

a2J - adapt2Job - 2win-Training – FINAL REPORT

4th edition

Chance for More

“Digitalization 2018 and beyond”

Products and Services

Know How. Best Practice. Partners

for

Job. Business. Internship

23<sup>rd</sup> of September – 27<sup>th</sup> of September 2018





Supported by




Edda Pulst, Britta Kähler

## Sustainability in Employability


Digitalization 2020 will considerably change the Labor Market and the employers' expectations of GJU graduates.

Therefore the  - **adapt2Job Teaching Twin**, consisting of Prof. Dr. Edda Pulst from **Westphalian University of Applied Sciences** and Dr. Markus Reifferscheid from **SMS group** conducted for the 4th time a one-week  - **adapt2Job** intense 2win-training at the German Jordanian University (GJU) with 24 selected students and graduates from different study backgrounds encompassed by a network of more than 10 Jordanian companies.


Students were introduced to Digitalization 2020, Digital Products and Services. They developed business models for products and services in Jordan and the region – for the participating companies and as entrepreneurial projects, which they discussed also in the King Hussein Business Park. They applied for internship and jobs with SMS group.


 - **adapt2Job** is a sustainable approach preparing GJU students successfully for jobs, internships and business.



 - **adapt2Job** Team: Prof. Dr. Edda Pulst, Westphalian University and Dr. Markus Reifferscheid, Vice President R&D at SMS Group


## Structure

 - **adapt2Job**, 4th edition delivered in close cooperation with their partners at GJU - the Office for Industrial Links (OIL), the Program Innovation and Entrepreneurship (PIE) as well as professors from the School of Applied Technical Sciences (SATS) - a structured preparation for the training. This included motivation letters for students and private sector partners, background material for the sectors chosen and a focused program with new elements like the “Meet and Greet World Café”.

 - **adapt2Job** Alumni were addressed too.

For the expert panel a structured presentation outline was submitted beforehand.

Students had to apply for the training with their CV and a personal motivation letter.

The 2win-Training presented by Prof. Edda Pulst and Dr. Markus Reifferscheid showed the clearly defined  - **adapt2Job** -method structure, concepts and practical examples. The relation between the content of the workshop and the problem solution of the teams was well structured.

The industry partners, joining within the panel and “Meet and Greet”, demonstrated their technical solutions, business models and job requirements. They emphasized on the importance of real practical process know-how, which graduates should acquire during their studies. The companies look for graduates who know their business profiles, who are creative and are ready to take the risk of developing and implementing new ideas.

IBM outlined that they do not look for “Copy and Paste-Projects”, but want to know how students work, how they think and how they organize themselves in teams.

Students therefore organized early in teams and chose a challenge out of the prescribed sectors: Energy – Transport – Manufacturing – Tourism. They defined their problem and worked in groups from the first day on in order to take as much advantage as possible during the INPUT-sessions of the workshop.

## Solutions

During the ongoing training, Prof. Pulst and Dr. Reifferscheid presented insights on Digital Products and Digital Services.

Students got deep practical insight into:

### Digitalization along the Supply Chain

**Augmented Manufacturing (AM) - 3D-Printing with Steel Powder**

**Augmented Reality (AR)- Digital Twins**

**AR-Digital Learning**

**Artificial Intelligence (AI) predictive Solutions**

**AI Application Evaluation**

**Virtual Reality (VR)- 360 – Company Overview**

**Intelligent Converter and Spindle**

**Learning Steel Plant**

**Cause Analysis and Simulation**

**VR for Maintenance**

**Digital Services and Products from Henkel, Amazon, Google, Facebook, Apple**

**Classic Products with digital Add ons (Chatbots)**

**Smart Automation**

**AM-Full Lines**

**Logistic Simulation as a Service**

**Internet of Things (IoT)**

**Gartner Market Surveys.**




**SMS group's "360° Digital Solution" impressed the audience**



Dr. Reifferscheid presents Digital Products, Services, Jobs and Internships to the  - adapt2Job participating students



 - **adapt2Job** input on Digital Products and Services from Elevatus, IBM, FINE Hygienic Holding, Ibtecar, SMS group and international companies


Students who apply for a job should know the company's profile by heart and include information on new technologies in a business model in order to improve the customer's Return on Investment (ROI).

Companies do not look for "Credit Point Collectors".



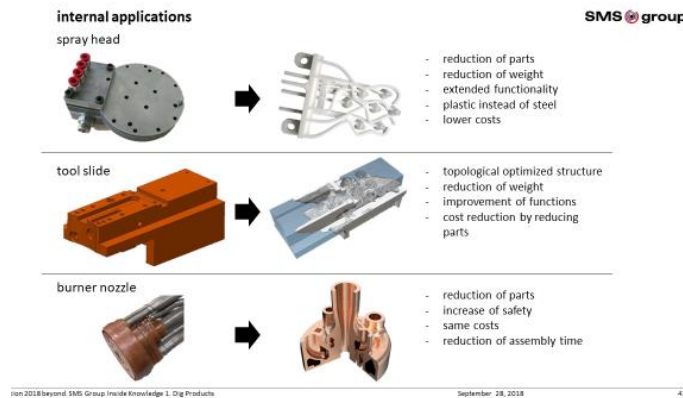
Alumni of  - **adapt2Job 3<sup>rd</sup> Edition** talked about their experiences

Dr. Reifferscheid showed the technical and business secrets for success in Digitalization within SMS group.

Dr. Reifferscheid and Prof. Pulst as well as the  - **adapt2Job** company network (IBM, FINE Hygienic Holding, Elevatus, Ibtecar, Umniah) gave an insight into different digital products and services including the business model behind.

Elevatus impressed with the 1\$ Business Model.

Prof. Pulst presented strategies, platforms and examples for digital products and services in leading international companies like Facebook and Apple.



**Insight Additive Manufacturing and 3D-Printing at SMS group, by Dr. M. Reifferscheid**



**Predictive Maintenance already realized in Public Transport, presented by Prof. Dr. Edda Pulst**

**Success**

With the dense structure of the workshop and the clear focus on the teams and panel partners, students managed to concentrate on their team-solutions.

They identified themselves with the customer for whom they created the solution.



**Focus on the Customer's problem**

Dr. Reifferscheid and Prof. Pulst gave high pressure in order to initiate students' new digital products and services based on the input provided the days before.



Working under Pressure:  - adapt2Job – Scenario and Business Model Creation



Define Influencing Factors, Attributes, and Characteristics and describe your Scenario

## Success

The groups developed digital products and services for the Jordanian Market:

1. Tourism: Augment it if you do not see it (AR for locals in touristic sites)
2. Energy: Amps on the go: Platform including Heat Maps for Electrical Cars charging stations in Jordan
3. Manufacturing: MENA: Printing Steel for SMS customers in the Region
4. Transport: Bus 2020



**Be on Fire!**

The Teams presented each their idea to the assessing industry partners, the Vice President and President of the University.



**Prof. Dorit Schumann, Vice President of GJU**



**Prof. Manar Fayyad, President of GJU**





**“Do not save the whole world – contribute to the welfare of Jordan”**

**Passion makes the Difference**



**Great Results in Great Teams: Ready for Jobs and Internships.**



**Who survived Prof. Edda's challenging program will easily find a job!**

The industry experts evaluated employability, presentation skills of the students and market relevance of the projects.

The serious and hard feedback gave valuable recommendations to the students on their product, the realization of their service and the cost-benefit analysis.

The experts outlined the very relevant use cases – because technology without a use case is nothing.

They were fond of “cool” presentations and the way the students used the technological input they got during the training.

They appreciated the students focus on business and ROI.

SMS group provided the students with job profiles.

#### Additive Manufacturing - Job Profile – Product Manager

SMS group



##### Your role

- As a product manager you are responsible for the long-term securing of the business share of metal powder products, an increase in the after-sales share and the continuous optimization of the products.
- In close cooperation with the customer you determine the requirements of our lead customers and you are jointly responsible for the holistic market monitoring.
- You care about the products produced by AM over the entire life cycle in close cooperation with the SERVICE
- Product Life Time Support (product maintenance) is a big part of your job as the ongoing development .
- In close coordination with marketing, you define a customer-specific marketing mix as well as product portfolio.
- You take over the sub-project management in End to End implementation projects.



##### Your profile

- You are a confident, persuasive personality that puts customer focus and entrepreneurial thinking first.
- Completed technical training as an engineer in the areas of material processing, mechanical engineering, aerospace engineering, automation technology, manufacturing technology, or similar.
- Several years of professional experience in this field
- Experience in sales / product management and consumables business
- Very good analytical skills as well as a structured and goal-oriented way of working
- Teamwork as well as strong communication and conflict skills
- Business fluent English and German spoken and written

Students applied for internships.

Students experienced in five days real working situations like time pressure, team inconsistency, non-punctuality, stress.

They also discussed their ideas with experts in the King Hussein Business Park during a visit of “Tech Works”, the FabLab of the Crown Prince Foundation and at The Tank by Umniah.



**Sell your Ideas! at The Tank by Umniah in the King Hussein Business Park**



**Realize your prototypes! at “Tech Works” FabLab**

They were constantly motivated and set under pressure by Prof. Pulst.

They learned:

*No matter how technical the content is - an infotainment presentation in order to convince the panel experts is always required.*


*Sell yourself and show your passion for your project.*

*Give your presentation a Kick.*

*Be under fire.*



The employability experts provided the students with useful and practical advices on business context and content as well as how to improve their performances to better convince potential employers about their ideas.

Together with the President of GJU, Prof. Manar Fayyad, and Mrs. Britta Kähler, Director of the Office for Industrial Links, they handed over the


 - **adapt2Job** –certificates which are highly appreciated on the job market.




Highly appreciated in the Job Market: The  - **adapt2Job** – Certificate

The 4th successful intense 2win-Training again showed the importance of -adapt2Job for the German Jordanian University. -adapt2Job -2win-Training is a sustainable program at GJU that goes along with GJU's applied and industrial dimension - it prepares students with success for the labor market and provides jobs, internships and a growing partner-network.



Sustainability - -adapt2Job Professors on GJU side: Prof. Safwan Altarazi and Dr. Sameer Al-Dahidi



-adapt2Job Facilitator at GJU: Britta Kähler, OIL (together with Dr. Markus Reifferscheid)



Always love your job: Prof. Dr. Edda Pulst, founder of  - adapt2Job

## Feedback

Content should be revised – in order to avoid information overload for the students.

Mindmaps should be drawn by the teams throughout the entire workshop.

Time Management is an additional feature.

Presentations should always include a Fact Sheet.

Additional effort from the team-side has been added to help the groups with research on their chosen field under time pressure.

The application for the workshop should be done with Elevatus: Instead of an application letter, students should produce an application video.

The high stress factor and emotional ups and downs for the students should be outlined in the beginning of the training.

PIE Program Innovation and Entrepreneurship is an indispensable partner.

Alumni should always be integrated.

Organization of teams and partners by nameplates and tablewise, provide organization guidelines.

Preparatory Meeting with Prof. Pulst at GJU 26<sup>th</sup> of November 2018.

## Outlook

Next and 5<sup>th</sup>  - **adapt2Job-2win- Training** will take place from 24<sup>th</sup> of March 2019 until 2<sup>nd</sup> of April 2019.

It will encompass either “Leadership and Business in Digitalization” or “Knowledge Management and Business in Digitalization”.


The outcome will be coupled to the GJU Entrepreneurship Year 2019.

An additional 2winning-Module for Professors at GJU (1 day) is planned.

Invitation of Palestinian Deputy Minister of Higher Education and Professors envisaged.


An application within the BMBF-program could be discussed, where GJU play the leading role in disseminating successful a2J throughout the MENA world.

 - **adapt2Job-2win-Training will go on!**

The  - **adapt2Job-2win-Training** took place in the frame of GJU’s flying faculty program supported by the German Academic Exchange Service (DAAD) and was organized by the Office for Industrial Links (OIL) in cooperation with the School of Applied Technical Sciences (SATS).

It aimed at enhancing GJU’s industrial dimension and method of applied teaching by exposing the students to real life scenarios and new technologies with the involvement of business professionals.

 - **adapt2Job-2win-Training at GJU - Company Partner Network**

 - **adapt2Job-2win-Training 1<sup>st</sup> edition: “Supply Chain and Soft Skills - Practical Application” 5.3 - 9.3.2017**

Twin Training Team: Prof. Dr. Edda Pulst and Dr. Martin Kabath, DHL Supply Chain  
Academic Partner at GJU: School of Management and Logistics Sciences (SLMS)  
Facilitator at GJU: Office for Industrial Links (OIL)

**Industrial Partners (Expert Panel and Evaluation)**

DHL Supply Chain	Dr. Martin Kabath	Germany	
IBM Middle East	Mr. Omar Abbas	Levant & Iraq	
Jordan Business Systems Ltd	Mr. Khaled AlKadi	Jordan	
DHL Express	Mr. Tariq Bassouni & Ms. Rana Abu Shower	Jordan	



 - **adapt2Job-2win-Training 2<sup>nd</sup> edition: “IT in Supply Chains – Employability Scenarios and Soft Skills” 1.10 – 5.10.2017**

Twin Training Team: Prof. Dr. Edda Pulst and Dr. Martin Kabath, DHL Supply Chain  
Academic Partner at GJU: School of Electrical Engineering and Information Technology (SEEIT)  
Facilitator at GJU: Office for Industrial Links (OIL)

**Industrial Partners (Expert Panel and Evaluation)**

DHL Supply Chain	Dr. Martin Kabath	Germany	
IBM Middle East	Mr. Omar Abbas	Levant & Iraq	
Jordan Business Systems Ltd	Mr. Khaled AlKadi	Jordan	
Microsoft	Mr. Hussein Malhas	Jordan	



SAP	Mr. Ziad Swidan	Levant	
DHL Express	Mr. Tariq Bassouni & Ms. Rana Abu Shower	Jordan	

 - **adapt2Job-2win-Training 3<sup>rd</sup> edition “New Technologies and Enablers for Digitalization” 11.3 – 15.3.2018**

Twin Training Team: Prof. Dr. Edda Pulst and Dr. Markus Reifferscheid, SMS Group

Academic Partner at GJU: School Applied Technical Sciences (SATS0

Facilitator at GJU: Office for Industrial Links (OIL)

**Industrial Partners (Expert Panel and Evaluation)**

SMS Group	Dr. Markus Reifferscheid	Germany	
IBM Middle East	Mr. Omar Abbas	Levant & Iraq	
Microsoft	Mr. Mohammed Zahran	Jordan	
Fine Hygienic Holding	Mr. Bassem El-Wazir	Jordan	

 - **adapt2Job-2win-Training 4<sup>th</sup> edition “Digitalization 2018 and beyond - Products and Services” 23.09.-27.09.2018**

Twin Training Team: Prof. Dr. Edda Pulst and Dr. Markus Reifferscheid, SMS Group

Academic Partner at GJU: School Applied Technical Sciences (SATS0

Facilitator at GJU: Office for Industrial Links (OIL) and Program Innovation and Entrepreneurship (PIE)

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Jordan Business Systems Ltd	Mr. Khaled AlKadi	Jordan	

Fine Hygienic Holding	Mr. Bassem El-Wazir	Jordan	
Elevatus	Ms. Yara Burgan & Mr. Yacoub Zureikat	Jordan	
Ibtecar	Mr. Jamil Alkhatib	Jordan	
Umniah	Mr. Murad Abdallat	Jordan	
Nashwan for Energy Solutions	Mr. Mohammad Nashwan	Jordan	
Sahar Madanat Design Studio	Ms. Sahar Madanat Haddad	Jordan	
Globitel	Mr. Shareif Qubbaj	Jordan	
EDAMA	Ms. Rund Awwad & Mr. Abdallah Shamaly	Jordan	
PKF	Dr. Moayad Samman	Jordan & Iraq	 Accountants & business advisers