

“Win³ through International Work Placements”

*HE Institutions
Students & Graduates
Companies*

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- “Competence” = proven ability to use *Knowledge*, individual and social *Skills* (potential) & *Attitudes* in professional situations and personal development contexts

Competence
(Head, Hands & Heart)

Knowledge
(cognitive)

- Topic-/Subject-Competence, Knowledge Management
- Business Etiquette (‘Corporate’ Culture)
- Countries (‘National’ Culture)



Attitude
(affective, initiative)

Skills
(reasoning & doing/applying)

- Flexibility & Diversity
- Tolerance, Social & Civic orientation (Team spirit)
- Initiative (result-driven)
- Awareness & Self-reflexion, Self-confidence

- Language(s)
- Analytical & Problem-solving (methodical, interdisciplinary, learning to learn)
- ICT (digital)
- (Self-)Presentation



Stakeholder

Benefits

Students

*Employees or
Self-Employed*

Great 'Humans'
(Students & Grads) to
Work with

University (HEI)

*Competence & Employability
Facilitator*

Great Place to Study

Enterprise

Employer Branding

Great Place to Work®

Quality Assurance : *U-S-E* Benefits + `Added Value` (Stakeholders)

University of Applied Sciences/HEI

Image factor (IMC UAS a reliable and sustainable provider of valuable/`applicable` professional education)

`Fringe`/corollary benefit: Cooperation with industry partners (e.g. applied research projects)

Students/Trainees/Alumni

Skills (problem analysis + solutions/result-orientation, implementation of `theoretical` knowledge, professional use of management tools,...)

`Maturity` (positive attitude, self-confidence, `personality training` ...)

Inter-cultural *`awareness/fitness`* (sensitivity, languages, mobility driven,...)

Enterprises + Students/Trainees

Employability (enhancement) and high rate of job offers directly resulting from performance in companies;

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