

German economy is in urgent need of talents in IT

Prof Dr Stefan Stein, president, GISMA Business School, shares his insights on what Indian students studying in Germany need to do in a world of changing business models

TIMES NEWS NETWORK

Can you tell us about the new courses launched by GISMA Business School? Why are these courses suitable for Indian students?

We have launched a major product roll-out at GISMA this year. A total of 10 new business majors are being launched and three study programmes in the field of computer science. Highlights are our new tech programmes, namely BEng Software Engineering, BSc Computer Science, MSc Business Management & Cybersecurity, and MEng Computer Science. A perfect addition to our already established Data Science, AI BSc and MSc programmes. The new courses are suitable for Indian students for a variety of reasons. Firstly, India is a rapidly growing tech hub,



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and these courses offer opportunities for Indian students to gain in-demand skills and knowledge in the field of technology. With the increasing demand for data science, AI, software engineering and computer science professionals globally, these courses can provide Indian students with a competitive edge in the job market. Secondly, GISMA offers a German approach to business management, which can be particularly attractive to Indian students seeking the more traditional education pathway in the international world of business. In addition, we also pay attention to teaching soft skills that might be different for a job in Germany or Europe than in India. Students from India will feel comfortable with us, because we teach in Eng-

lish, in an international environment.

Germany is welcoming international students and workers. How can Indians prepare themselves? Although at GISMA you will study in English and you will get around very well with English especially in the Berlin Metropol Region, knowing German opens more doors. Doors to what we call the German Mittelstand. The typical hidden champions, small and medium size companies, often run by families that you won't have heard of, offer interesting job opportunities usually coming along



At our B-school, we are able to quickly adapt our academic content to the requirements of the economy in Germany, and with a global perspective

—Prof Dr Stefan Stein



with a broad range of responsibility even for young talents. Of course, learning German also helps with social integration.

Pursue a degree in IT. This improves employability per se. The German economy is in dramatic need for those talents. Do not study alone and do not plan your studies alone. Build a network by reaching out to alumni, peers, and professionals to gain insights even before going to Germany. Prepare on time for accommodation and get familiar with the requirements of German landlords and the visa formalities. Moreover openness, flexibility and curiosity are in demand in Ger-

many. Be prepared to try things out.

What are the basic requirements for Indian students studying in Germany when they look for internships or jobs after completing their course?

Students must be aware of cultural differences and how to present themselves. Writing and presenting an application is different in India compared to Germany. It is not advisable to follow an approach where you claim to be able to do everything. It is very important to have a focus. Figure out what you stand for with your qualifications, skills package and how to get this profile across in an interview. Be informed which positions an employer has to offer, has advertised and relate to those. We at GISMA for example provide a comprehensive

career services package to our students, which includes elevator pitches, CV checks, company presentations, guest speakers in the classroom, company visits, and other co-curricular activities to prepare students for the job market.

Is GISMA collaborating with Indian universities?

Yes, we are and we are keen on increasing the collaborations. Activities of our B-school are in the sphere of research as well as student exchange. Given the German bureaucracy to obtain a study visa for Germany, partnerships are a means to choose and ensure a smooth process to the international study experience for both students and universities. What excited me recently is, we held a Hackathon in hybrid format at

GISMA powered by a young Berlin-based startup company, which included not only GISMA teams but also two teams from our Indian partner Bennett University showcasing students' skills and creativity in the realm of personalisation and data analytics. This was a truly continent-bridging experience with teams that worked over 12 hours leaving the jury with a difficult choice to make. It was amazing to see how the teams came up in such a short period of time with prototypes and concepts using all the fancy tools we use for digital transformation. The Indian teams literally performed into the middle of the night bridging the time zones adding endurance and commitment to the supposed typical German virtues.

Since the business models have changed across the world, how are universities modifying their curriculum to prepare students for Industry 4.0 and changing technologies?

Business models are changing rapidly across the globe these days and it is imperative for universities to keep up with these changes. At GISMA, we believe in an interdisciplinary approach to learning. That is why this year we have expanded our portfolio massively into the computer science space, now offering courses in data science, AI, software engineering, computer science and cyber security. Two of the degrees are even engineering degrees. It is our mission that all our students graduate with digital literacy, although the extent of this literacy may vary depending on their chosen specialisation.

