Our Goals for the Future
Structural and development plan 2017 to 2021
Dear readers,

Reutlingen University’s structural and development plan for 2017–2021 has been developed over two years. We involved everyone in the process – professors, staff at the five Schools, the administration and other university institutions. This broad input from across the university gives this plan the strength of many important perspectives and will help make Reutlingen University fit for future challenges.

We used several different methods to ensure transparency and to keep all our employees informed about the structural and development plan process. This new plan ensures that in the future we can continue to be a successful and widely-recognized university of applied sciences in Baden-Württemberg, in Germany, and in the world.

This means we’re setting some ambitious goals for the coming years – goals which are well worth pursuing.

To achieve some of them, we will seek support from the state government.

On behalf of the University Executive, I extend my heartfelt thanks to all those who have invested their time and ideas in the formulation of the structural and development plan 2017–2021. It shows that communication, along with transparent and integrative action, can advance an organization towards an even brighter future.

Yours sincerely,

Professor Dr. Hendrik Brumme
President, Reutlingen University
Reutlingen University is one of the leading German universities of applied sciences, with programmes in engineering, business, design, informatics, and chemistry, as well as interdisciplinary degree programmes.

We offer courses at both the bachelor’s and postgraduate levels as well as advanced professional training.

Reutlingen University has been highly ranked in its strongest areas for a number of years. When it comes to teaching, all our Schools and their programmes are among the best-placed in German national rankings.

We are also highly placed in the international U-Multirank index. In the state of Baden-Württemberg, Reutlingen consistently ranks among the leading universities of applied sciences in research achievement (measured by research funding and academic publications).

According to the Association for the Promotion of Science and Humanities in Germany, we also score highly on the number of new companies established by our researchers and students. We also rank highly on measures of internationality. Students make use of our more than 180 international partnerships for study abroad – or they gather international experience on campus by meeting people from more than 100 different nations here.
Mission

Our mission covers four main areas:
1. Strengthening business by turning out top executives and specialists – for both the German and the international labour market
2. Strengthening business via applied research, innovation transfer and consulting
3. Reinforcement of social development by stimulating innovative start-ups and addressing future-oriented issues
4. Further development of Reutlingen University as an attractive employer
Reutlingen University is among Germany’s most respected universities of applied sciences and enjoys a very good reputation internationally. Our graduates are keenly sought by business and industry; our researchers reinforce businesses with knowledge transfer and applied research. The university itself is a leader in the development of the higher education landscape.
Our Goals

Teaching and learning
Rethinking, teaching and learning: Our measures include encouraging students to study independently and to regulate their studies as needed over the course of their degree programme, while undergoing a paradigm shift from a culture of teaching to one of student-centred academic endeavour. Our development and expansion of courses take into account students’ individual needs and requirements.

- We encourage value-oriented teaching and learning
- Further promoting technology-supported learning and teaching
- Quality development: Expansion of the university-wide quality management system for academic affairs

Advanced Professional Training
- Increase turnover across our professional training activities up to 6 million euros
- Establish internationality in our advanced professional training programmes
- Participation of all our Schools in the future growth of advanced professional training programmes
- Improve our advanced professional training marketing for coordinated external communication and to raise the profile of Reutlingen University
Research

- Continuation of the bonus system for research achievement
- Expansion of the research networks both within the university and outside of it
- Establishment of doctoral programmes at the university
- Further promotion of research growth
- Further development of our teaching and research centres and greater transparency with the goal of defining and comparing the internal processes at the centres

- Definition of the framework for the employment of mid-level academics in teaching
- Funding of research in Economics and Informatics in the expectation of improved conditions for research in these subjects
- Greater support for knowledge transfer at Reutlingen University
Entrepreneurship and Start-ups

- Provision of curricular and non-curricular services in the area of entrepreneurship
- Establishment of an “entrepreneurs’ house” to create the necessary infrastructure for students seeking to start their own businesses
- Start-up support: Expanding our consultation network and mentoring programmes for students interested in starting a business
- Expansion of interdisciplinarity and knowledge networking as necessary measures for generating creative and innovative start-up ideas
- Foundation of training companies to help students establish real ones
- Holding events for entrepreneurs and businesspeople
Internationality

- Further develop international curricula and language options, also to further promote our Internationalisation@home
- Dissemination: Further raising our internationality profile externally
- Development towards an intercultural and bilingual campus
- Expansion of our international research and teaching associations
- Attracting a higher proportion of students, employees, and teaching staff from abroad to Reutlingen University
Digitization

- Responding to the digital experience of our target groups, developing digital communications and contact strategies
- Digitization of core processes, in particular by introducing a Campus Management System
- Building up digitization competence – for students, employees, and professors
- Construction of a digital learning platform
- Development of a campus app and mobile management

Organizational Development and Systematic Guidance

- Setting out the structural organization of the university, schools, and units: Definition in organization diagrams and plans
- Setting out the procedural organization of the university, schools, and units: Ensuring transparency in existing organizational goals, rules, analysis, and future development [in line with legal requirements]
- Further development of systematic guidance: Implementation of performance reviews in all units of the university and introduction of collegial management
- Further development of system of incentives for university employees
Service
- Promoting and expanding our range of services
- Standardization of processes

Diversity
- Introduction of diversity management at the Reutlingen University
- Increasing diversity by making our programmes attractive to a wider target audience
- Enabling refugees who meet the academic requirements to begin studies
Conclusion

Our excellent teaching, practical research, innovation transfer, and support for business start-ups benefit not only our students as they launch their careers – all this is a boon for businesses as well; we, as a university of applied sciences, are a reliable partner in the training of managers, in research and development, and in innovation transfer. The structural and development plan 2017–2021 sets out goals which will ensure that we will remain an important factor for the region and its economy. At the same time, we are taking steps to ensure our reputation as a university of applied sciences will continue to grow across Germany and internationally.
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