



Business Education at the Otto-Friedrich-University Bamberg

Opening session – ASSET Members Introduction
20 February 2018



Erasmus+ Capacity Building in the Field
of Higher Education



Otto-Friedrich-University Bamberg



Some facts

- Founded in 1647
- Number of students (WS 2016/2017): 13.277
- Faculties
 - Humanities
 - **Social Sciences, Economics, and Business Administration**
 - Human Sciences and Education
 - Information Systems and Applied Computer Sciences

Mission statement

- Regionally rooted
- Internationally connected
- Academically distinguished

Certificates

- Family-friendly university
- Audit „Internationalisation of Universities“
- Partner University of High-performance Sports



Otto-Friedrich-University Bamberg – Chair of Business Education



Definition of business education

- Business Education relates to the learning and teaching at school and in companies in the occupational field of Business and Administration, both in the initial vocational and the lifelong training (Achtenhagen 2007).

Some facts

- Institution of Business Education in Bamberg founded in 1999
- Faculty: Social Sciences, Economics, and Business Administration
- The number of students in Master Wirtschaftspädagogik (WS 2016/17): approximately 200
- Represented by Prof. Dr. Manuel Förster, Prof. Dr. Karin Heinrichs, Prof. Dr. Karl-Heinz Gerholz and their colleagues

Research culture

Interface between the university research of practice-relevant problems and the determination of the practical suitability of research results

Degree in Business Education:

Our students obtain a dual qualification to start their career as teachers or within a company (“Poly valency“)



Otto-Friedrich-University Bamberg – ASSET-Team



Prof. Dr. Manuel Förster

Prof. Dr. Karin Heinrichs

**Julian Klaus,
M. Sc. WiPäd**

**Andreas Kraitzek,
M. Sc. WiPäd**

**Simone Ziegler,
M. Sc. WiPäd**

**Professor of Business
Education**

**Professor of Business
Education**

Research Assistant

Research Assistant

Research Assistant

Research interest

- Modelling and measurement of economic-pedagogical and scientific competence(s) and knowledge stocks
- Teaching and learning research with new media
- Implementation of innovation and reform at vocational schools
- Teacher skills and professionalization methods of empirical educational research
- Heterogeneity in vocational education and training (including refugee education)
- Moral action in economic, vocational and teaching-learning contexts
- Entrepreneurship Education
- professional transitions over the life span
- Nonviolent communication in schools and companies
- Development and evaluation of economic and vocational educational interventions
- Social interaction in learning groups
- stress, strain and coping in school, education and occupation
- Relationships between teachers and students