching* shall design success and prevent entrepreneurs finalizing the concept before it has been fully thought through and then entering the market too quickly. These business corporations may then themselves benefit from innovative entrepreneurs.

(4) DEGREES

Students of the three course programs graduate with a **Bachelor of Arts (B.A.)** degree after three years, which include the extracurricular studies.

ZiTA aims at establishing a Master's course.

The Centers of Excellence strive for the setting up of businesses. The departments and Centers are closely linked.

Students who wish to be trained over shorter periods may be awarded certificates.

(5) STUDENT FINANCE

Tuition fees shall be advanced in case of need on loan by third parties. Reimbursement will be agreed according to individual means.

In addition a program of Federal Training Assistance funds (BAföG) and scholarships shall be established for students without financial resources.

Additional funds shall be acquired for refugees who want to study.

(6) FUNDING ZiTA

It is aimed at combining German, European, and non-European funds, including donors from the Arab region. It is expected that all donors act in accordance with the Basic Law of the Federal Republic of Germany.

THREE REASONS WHY I RECOMMEND STUDYING AT ZiTA:

(1) Ivan Illich said, ... that most intensive learning does not take place through instruction but by unrestricted participation in relevant environment. We see students out of the ivory tower and confront them with challenging realities. Learning becomes an adventure, even for teachers who in turn at times become co-learners.

(2) ZiTA takes place in Berlin, Germany, and all around the world. We think and act beyond borders.

(3) We prefer difference rather than standardization: ZiTA builds on the social and entrepreneurial opportunities which emerge through diversity.

Prof. em. Dr. Jürgen Zimmer