

Elite Education in the Digital Age

Former governor and minister of state, Björn Engholm is the most prominent speakers in a newly started series of executive seminars at the ISNM. Starting topic is financing the education of elite students.

Luebeck, November 30, 2004 – The International School of New Media (ISNM) is launching a series of Executive Seminars entitled “Media, Mind, and Management”. These seminars are designed for all people who want to use digital media for more effective work and communication, for IT experts who want to keep their IT systems ‘up to date’ as far as new technologies and safety is concerned. The seminars are also catered to serve managers who want to increase and exploit the innovation potentials of their companies. The first two seminars to be held in 2004 are about elite education and leadership in the digital age. The next executive event scheduled for January 2005 will be a two days seminar and workshop for entrepreneurs and founders of IT start-up companies.

Educating elites

The United States have been the major hub for international education for the last two decades with international students spending more than 13 billion dollars per year. The Anglo-American model of the educational system has been widely adopted and attracts many of the most skilled scientists around the world. Especially Germany has fallen behind: International studies are showing that the career prospects of young scientists and the public and private spending for education and science are not competitive on a global scale.

Elite education means to teach students responsibility for the society they live in. This implies that they invest in their own education. Teachers and researchers are needed who are connected to an international community and working at the cutting edge of science. Some companies are opening up their own ‘corporate universities’ while dreaming of privately financed universities replacing the public education system. Educational experts object that completely publicly financed academic systems, such as the Scandinavian countries, have been very successful educating a scientific elite.

The ISNM seminar “How to finance elites? Financing education for hungry minds” will open the series of executive seminars at December 7 in the media docks, European Campus for Digital Media in Luebeck, Germany: Hubertus von Amelunxen, professor at the ISNM, will talk about elites and their role in the society. Björn Engholm will discuss politics for elite education. Dr. Jochen Robes, a former member of the Human Resource Development of Deutsche Bank in Frankfurt and

teaching fellow of the University of Hildesheim presents facts and figures about investments in and economic returns from education. Professor Joachim Hasebrook from ISNM will introduce and chair the seminar.

Quotes

„Budgets are much more restricted, political discussions are less transparent, and conflicts of authorities are much harder: I don't want to be a politician in this times”, said Björn Engholm, former governor of Schleswig-Holstein and minister of state for Education in Germany.

“Companies ask for the ‘Return-On-Invest’ of training and education. Education is one of the investments with the highest possible ROI”, said Jochen Robes, former member of Human Resource Development of Deutsche Bank, Frankfurt, and now fellow at the University of Hildesheim (Germany): “Early stage investments, such investing in primary and high schools, have the highest returns, but we can profit from them only on the long run.”

Dates

Seminar “How to finance elites? Financing education for hungry minds”. December 7, 2004; 9:30-16:00. ISNM, media docks, Willy-Brandt-Allee 31c, 23554 Lübeck

Seminar “Leadership in a digital world: Leading change successfully”. December 15, 2004. ISNM, media docks, Willy-Brandt-Allee 31c, 23554 Lübeck

All members of public educational institutions, such as schools and universities, may attend all seminars free of charge. Participants from corporations pay 340,- Euro, each (including VAT).

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About Executive Education at ISNM. Success: All it Takes is an Application

ISNM's Executive Education offers people the opportunity for tooling up strategic skills and, as importantly, for leveraging their organization's competencies with integrity. The program addresses the globalization of work and culture and, as importantly, supports participants' efforts in better handling relationships where there is neither authority (e.g., customers) nor orders (e.g., NGOs). Based on attendees' background of experience, participants discuss how strategy and information help to build networks of alliances for manufacturing, distribution, technology and information management.

About International School of New Media (ISNM) – University of Luebeck

ISNM is an affiliate institute of the University of Luebeck and part of the European Campus for Digital Media in the Hanseatic City of Luebeck. Its innovative curriculum facilitates interdisciplinary and intercultural studies offering students an 18 month postgraduate degree -- Master of Science in Digital Media.

The school's 14 professors and adjunct faculty as well as its 50 students represent over 20 countries.

For more information, please visit www.ISNM.de