



Université Européenne d'été de la Recherche et des Innovations
pour apprendre tout au long de la vie

La dimension contributive de l'entreprise à l'apprendre tout au long de la vie

Bachelor and Master in Staff Development – Contribution to professional qualification

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Carrefour 1

1. Organisation and name

Organisation : **Suedwestmetall – The Baden-Wuerttemberg Employers' Association of the Metal and Electrical Industry**

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2. Theme of the contribution

Bachelor and Master in Staff Development - contribution to professional qualification

3. Presentation and summary of the contribution

- a. Elements of context (framework – public – problematic)

1.) About the metal and electrical industry in Baden-Wuerttemberg

The metal and electrical industry of Baden-Wuerttemberg generates a turnover of more than 200 billion Euros a year (2010) in approx. 5,000 establishments with a total of over 880,000 employees. The companies generate most of this turnover by manufacturing capital goods. More than a half of products and services are exported.

The metal and electrical industry is largely made up of small and medium-sized enterprises. Over two thirds of the companies employ fewer than 100 staff; only six percent have a workforce of over 500. The largest sectors are mechanical engineering, the automotive industry, electrical engineering, metalworking and the precision mechanics/optics/clockssector.

The decisive factor determining the strong position of metal and electrical companies in the world market is their high level of productivity, continuous innovations and well-qualified staff. The metal and electrical industry is characterized by networks of suppliers and producers of different sizes from different sectors – and sometimes located in different countries. German metal and electrical companies have holdings in over 4000 companies abroad employing approx. 1.3 million employees. Spreading the value chain worldwide secures competitive advantages, which also benefit the German locations.

2.) About Suedwestmetall

Suedwestmetall – The Baden-Wuerttemberg Employers' Association of the Metal and Electrical Industry – is one of Germany's largest employer federations. It represents the tariff and socio-political interests of more than a thousand member organisations with around 500,000 employees in large, medium sized and small businesses. More than 80 percent of the member organisations have less than 500 employees.

Suedwestmetall has its headquarters in Stuttgart, and with 13 regional groups is present in all regions of Baden-Wuerttemberg. This decentralised organisation guarantees not only an optimal local support for the companies but also a functional representation of regional interests at state and government level.

Being an affiliation of companies we are no ordinary provider but rather a coordinator of the common interests of organisations. Our aim is to maintain a leading position in international competition whilst ensuring economic and social benefits for qualified employees.

Suedwestmetall represents organisations concerning the topics and issues in the companies, not only trade unions, politics and administration but also in public discussions. Our core competence lies in the structuring of working conditions through labour agreements, and in supporting companies with their implementation.

3.) Bachelor and Master in Staff Development - contribution to professional qualification

The new study structure of Bachelor and Master has changed the necessary development a young (and now even younger) Graduate is facing within a company. Younger Graduates do have the potential to be developed nearer to the practical experience in a company than before. This new structure, which is welcomed by the Employers, generates some questions which I would like to address in my input:

- 1.) How do we react on the new profile of a younger, less experienced, but qualified and international educated Graduate?
- 2.) What are the specific strengths and weaknesses of Bachelor and Master-Graduates?
- 3.) How do we have to change our employee retention strategy?
- 4.) How do we develop a culture of life long learning?
- 5.) What steps are necessary to develop an attractive path to Masterstudies for adequate candidates?
- 6.) What are the expectations of Bachelors concerning their personal development?
- 7.) What are the values young Graduates are looking for – regardless of whether they are Bachelor, Master or Diploma?
- 8.) How do we enable more dual studies in order to gain an education which is enriched by more practical experiences?

All questions and approaches concern the three main issues: **Recruiting, Development and Retention.**

I am going to tackle three issues in a brief input:

- 1.) **Bachelor and Master in Staff Development - contribution to professional qualification:** practical examples
- 2.) **How do companies support their staff** – a study from the Cologne Institute for Economic Research
- 3.) **Generating demand vs. subsidizing supply:** The Office “*Academy and Business*” works towards more higher education in Baden-Württemberg