

## COOPERATIVE STUDY PROGRAMS IN GERMANY

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HMKW University of Applied Sciences for Media, Communication and Management is the only university of applied sciences in Germany that offers a cooperative, practical training-integrated bachelor program, which was specifically developed for media studies. Within four years, this study program leads you to an associate degree in association with the German chamber of industry and commerce (IHK), as well as a bachelor's degree.

These five bachelor programs are offered as a cooperative study form as well:

- Digital Marketing and E-Commerce (dual)
- Graphic Design and Visual Communication (dual)
- Journalism and Corporate Communication (dual)
- Media and Event Management (dual)
- Media and Business Psychology (dual)

The cooperative study form consists of eight semesters, which are parted into both practical training-integrated and theoretical phases. During the training-integrated phases, the students gain intensive and comprehensive hands-on experience. With their theoretical knowledge and practically applied skills, these students then take their exam with the IHK after seven semesters. When passed, the students get an associated degree while writing their bachelor thesis at the HMKW, as:

- Digital Media Designer
- Audio-Visual Designer
- Management Assistant for Marketing Communication, optional:

Management Assistant for Event Organization

- Management Assistant in E-Commerce

Besides a certificated associated degree, students attending the cooperative studies gain a great deal of experience for their future job fields while still in college. This gives them excellent conditions for their start in day-to-day working life. The economy is always looking for young people with academic and practical professional competencies.

The interface between theory and practical experience is one of the biggest challenges that our young generation has to face in their everyday working life.

Another bright example of successful cooperative study is DHBW (Baden-Wuerttemberg Cooperative State University). Here we would like to focus on recruiting students for cooperative studies.

First of all, to become an *industrial partner* of the university, a company has to fulfill several *requirements*:

- the company has to apply to become an industrial partner with a formal application and a short company presentation (guidelines „appraisal for aptitude“)

- the application shall be made for each study subject separately

- the company has to name one responsible person for the dual education which will keep close contact both with the students and the university; the qualification of that person should at least equal or better exceed the qualification which the students will acquire (e.g. Bachelor or Master)

- this person will participate in regular meetings of the education responsables of all partner companies for the corresponding study subject these will be held at the university, e.g. once or twice a year

- the company can assign the detailed coaching of the students during the practical phases to other persons which are specialists in those departments where the corresponding work during that phase is to be performed (e.g. R&D, production, sales, marketing, QA, ...)

- the company has to provide suitable subject-matters for the extended study phases and the bachelor work

The *industrial partner* is fully responsible for the selection of its students:

- the company has to submit the number of students it intends to delegate to the Cooperative University for each study subject, for which it has been approved;

this announcement should be made sufficiently in advance

- the company takes suitable measures of advertisement, „open-doors days“ etc. to contact prospective school graduates

- it is in the company's own best interest to have an effective selection process which lets her win the best possible candidates for the cooperative study

- an individual educational contract is concluded exclusively between the company and the every student

- the first practical phase at the beginning of semester 1 should comprise

- overall presentation of the company, its products, markets, production sites, internal structures etc.

- a thorough safety instruction

- training on very basic manual competencies (eg. drilling, filing for Mechanical Engineering)

The *industrial partner* is further responsible for :

- drawing up a *suitable schedule for the workplace training phases*

→ make sure that the students are taught appropriate skills and gain the workplace experience necessary to achieve the goals defined in the general regulations for those practical phases

- consequently sticking to these schedules and not to misuse the student's time just to increase the capacity of their daily production or administrative work

- to pay the student the *monthly remuneration fee* agreed upon in the contract
- if possible, the company will enable qualified employees to be part of the examination boards of the university
- companies are invited to encourage qualified employees to participate in lecturing at the university site during the theoretical phases  
→ make sure that the lectures comprise topics of *practical relevance*
- this may in particular include employees after their retirement from the company

The cooperative study program optimizes the combination of integrated-job training and academic learning, giving a maximum number of chances for a successful career entry. It combines the most important components of successful occupational and academic training: creative thinking and practical perfection.

#### References:

1. K. Beck, G. Kabisch. Recruiting Students for Cooperative Studies, July 2019.
2. <https://www.hmkw.de/en/study/cooperative-study-programs/>

## **INCREASING PUPIL’S MOTIVATION AT SCHOOL IN THE PROCESS OF LEARNING ENGLISH BY INTEGRATING SOCIAL AND CULTURAL ASPECTS**

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Nowadays, it seems to be the best period to study English. In the 21st century English has become as a lingua franca in our international world. As we have innovative methods and approaches for that. People all over the world have to admit that English is becoming more and more popular and important in our lives. But in contrast to technological development in learning English, we face another problem – lack of pupil’s motivation to study it. They have gadgets, Internet, books and so on and so forth, but they don’t have enough desire to do that.

The recent review by Dörnyei & Ushioda says that motivation is one of the most important factors that stimulates learning a new language [1]. It is really essential to realize how motivation is connected to the social and cultural aspects. The first important step is to understand students’ needs. This will make the studying program more effective and productive [2].

Learning English, as usual, consists of 4 parts: Speaking, Listening, Reading and Writing [3]. And the main goal of the instructor is to teach his