



Make your studies count - today and in the future







## Our goals with D3

The focus of our research and teaching content at PFH is consistent with those of decarbonisation, demographic development and digitalisation.



With our groundbreaking D3 concept, you are now not only in a position to acquire specialised professional qualifications, but also superior skills that prepare you thoroughly for the most pressing challenges of our time. Your studies are given a clear "purpose" - something that is of utmost importance.





D3 runs through our entire strategy and above all, of course, through our tutoring. Thus, our students are provided with the clear advantage of being highly qualified for the most important challenges of our times, enabling them to positively shape the future with their careers.

Prof. Dr. sc. agr. Julian Voss
Professor, Innovationsmanager
and Initiator of D3 at PFH

Our slogan

**D3:** Make your studies count - today and in the future. This sentence emphasises the high relevance of our degree programmes for professional practice in a global and social context. For us, it's not just about knowledge, but also about ensuring that your studies have a relevant purpose and a real sense of purpose.

### D3 at PFH

#### 01. Tutoring

#### **D3 Lecture Series**

Every semester, PFH organises a crossdepartmental lecture series for internal and external audiences. The lectures illustrate how closely the topics of decarbonisation, demographic development and digitalisation are interlinked.PFH regularly welcomes speakers who add exciting presentations to the semester's lectures and provide insights into the business and sustainability strategy of their companies, e.g., to date:

- Brenntag SE
- Symrise AG
- Novelis

#### **D3 Focus Days**

Each semester, three focus days are devoted to one of the three Ds with external partners (companies, scientists, etc.). In these workshops, questions are jointly addressed in order to provide students with practical experience in trending topics.

#### **D3 Excursions**

Every semester, excursions take place in the D3 framework to well-known companies in a variety of sectors, e.g.:

#### Lufthansa:

Excursion to Lufthansa headquarters in Frankfurt at the invitation of Christina Foerster, Head of Brand Management and Sustainability at the Lufthansa Group, with lunch and a tour of the Lufthansa Aviation Centre.

#### • Salzgitter AG:

Discussion with Sandrina Sieverdingbeck, Managing Director of the German Ore and Metal Union (DEUMU), on climateneutral steel production in Lower Saxony as well as a tour of the plant.

#### • Elli – A brand of Volkswagen:

Interview with Giovanni Palazzo, CEO of Elli, about the digitalisation of power supplies and the smart charging infrastructure in Germany.

#### 02. Research



#### D3 Research at PFH

You receive a comprehensive introduction to D3 at the start of their studies. In this manner, we highlight its relevance for all fields of study and professions and illustrate how PFH focuses on the three fields in its degree programmes.

#### D3 Research papers

The professors regularly publish research papers from the D3 ecosystem at PFH and thus provide stimuli for usage in practice.

### **03. Knowledge Transfer and further Training**

#### **D3** Certificate

The PFH offers a certificate course on D3 through ist Management Academy. This innovative further education programme prepares managers in business, administration and politics for the key challenges of the future.

#### **D3 Lectures**

PFH professors regularly give lectures related to D3 at conferences, seminars, trade fairs, etc., and emphasise the relevance of their teaching and research field to D3.



#### **D3 Awards**

The best Bachelor's and Master's theses directly related to D3 are selected each year and honoured with prize money.



I look forward to meeting the students and giving them the knowledge and skills they need to solve the challenges ahead of us in the most effective way possible.



66 The 3 Ds come with high demands on people's willingness to change and their adaptability.

This harbours numerous opportunities, but also triggers uncertainties. One of the tasks of psychology will be to provide well-founded risk and opportunity assessments as well as advice and interventions to help encourage and enable people to recognise potential opportunities and actively influence outcomes.

**Prof. Dr. Anja Christina Lepach-Engelhardt**Developmental and Educational
Psychology

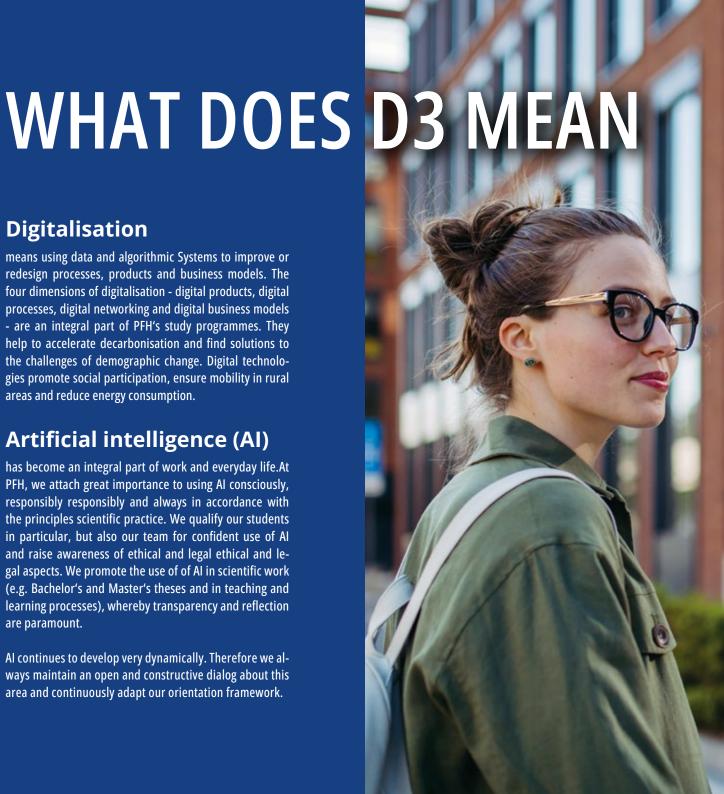
#### **Digitalisation**

means using data and algorithmic Systems to improve or redesign processes, products and business models. The four dimensions of digitalisation - digital products, digital processes, digital networking and digital business models - are an integral part of PFH's study programmes. They help to accelerate decarbonisation and find solutions to the challenges of demographic change. Digital technologies promote social participation, ensure mobility in rural areas and reduce energy consumption.

#### **Artificial intelligence (AI)**

has become an integral part of work and everyday life.At PFH, we attach great importance to using Al consciously, responsibly responsibly and always in accordance with the principles scientific practice. We qualify our students in particular, but also our team for confident use of Al and raise awareness of ethical and legal ethical and legal aspects. We promote the use of of AI in scientific work (e.g. Bachelor's and Master's theses and in teaching and learning processes), whereby transparency and reflection are paramount.

Al continues to develop very dynamically. Therefore we always maintain an open and constructive dialog about this area and continuously adapt our orientation framework.





#### **Decarbonisation**

is the word used to describe a system implemented for stopping or reducing carbon gases, especially Carbon dioxide, from being released into the atmosphere as the result of an industrial, chemical or engineering process. More precisely, it refers to the conversion to an economic system that sustainably reduces and Offsets carbon dioxide (CO2) emissions. Decarbonisation is a keyword in the sustainability strategy of many companies in order to mitigate the rise in global temperatures and reduce man-made CO2 emissions as quickly as possible.

The decarbonisation of the economy is closely linked to the targets of the Paris Climate Agreement, which aims to limit global warming to significantly less than 2 degrees by 2050. Technological innovation is the foundation for decarbonisation and our degree programmes in the field of 'Technology' provide all the required future skills to develop solutions for a "Decarbonisation Transformation".

#### **Demographic Development**

is a contemporary challenge for the economy, society and politics. Buzzwords such as 'fewer', 'older' and 'more colourful' describe how demographics are changing - with diverse effects on families, healthcare, the labour market and educational opportunities as well as the provision of local supplies and mobility. And all this, not just in Germany.

PFH contributes to solving these challenges with its Degree programmes. These include, for example, future-oriented – learning, international study programmes for the integration of qualified specialists into the labour market, the creation of better framework conditions for families and, not least, the compatibility of work and family life thanks to our Social Work degree programme.



# Not all students at **PFH** are of the same **Generation**.

Due to the generational mingling of students at PFH, we learn about demography not only through our curriculum, but also as a real life experience from our immediate surroundings, both of which greatly expand my perspectives in this field of study. Moreover, with tools

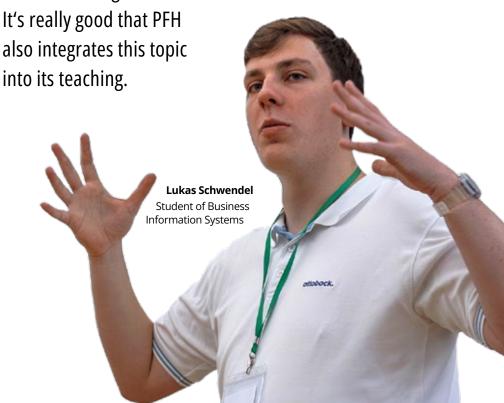
Hannah Schlie, Student of Psychology

PFH are highly digitalised.



# **66** My Degree Programme consistently demonstrates how processes can become more digital, agile and flexible.

Lectures by renowned speakers and excursions to companies keep us closely connected to the real world. And: I grew up with "Fridays for Future", so decarbonisation is an overriding factor for me.



Fracticeoriented presentations show very clearly that the focus of companies lies in digitalisation.

This applies likewise to teaching at PFH, which additionally takes a very international approach. Our perspectives are thus significantly broadened. In fact, from the very first semester, we learn to understand what the prevailing issues and challenges facing companies are.

#### Annika Littmann

Student of General Management

# Individual, personal, flexible and practice-oriented.



#### PFH Private University Göttingen.

The PFH is the oldest private, state-recognised university in Lower Saxony. The inspiration for its foundation in 1994 was the idea of setting new impulses in the field of science and teaching with a purely privately financed university and gearing a range of courses to the real needs of the labour market.

Over the past 30 years, both students' and employers' demands on study programmes have changed massively. At the same time, PFH graduates, as future shapers in business, society and politics, will need to find effective and innovative solutions for the three defining trends of our time:



Digitalisation & AI Decarbonisation Demography

More than other developments, these areas of activity are characteristic of our time and represent the central challenges that society as a whole must overcome on a national and global level if we want to conserve our natural resources and maintain our prosperity in the face of international competition. As a result, these trends are already permeating all areas of life and work and are highly relevant for our students and future graduates in all subject areas.







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