

Germany – University of Applied Sciences Zwickau: Faculty of Economics and Business Sciences

Established in 1897, the University of Applied Sciences Zwickau (WHZ) is a public vocational university located in Zwickau, Germany, and offers Bachelor, Master and traditional German diploma degrees in the core areas economics, technology and quality of life.

Student numbers

More than 100 thousand students	20-100 thousand students	1-20 thousand students	No data
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Core Funding



Qualifications offered

Vocational qualification (ISCED 3-4)	Master's degree or equivalent (ISCED 7)
Associate degree or equivalent (ISCED 5)	Doctoral degree or equivalent (ISCED 8)
Undergraduate degree or equivalent (ISCED 6)	Informal recognition (e.g. badges)
No formal/non-formal credits or qualifications / independent study	Other

Subjects offered

Generic programmes and qualifications	Information and communication technologies
Education	Engineering
Arts and humanities	Agriculture & veterinary
Social sciences, journalism and information	Health and welfare
Business, administration and law	Security, transport, hygiene and public health services
Natural sciences, mathematics and statistics	Other

Organisation of learning provision

Primarily campus provision	Primarily distance learning provision (correspondence)	Primarily online provision
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Technology-enhanced learning elements

Massive Open Online Course (MOOC)	Virtual Learning Environment (VLE)
Open Educational Resources (OER)	Wikis
Digital Badging	Videoconference
Learning Analytics	Teleconference
Artificial Intelligence	Learning Management System (LMS)
E-Portfolios	Mobile Learning
Blogging and micro-blogging	Bring Your Own Device (BYOD)
Social Media	Online Assessment
Other	

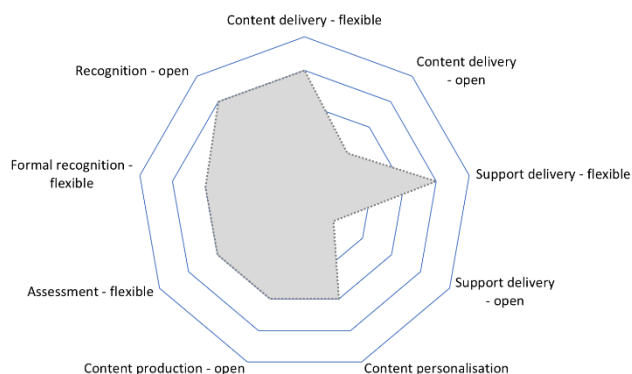
TEL Strategy

Strategy development is currently under review.

OOFAT Model

Interpretation: The closer the line moves towards the centre, the more fixed and institution-specific the approach taken by the institution. The further from the centre, the more flexible and open the approach.

OOFAT for multiple projects



OOFAT Model: Additional Information

Content

Partial use of open licenses and/or openly licensed materials.

Delivery

Access to content via LMS / Learning Platform. Support through coaching.

Recognition

Serial and incremental assessments.

Business Model

Entrepreneurial model

Defender-related characteristics versus Prospector-related characteristics

	Profitability / sustainability
	Networks
	Competitive advantage
	Value chain
	Communication channels
	Target group
	Products / services

Business Model: Additional Information

The business model focuses on using digital technologies to reach new markets via non-traditional channels using new and innovative products and services.