

Where Knowledge Grows



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Profile



Since its founding in 1991, the University of Potsdam has excelled in research and teaching. We have expanded our academic profile and range of research, have offered targeted support to young academics, and developed our strategic partnerships in Germany and abroad. With collaborative research centers in mathematics and cognitive sciences and four research training groups, we have established ourselves as an internationally visible research university.

As one of only three German universities, the University of Potsdam is the lead partner of the “European Digital UniverCity (EDUC)”, one of the EU-funded European university alliances, realizing this project together with partners from France, Italy, Hungary, and the Czech Republic. Its aim is to deepen the Bologna Process and create a common space where students, teaching, and administrative staff can work together without administrative, cultural, and social obstacles.

Every year, we are ranked among the leading universities worldwide in the Times Higher Education ranking “Young Universities”. We want to continue on this successful path, and the well-established cooperation with our extramural research partners and the Berlin universities plays an important role in this.

We are committed to consolidating the role of the University of Potsdam as an intellectual and cultural center and as a driving force in Brandenburg’s eco-

nomic development. The demand for studying at our University is as high as ever. With Jewish theology, inclusive education, the Digital Engineering Faculty, and the Faculty of Health Sciences, which is currently being established, the spectrum of subjects has become even wider and more diverse. The Center for Teacher Training and Education Research ensures that the University’s innovative strength is sustainably developed in this politically important field.

We are convinced that investing in teaching and research today will already have paid off for Brandenburg tomorrow. This is why we are actively training urgently needed specialists and ensuring that the latest scientific findings are rapidly put into practice. The University of Potsdam is already among the best academic institutions in the German startup field. Having been honored as an “Innovative University”, we are developing the rapidly growing science location of Golm into an Innovation Campus – a rewarding place to work, learn, and live. Fostering strong partnerships in politics, business, and wider society is one of our prime concerns. When we report on our work and goals, we want to inform but also to pique interest and highlight points of contact in order to increase the density and stability of our network for education, science, and knowledge transfer – for the benefit of Brandenburg.

*Prof. Oliver Günther, Ph.D.
President of the University of Potsdam*



Models of Thinking

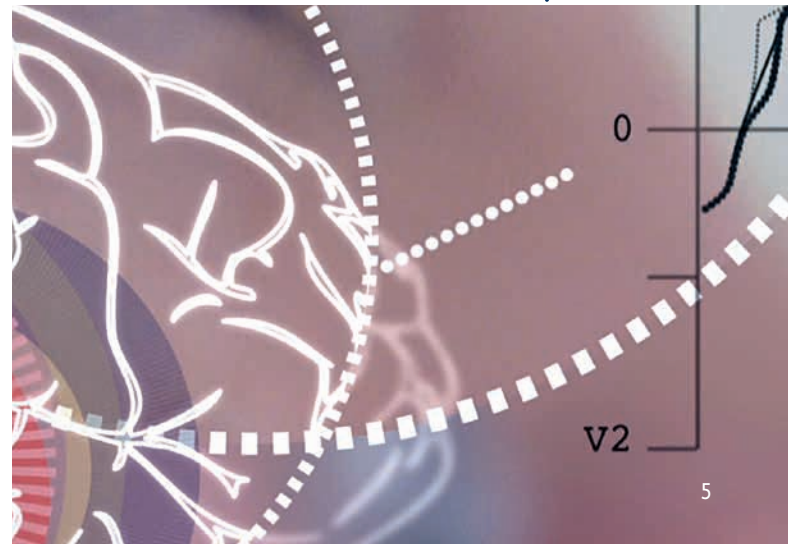
Research Focus Cognitive Sciences

Human language is an outstanding key area of our research. In linguistic communication, one hardly notices how much the brain performs and how it recognizes individual words, filters out background noise, and fills in missing syllables. Cognitive sciences try to uncover these highly complex processes. Mathematical models of human thinking have garnered international recognition for the Interdisciplinary Center for Cognitive Studies at the University of Potsdam. The research focus Cognitive Sciences, in cooperation with the linguistic Collaborative Research Centre “Information Structure”, has become a unique selling point of the University of Potsdam and is one of four at the University. Scientists of various faculties are collaborating to better understand the processes of the brain, perception, memory, thinking, feeling, body signals, and motor skills in relation to cognition and language. Interdisciplinary teams bring together researchers from psychology, linguistics, philosophy, and sports and health sciences. There are opportunities for interdisciplinary collaboration with mathematics, physics, and information technology.

Prominent examples of this intensive collaboration are our current collaborative research centers “Limits of Variability in Language: Cognitive, Grammatical, and Social Aspects” and “Data Assimilation – The Seamless Integration of Data and Models”. Germanists, linguists, and psychologists from the CRC “Limits of Variability in Language” work on identifying how much flexibility individuals or language communities have in (unconscious) linguistic choices.

Researchers from the CRC “Data Assimilation” integrate large datasets into complex computational models at the interface of mathematics, physics, information technology, and psychology to better understand underlying processes in biology, geosciences, medicine, and cognitive and neurosciences.

Other projects research eye movement while reading or perceiving images, multilingual language communities, speech disorders, and infants’ cognitive and linguistic development. Cognitive sciences also include studies of complex motion sequences and the connection between exercise and mental health. Not least of all, the research focus Cognitive Sciences is concerned with the dialogue between human and machine and the challenge of giving machines our language.





The System Earth

Research Focus Earth and Environmental Systems



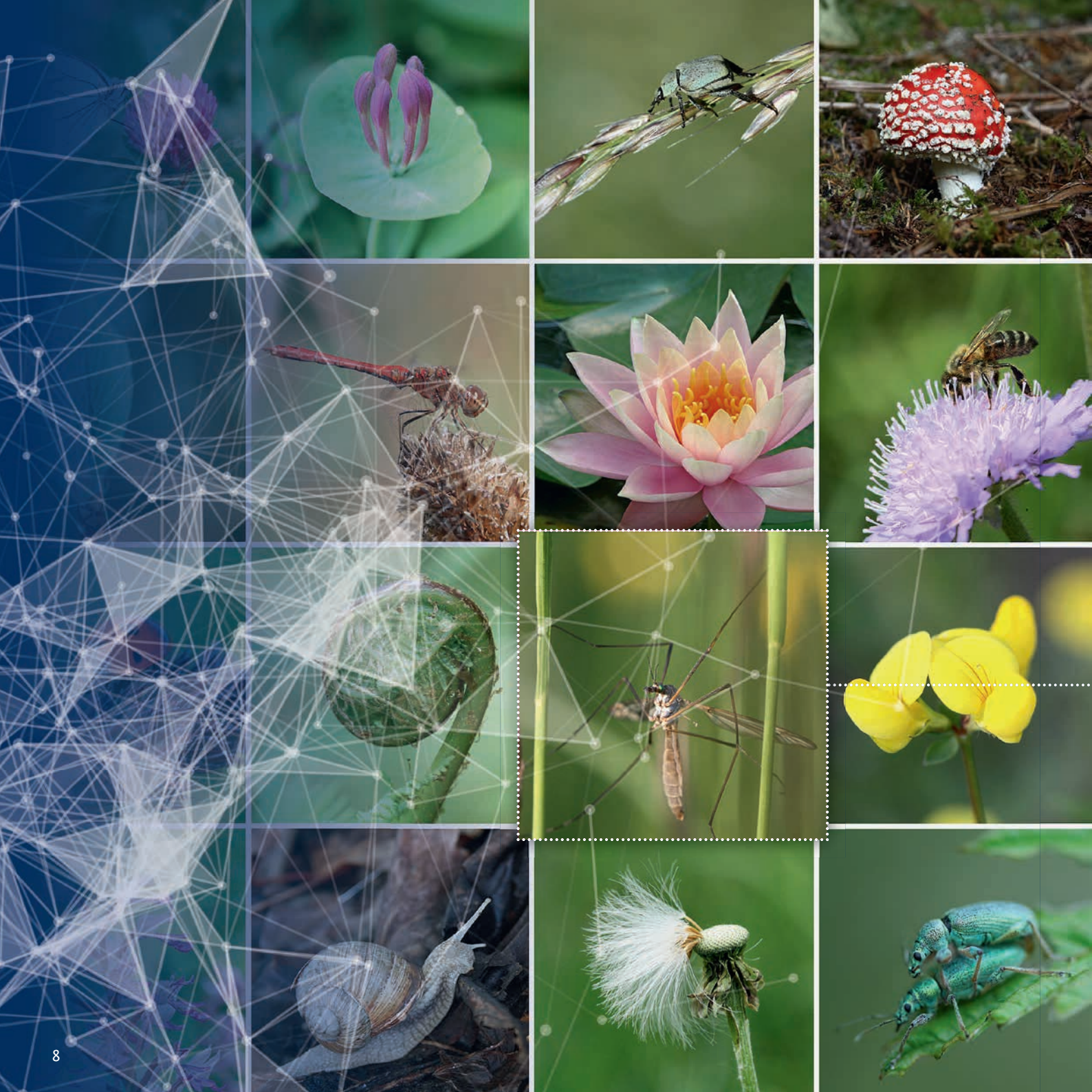
The Earth is exposed to constant changes: sudden ones, as when earthquakes create ridges or heavy rainfall leads to massive flooding and landslides; and very slow ones, as when mountains rise or glaciers pile up boulders into huge moraines. Detailed aspects of these processes are usually analyzed and understood quite well, but their influence on the overall system is often insufficiently known. These are the topics that are being studied at the University's research focus Earth and Environmental Systems.

The Department of Earth Sciences as well as the Department of Environmental Sciences and Geography focus on questions concerning the interaction of processes in the geosphere – deep in the earth, in the earth's crust, and on the earth's surface – as well as in the atmosphere, hydrosphere, and biosphere. Their aim is to enable a profound interpretation of the interferences and interactions between the different parts of the Earth system, especially taking into account human influences. For this purpose, the researchers use and develop new technologies and methodologies, such as the combined use of satellites, airplanes, and drones, the quantification of dynamic processes with lidar as well as innovative methodological steps, such as data clustering, machine learning, and complex simulation models. In

addition, methods of the empirical social sciences and communication research are increasingly being used to promote the transfer of research results into political decision-making.

Following up on the holistic approach to the Earth System greatly shaped by Alexander von Humboldt over 200 years ago and the 150-year tradition of geoscientific cutting-edge research in Potsdam, the research focus has developed into a European center of earth and environmental research in close cooperation with leading research institutions of the region. These synergies make the University of Potsdam a place with a unique range of programs, innovative research topics, and excellent opportunities for the promotion of young researchers.

In this environment, scientists, who are part of the research focus, are involved in international research and innovative teaching projects. Two research training groups funded by the German Research Foundation (DFG), international exchange programs for Bachelor and Master students and PhD students as well as an international master's program on remote sensing offer the best opportunities for modern, internationally oriented studies and the transfer of knowledge into practice.



How Do Cellular Networks Change?

Research Focus Evolutionary Systems Biology

Natural evolution has created a tremendous variety of living organisms. Each of them is the result of a precisely choreographed interplay of different molecular and cellular networks at different organizational levels: from groups of interacting, jointly controlled genes, networks of interacting proteins and metabolic products, to the interplay of different cell groups in the formation of organs and the whole body.

To understand how today's biodiversity came about through evolution, it is necessary to explain how the underlying molecular and cellular networks have changed in order to produce the diversity of living organisms and their different manifestations. Such an understanding will also facilitate systematic improvements to crop plants and livestock that were not possible before.

Researchers of the Research Focus Evolutionary Systems Biology, therefore, work on projects investigating how changes in molecular and cellular networks have produced evolutionary changes of their traits as well as how the structures of such networks may have facilitated or impeded certain evolutionary transitions. In addition, the researchers examine whether the same superior properties of networks, such as their robustness or plasticity, have been realized during evolution in different ways. In order to answer these questions, it is not only necessary to have a comprehensive knowledge of the networks' components but also to determine the dynamics of their interactions. The application of the methodological



spectrum of systems biology to evolutionary biology thus promises a much more comprehensive picture on how biodiversity was created.

The Research Focus Evolutionary Systems Biology comprises professors and young researchers of the Faculty of Science of the University of Potsdam. Its work is characterized not only by a close networking of the departments in joint research projects, lectures, and courses but, above all, by its long-standing good relations with non-university research institutes, local and national companies.



Data All Around

Research Focus Data-Centric Sciences

Data are everywhere. Satellite images make the entire world available – in detail and around the clock. Humans, too, are being captured down to the last detail, from their genetic material to their heartbeat. Traffic flows, cell structures, internet flows – and that's only the beginning. But the more data are available, the more pressing becomes the question of how to arrange, analyze, and interpret them.

Earth sciences and climate research, mathematics and computer science, medicine, chemistry, and biology but also economics and the humanities: More and more disciplines are discovering the opportunities resulting from comprehensive data collection and analysis as well as the challenges of systematically establishing, verifying, and developing scientific theories and models with the help of data.

The newly established research focus Data-Centric Sciences at the University of Potsdam will address these challenges across disciplines and faculties. To this end, it will build on the well-established research strength in the fields of applied and numerical mathematics, statistics and data processing, computer science and machine learning at the University of Potsdam and continue to interconnect and use these across the University. Consequently, researchers from four faculties will be involved in the research focus from the beginning. Many of them are already involved in large data-centric research projects and networks, including the two Collaborative Research Centers “Data Assimilation” (CRC 1294) and “Limits of Variability in Language” (CRC 1287).

Intensive scientific networking will initiate high-caliber research activities in the field of data-centric sciences and provide much-needed expertise for other prominent research areas at the University of Potsdam. Geosciences and political sciences will benefit as much from this as astrophysics, biology, and environmental sciences.

The main goal is, of course, a sustainable education and promotion of young researchers in the field of data-centric sciences. Newly developed courses will not only be available to university-oriented Master's programs such as mathematics, data science and data engineering, and digital health, but can be used throughout the University.

In this way, academic studies and research in many disciplines will naturally center on data – and the question of how they can best be used and transformed into new insights.



One University – Four Locations

With more than 20,000 students and seven faculties,
the University of Potsdam – founded in 1991 – is the biggest university
in the Federal State of Brandenburg.
It has four campuses.



The central campus is located vis-à-vis the Neues Palais in the Park of Sanssouci. The Communis, the representative buildings adjacent to the palace, are home to the departments of the Faculty of Arts. The Baroque buildings also house the University's Executive Board and administration. The new library is a floating, ring-shaped structure that sets an

architectonic contrast to the historic backdrop. The Auditorium Maximum in the former imperial stables is unique as well. An identical building nearby houses the Sports Sciences and the University's own outpatient clinic, which is a licensed research center of the German Olympic Sports Association.

**University of Potsdam, Am Neuen Palais 10,
14469 Potsdam**

The Bergholz-Rehbrücke campus is home to the Department of Nutritional Science of the University of Potsdam, which focuses on nutrition as an essential factor in maintaining human health and performance. The department is closely linked to the neighboring German Institute of Human Nutrition through scientific collaborations and joint appointments. The ongoing construction of new research buildings is contributing to the advancement of the Bergholz-Rehbrücke campus as an excellent and internationally networked campus of the nutrition and health sciences.

**Universität Potsdam, Arthur-Scheunert-Allee 114–116,
14558 Nuthetal**



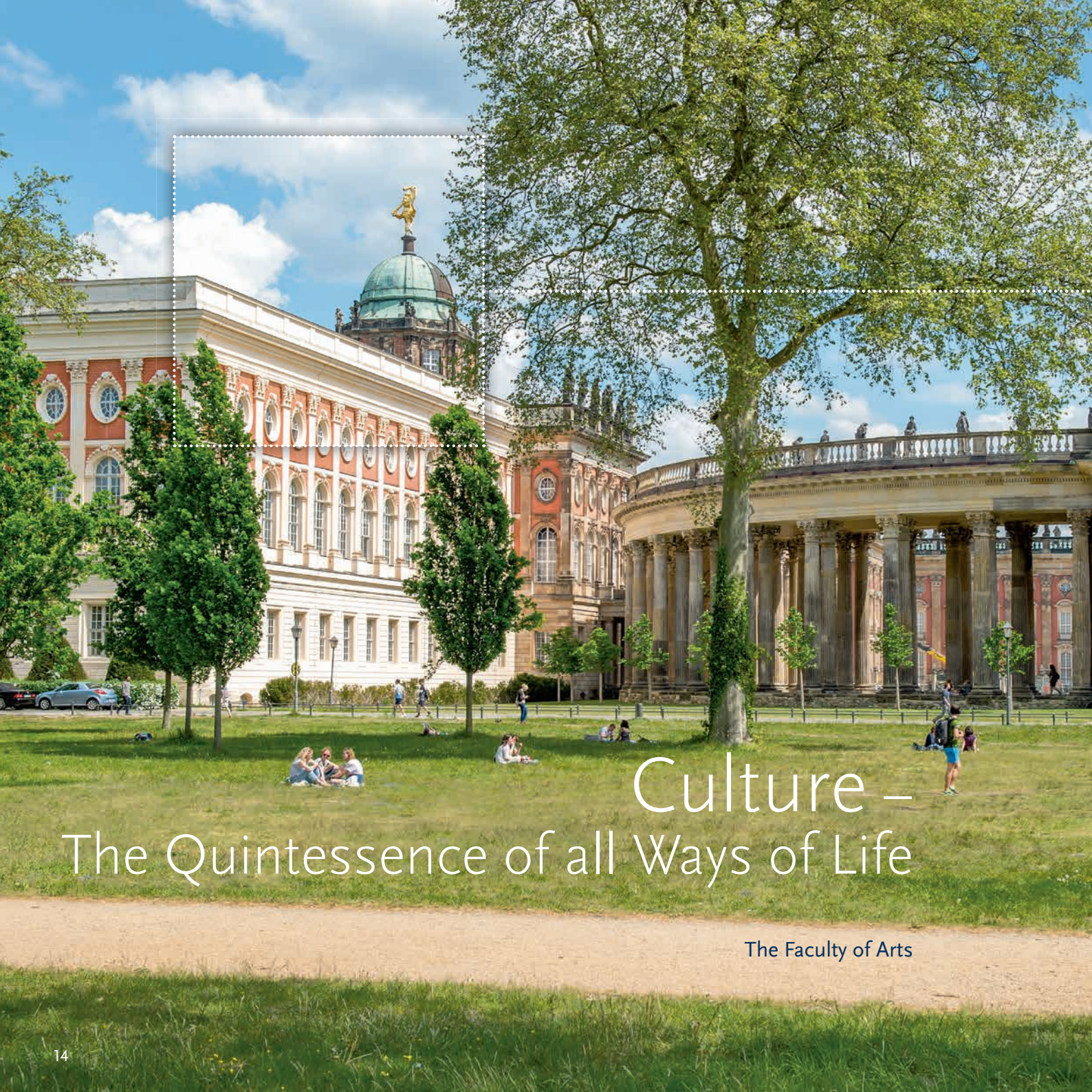
The largest campus of the University of Potsdam is situated in the middle of meadows and pastures, not far from the tranquil district of Golm. New research buildings feature ultra-modern laboratories furnished with the latest equipment. About 9,000 students daily make their way to the Faculty of Science as well as the Faculty of Human Sciences. One of the main places of study is the Information, Communication, and Media Center, which holds over 900,000 books and other media. Golm has become one of the largest science parks in the Berlin-Brandenburg research region: Three Max Planck Institutes and two Fraunhofer Institutes as well as the GO:IN start-up center are situated within the immediate vicinity of the University.

University of Potsdam, Karl-Liebknecht-Strasse 24–25,
14476 Potsdam-Golm

On the Griebnitzsee campus – at the border of Berlin and Potsdam – are the Law Faculty and the Faculty of Economics and Social Sciences. The campus is also home to the Institute for Computer Sciences, adjacent to the Digital Engineering Faculty, which was founded in 2017. It is the first privately funded faculty at a German university and emerged from the Hasso Plattner Institute for Software Systems Technology. A student dormitory is located right next to the campus, not far from the Babelsberg film studios.

University of Potsdam, August-Bebel-Str. 89,
14482 Potsdam





Culture – The Quintessence of all Ways of Life

The Faculty of Arts

The Faculty of Arts on the Neues Palais campus unites the Departments of Philosophy, History, German Studies, English and American Studies, Romance Studies, Slavonic Studies, Jewish Studies and Religious Studies, the School of Jewish Theology, and the Department of Lifestyles, Ethics and Religion as well as Arts and Media. Since 2014, the Theodor Fontane Archive has been an academic institute under the umbrella of the Faculty of Arts.

An extensive canon of academic disciplines that include philosophy, philology, history, aesthetics, and religious studies distinguishes the Faculty. These are offered both as mono-disciplinary studies and in various combinations of subjects. The diversity of teacher education focusing on subject-related didactics forms the foundation of its different degree programs, from Bachelor's programs to PhD research groups.

The Faculty of Arts' concept of culture encompasses all ways of life. It researches empirically how individual phenomena work and what is their historical, semantic, logical, and aesthetic context.

Cultures evolve in consistent communication, in dialogue and encounters with the 'Other'. The Faculty of Arts, therefore, regards enabling its students to adopt other perspectives and critically reflect on cultural differences as one of its primary educational objectives. Depending on the discipline, this can be achieved through immersion in other languages and literatures, geographical or conceptual spaces, epochs, religions, ...

The wide range of disciplines and topics at the Faculty coalesces around a few focal research areas, notably: the Early Modern Period, Jewish Studies/Jewish Theology, Language Variation, Cultural Studies/Postcolonial Studies, and Media Studies, which are currently being developed into research clusters

within the Faculty. The Faculty is currently actively involved in the field of digitization. For this purpose, an interdisciplinary "Network for Digital Humanities" was founded in 2018.

The Faculty of Arts strongly emphasizes the promotion of young scholars. Its numerous third-party funded research projects and research collaborations with German and international partners offer young academics excellent opportunities for further qualification both domestically and internationally. Young researchers investigate, for example, the variations of cosmopolitanism worldwide at the DFG-funded Research Training Group 2130 "Minor Cosmopolitanisms" and questions of computer-networked sensor technology at the Research College "SENSING: The knowledge of sensitive media", which is supported by the Volkswagen Foundation.





A Strong Profile and Useful Synergies

The Faculty of Science

The Faculty of Science at the University of Potsdam comprises the Departments of Biochemistry and Biology, Chemistry, Nutritional Science, Geosciences, Environmental Science and Geography, Computer Science, Mathematics, Physics and Astronomy as well as the Botanical Garden.

More than 5,000 students are currently being supervised in 20 master's and 14 bachelor's degree programs. The Faculty has secured third-party funding and established future-oriented and productive core areas in research and teaching.

Three of the University's four research focuses are at the Faculty of Science: Evolutionary Systems Biology, Data-Centric Sciences, and Earth and Environmental Systems. Since 2017, the DFG-funded collabo-



rative research center "Data Assimilation" has been managed and coordinated by researchers from the Department of Mathematics. These research areas have the potential to obtain comprehensive funding for projects and graduate programs from the EU and the German Research Association (DFG).

The close collaboration between the natural sciences and extramural research institutions in the Berlin-Brandenburg region – a founding tenet of the University of Potsdam – was commended as exemplary by the German Council of Science and Humanities. The collaboration with several institutes of the Max Planck Society, the Fraunhofer Society, the Helmholtz Association and the Leibniz Association illustrates this extensive networking. About 70 joint professorships with these extramural institutions complement the Faculty's 87 regular professorships.



Cognition, Health and Education

The Faculty of Human Sciences

The Faculty of Human Sciences is located at the campuses Golm and Neues Palais. It is divided into two structural units: Cognitive Sciences and Educational Sciences.

The cognitive sciences focus on the connections between mental processes and representations of the human mind and its neurobiological foundations. The cognitive scientists concentrate their research efforts primarily on the structure, dynamics, development and neuronal foundations of language, visual perception, numerical cognition, execution of actions and motor coordination in children and adults. Several departments are engaged in interdisciplinary cooperation, including linguists, psychologists, sport and exercise scientists, biologists, mathematicians, computer scientists and physicists. The Faculty's flagship project is the Collaborative Research Centre "Limits of Variability in Language: Cognitive, Grammatical, and Social Aspects".

The Faculty of Human Sciences participates in the Brandenburg Health Campus thus developing the Faculty's focus on health in the field of sports and exercise, and chronic and cardiological diseases. It extensively collaborates with rehabilitation clinics,



hospitals, general practitioners, and therapists. The Faculty also includes counseling centers for psychotherapy and speech therapy and a university outpatient clinic licensed as a research center the German Olympic Sports Confederation (DOSB).

The structure unit Educational Sciences deals with the knowledge society. Lifelong learning- as a child and adolescent at school, as a young adult during vocational education or at university and as an adult in continuing professional education – it is a key research topic. Empirical education provides the theoretical tools and methods for the empirical verification of theoretical models. Research is interdisciplinary and therefore it goes without saying that educationalists, teachers, inclusive education specialists, sociologists, and psychologists conduct research together. Building on the long tradition of teacher education in Potsdam, many projects are directly linked to institutional learning processes.



Well Networked

The Faculty of Economics and Social Sciences

The Faculty of Economics and Social Sciences consists of Business Administration, Political and Administrative Sciences, Sociology, and Economics.

About 4,300 students are enrolled at the Faculty, which has recently complemented its broad and well-established range of degree programs with attractive offers like the two Bachelor's programs Politics, Administration, and Organization and Politics and Economy and the Master's programs National and International Administration and Policy and Business Informatics and Digital Transformation.

Researchers at the Faculty investigate the interactive relationship between society, politics, and economy both nationally and internationally to be able to get a complex and differentiated picture of socioeconomic, political, and cultural processes in modern societies.

The Faculty's research profile has been successfully expanded and consolidated in recent years. The Faculty participates in research projects of the Weizenbaum Institute for the Networked Society, the Research Group "The International Rule of Law – Rise or Decline?", and the Berlin Doctoral Program in Economics and Management Science. The Center for Citizenship, Social Pluralism and Religious Diversity, established in 2016, and the recently founded Potsdam Center for Quantitative Research are also part of the Faculty.

Over the past years, collaboration with extramural research institutions has also been extended and

consolidated through joint professorial appointments. The Faculty's key partners include the German Institute for Economic Research (DIW), Mercator Research Institute on Global Commons and Climate Change (MCC), the Institute for Advanced Sustainability Studies (IASS), the Berlin Social Science Center (WZB) as well as the Potsdam Institute for Climate Impact Research (PIK).

In addition to the established work of the Potsdam Center for Politics and Management (PCPM) – which coordinates the Focus Area "Public Policy and Management" and the research and transfer services of the Department of Local Government Studies (KWI), the Faculty participates in a number of new, interdisciplinary research fields, including the Berlin Potsdam Research Group "International Law – Rise or Decline?", the Centre for Citizenship, Social Pluralism and Religious Diversity, the Potsdam Center for Quantitative Research, and the German Internet Institute.





Focused on Theory and Research and with a Practical Orientation

The Law Faculty

With more than 2,500 students and about 300 graduates every year, the Law Faculty of the University of Potsdam plays a significant role both nationally and in the federal state of Brandenburg. The Faculty trains legal experts for the judiciary, ministries, national and municipal administration, law firms and notary's offices, associations and enterprises. Its high level of expertise in international law and human rights makes the University of Potsdam particularly suitable for the training of legal professionals for European and international organizations.

The Faculty's core activity is to qualify students and prepare them for the first state examination in law. The latest research results are immediately integrated into the conception of courses and lectures. Renowned textbooks from prestigious publishers have been written at Potsdam's Law Faculty. Assistance during all stages of studies and complementary formats (moot courts and study groups with online courses, tutorials, and exam preparation courses) provide excellent opportunities at the attractive Griebnitzsee campus. The specialized fields of study focus on business, European, and international law. This choice of contents emphasizes the practical relevance of studies without neglecting the basics of jurisprudence. The Law Faculty offers a Bachelor of Law degree (LL.B.) that is integrated into the state examination course and enables the graduates either

to begin their professional career earlier or to continue their studies to become a fully qualified lawyer or complete a Master of Laws.

A hallmark of the University of Potsdam is the German-French law program in cooperation with the Université Paris Ouest Nanterre. German and French students get a degree from both countries. The offers in continuing education at the Law Faculty tie in with the focus on commercial law in the key fields of study. The master's program Company and Tax Law with about 240 students is the only one of its kind in the region. The certificate program "Mediation" also enjoys increasing popularity. Since the winter semester 2017/18, the Law Faculty offers the dual Master's program Digital Media Law and Management in cooperation with the Film University Babelsberg.





Excellence in Digital Engineering

The Digital Engineering Faculty

The joint Digital Engineering Faculty of the Hasso Plattner Institute gGmbH (HPI) and the University of Potsdam offers the Bachelor's program "IT Systems Engineering", the only one of its kind in Germany. About 550 students are currently enrolled in the practically oriented program.

The four master's programs "IT Systems Engineering", "Digital Health", "Data Engineering" and "Cybersecurity" provide the opportunity to pick a specific research focus.

Excellent IT research is being done at the Faculty and at the HPI Research School for graduates, which has branches in South Africa, Israel, and China. Teaching and research focus on the basics and applications of large, highly complex and networked IT systems. The Faculty also develops and researches user-oriented innovations for all areas of life.

From the 5th semester, bachelor students spend two semesters learning in small teams how to develop innovative solutions for industry and society. Their



mentors are professors and young academics. The projects are commissioned by renowned companies and organizations from Germany and abroad. Since 2005, students have been presenting their results at the annual Bachelor Podium after the summer semester. In addition to software engineering, there are lectures on professional skills, design thinking, and entrepreneurship. Students can also participate in numerous student clubs as well as faculty-arranged internships and studies abroad.

The Digital Engineering Faculty was founded on April 1, 2017 by the University of Potsdam and the Hasso Plattner Institute gGmbH. Funded by the Hasso Plattner Foundation, it is the first privately funded faculty at a German public university. At the request of its founder Hasso Plattner, the Digital Engineering Faculty will be expanded, nearly doubling the academic staff in the next few years.



Needs-Oriented

The Brandenburg Faculty of Health Sciences

The University of Potsdam has founded a Faculty of Health Sciences together with the Brandenburg University of Technology Cottbus-Senftenberg (BTU) and the Brandenburg Medical School (MHB) in Neuruppin. Its aim is to anchor health science research and teaching more strongly in this federal state and, as a result, to continue to improve the provision of medical care.

Up to 16 new chairs will be created for this institution, which spans multiple universities. Professor Joachim Dudenhausen, long-time director of the Clinics for Obstetrics and Dean of the Charité, was commissioned to oversee its founding. The new faculty will take into account the particular needs of the federal state of Brandenburg. Gerontological medicine and health, nursing sciences, health services research, rehabilitation science, telemedicine as well as cardiology and nutritional physiology will play a central role.

Since the faculty is located across all three universities, the studies are distributed among the cities of Neuruppin, Brandenburg/Havel, Potsdam, and Cottbus. With seven professorships, the University of Potsdam will be the largest of the three locations. The BTU will have five and the MHB four professorships. Physicians already working at the universities and those who will be newly appointed will also be able to supervise doctoral candidates. In the future, it will be possible to earn the degrees Dr. med. or the more research-intensive Dr. rer. medic. at the Faculty of Health Sciences. The cooperation with clinics is



currently being carried out through the MHB, where medical training will remain.

Some of the faculty's departments in Potsdam will be located in Bergholz-Rehbrücke. The proximity to the University's department of nutritional science and the German Institute of Human Nutrition (DIfE) is intentional and supposed to facilitate the cooperation in terms of content. For the health sciences, the University generally counts on strong relationships between the different faculties, such as the field of digital health at the young Digital Engineering Faculty.



Where Knowledge Grows

Studies with a Clear Profile for the Future

Young, modern, oriented towards the future: With just 28 years the University of Potsdam has already achieved an outstanding position among the universities and scientific institutions of Berlin and Brandenburg. It convinces with its great variety of programs and courses as well as with its distinct interdisciplinary research profile.

Students develop their individual aptitudes and inclinations in numerous single-major programs or combination courses. Some subjects are exclusive taught at the University of Potsdam. Among them are Jewish Studies, Patholinguistics and IT Systems Engineering at the Digital Engineering Faculty. Furthermore, the University of Potsdam is the only teacher education institute in the federal state of Brandenburg.

Teaching at the University of Potsdam is always closely linked to up-to-date research and driven by the latest scientific findings within and outside academia. Students benefit from the many extramural research institutions in Potsdam that enrich their studies, promote dialogue between theory and practice, and open up job opportunities for graduates.

In addition to education in their subjects, students acquire important skills that help them start their career. The Career Service, some individual departments, and Potsdam Transfer – short for the “Centre for Start-Up, Innovation, Knowledge and Technology

Transfer” – offer professional expertise to students seeking a job or starting a business.

The University of Potsdam has established a comprehensive quality management system. The Center for Teaching Quality Development is a driving force in this process that facilitates the ongoing development of teaching – providing instructors with information, consultation, and assistance – and of media-based teaching formats. The University supports prospective and first-semester students when they start their studies. It also offers career guidance for students and alumni and helps them start their careers. Key areas are the ongoing development of quality awareness and consolidation of a dialogue-driven quality culture. The University relies especially on student feedback and a dialogue with all university members.

As one of the first German universities, the University of Potsdam received the seal of system accreditation – a seal that reflects the quality assurance of its study programs.





Researching Teaching

The Center for Teacher Training and Education Research

The University of Potsdam is the largest and only university offering teacher education programs in the federal state of Brandenburg. Over 4,200 students are enrolled in programs for a Bachelor and Master of Education. In the future, 1,000 new students will be enrolled in the teacher education programs every year. They all come into contact with the Center for Teacher Training and Education Research (ZeLB).

Together with the faculties involved in teacher education, the ZeLB is responsible for teacher training and education research at the University of Potsdam. Its most important responsibilities include issuing regulations for in-school practical studies, funding research, participating in professorial appointment procedures, managing teacher training resources, and quality assurance.

The ZeLB organizes in-school practical studies and speech training. A key component of the practical Master's program is the school internship (practical semester) introduced in 2008. For about 14 weeks, students do an internship at a school in Branden-



burg, in another federal state, or at a German school abroad. The different phases of practical training are part of the “Potsdam Model of Teacher Training”. The model, developed in 1992, involves many in-school practical studies and a pedagogical and psychological orientation. The ZeLB continuously develops this model. Speech training is an essential integrated curricular component because of the occupational requirements: Teaching is a very communicative profession, and both voice and language are indispensable tools.

Since the ZeLB's founding in December 2014, its subject-related studies and didactics have become more closely connected with educational sciences. Using empirical methods, it examines from various perspectives how to provide good lessons at schools and improve teacher education. The results are directly integrated into the education of future teachers. “Education research” is perceived as research on education, schools, and teaching. It focuses particularly on challenges facing the educational system, like heterogeneity and inclusion, language education, and German as a foreign or second language.

Education research is also carried out by the PSI Potsdam (Professionalization: In-School Practical Studies – Inclusion: The Potsdam Model of Teacher Education), which is funded until 2023 within the program *Qualitätsoffensive Lehrerbildung* of the Ministry of Education and Research, which aims at enhancing the quality and attractiveness of teacher training. PSI Potsdam seeks to improve the professional knowledge of teaching trainees by integrating subject-related and didactic educational content, to enhance their skills through in-school practical studies, and to prepare them for inclusive teaching.



Open to the World

International Campus – Research and Studying across Borders

The University of Potsdam is an international community with many faces and stories. Its international atmosphere is created by its students from all parts of the world who decide to study in Potsdam as well as by the internationally experienced professors and lecturers. A special project is the Refugee Teachers Program, which has the aim to further educate teachers who had to flee from their countries in order to integrate them into the Brandenburg educational sector.

Within the framework of the European Alliance “European Digital UniverCity” (EDUC), the University of Potsdam and its partner universities deepen the Bologna Process and create a common space where students, teachers, and administrative staff can work together across Europe without administrative, cultural, and social obstacles.

The International Relations Office is the point of contact for all international students and supports them both in their studies as well as in mastering the challenges that are sometimes involved when living abroad.

Potsdam presents itself as a city of science – open to the world and tolerant – with global networks and research across borders. This also creates a good climate for visiting professors and PhD students, who all appreciate working in a region with one of the

highest densities of research institutions in Germany. The Welcome Center Potsdam is their first point of contact and a beacon of internationalization. They receive individual help, for example finding an apartment or dealing with authorities.

To facilitate a quick integration, the University offers German language courses to its foreign guests and English courses to its administrative staff, organizes intercultural training, and coordinates a buddy program for students. To ensure a good start, the Center for Languages and Key Competencies offers a special program for international students.

Many students use the opportunity to spend some time at one of the partner universities. There is a wide range of programs at over 300 partner institutions: from psychology in Tel Aviv, sports management in Australia, or a study trip to Montana to visit the geographical center of the Earth. From academic studies or an internship to a double degree or PhD studies – anything is possible. In addition, the University promotes virtual mobility to complement physical mobility as part of the concept Internationalization at Home.

A stay abroad helps students to immerse themselves in a foreign culture and to gain knowledge that goes far beyond that of their field of studies. The University has a special commitment to piquing students' curiosity for the unfamiliar and to pave the way for successful studies abroad.





Potsdam Graduate School & Academy for Postdoctoral Career Development

The Competence and Advisory Center for Young and Advanced Researchers

Doing your PhD, researching, leading a junior research team, or being offered your first professorship – those who make these career moves at the University of Potsdam receive wide-ranging support from the Potsdam Graduate School & Academy for Postdoctoral Career Development (PoGS). Individual PhD students and members of over 20 structured PhD programs in various disciplines as well as postdocs and junior professors come together under one roof at this central academic institution. PoGS also establishes important contacts to extramural research.

For any career move, PoGS offers multidisciplinary workshops and certificate programs for careers in academia, industry, and society. The qualification and advanced training programs are geared to the specific needs of PhD students, postdocs, and junior professors. The “Teaching Professionals” program provides specific further qualifications for academic teaching and management. The programs “Science meets Market”, “Scientific Management”, and “Science Communication and Policy Consulting” prepare young scholars for a career in science-related professions. “Mentoring Plus” for researchers, “PhD coaching” for individual PhD students, the basic module “Management Skills for Research and University”, and “Potential Check” round out the offerings.

Central to the culture of PoGs are an attractive research environment, quality assurance, and individual support. Members benefit from interdisciplinary exchange within the Network of Talents. The Potsdam Graduate School on the “Exhibition Floor on Science” in Potsdam’s Education Forum attracts PhD students and postdoc, because it provides communication opportunities across disciplines, e.g. in the Science Club, during “Career Talks”, and on PhD Day. A key aspect of its funding structure is to wield difference and diversity and to efficiently support the career paths of qualified young researchers from around the world.





Equal Opportunities for Women and Men at a Family-Friendly University

Diversity, Family, and Career

The University of Potsdam stands for equal opportunities, family equality, internationality, tolerance, and sustainability – an employer without barriers and with equal chances for women and men. It was one of the first German universities to win the TOTAL E-QUALITY award in 2002 and has successfully defended it six times, also earning it the Sustainability Award for Equal Opportunities.

The Equal Opportunity Coordination Office works to truly gender mainstream all working areas of the University of Potsdam. It coordinates all issues related to equal opportunity and diversity through the Office of the Central Equal Opportunity Commissioner and together with the different local equal opportunities commissioners.

The Equal Opportunity Coordination Office initiates, coordinates, implements, and funds various offerings of needs-based and targeted measures for university members to help promote gender equality. Targeted programs support young female researchers and help introduce STEM subjects to schoolgirls.

The University of Potsdam also supports balancing family, studies, and work. While parents are attending or giving a lecture, studying, or research-

ing, their children are taken care of in the daycare centers “klEinstein” or “Springfrosch”. Daycare facilities near the University provide additional flexible childcare for parents who have gone back to school or for bridging gaps in childcare, sometimes even in emergency situations. Unicamp provides childcare during summer vacation and offers a wide variety of leisure activities. Childcare can be provided and toys and furniture borrowed for on-site conferences. The Center for University Sports offers sports programs for families (FamFit).

Students and employees with family responsibilities receive special assistance from the Family Service, including information to help them organize their day-to-day studies and work in a family-friendly way, arrange for financing, deal with bureaucracy as well as support to ensure care for their families. The University of Potsdam sees its commitment to being a family-friendly and tolerant university striving for equal opportunity as fundamental to modern education and research.





From University to Practice

The Career Service Facilitates the Start into Professional Life

The Career Service of the University of Potsdam – a department at the Center for Teaching Quality Development – provides comprehensive support for students to actively shape their careers. Workshops, seminars and counselling services support students and graduates in developing their skills and help them to orient themselves professionally as well as to elaborate the best application strategies for their professions.

Each semester, the center offers seminars and events that train interdisciplinary skills and abilities as well as inform students about the various occupational fields and employment opportunities. Individual career counseling and occupation-related test procedures support professional orientation and help discover alternatives to well-worn career paths. Checklists for applications and preparation for job interviews impart a professional and confident demeanor during the application process.

The Career Service also offers opportunities to gain practical experience and establish connections with employers at an early stage. An “Exchange Day” gives students a taste of a typical workday of University of Potsdam alumni and allows them to learn more about new working areas.

For ambitious female students, the Career Service offers its Mentoring Program. Experienced specialists and executives coach them individually before



these students start their professional career. They work on their career aims, be it an academic career, self-employment, or entering the regional industry and administration.

Not least of all, the Career Service informs students on a daily basis of available internships, jobs, and positions in Germany and abroad on the University's online platform. Useful advice and information about jobs and internships worldwide complete its services.



Fuel for Ideas, Future Markets, Practice Laboratories

Potsdam Transfer – Central Scientific Institution for Start-ups, Innovation,
Knowledge, and Technology Transfer

The University of Potsdam is an entrepreneurial university that actively promotes the application and translation of its scientific ideas into practice. Potsdam Transfer is the central institution for science and technology transfer. Its four divisions –Transfer Services, Startup, Innovative University, and Continuing Education – embrace a holistic approach.

Several awards for being one of the leading German Gründerhochschulen (universities that are business incubators) underline the quality and efficiency of the University's start-up and transfer services. The start-up service consultants have developed an accelerator program to optimally fulfill the varied demands of the five faculties and affiliated institutes.

The transfer services team connects science with industry by looking for applicable research, examining inventions and finding project partners in the business world. It offers professional support for presentation of research findings at trade fairs and conferences.

Potsdam Transfer is the helpdesk for transfer components in research applications. The center itself carries out application-oriented research. Its studies have already provided some interesting insight into

HR strategies in small and medium-sized enterprises and the workings of lifelong learning.

The University of Potsdam imparts knowledge to various social stakeholders. Potsdam Transfer advises on developing new courses of further training and coordinates existing offers. Specialists and executives have the opportunity to qualify in MBA courses while they work. The Negotiation Academy Potsdam (NAP) also offers further education at the highest level.





Bridges to the Market

UP Transfer GmbH at the
University of Potsdam Connects
Academia with Practice

UP Transfer GmbH at the University of Potsdam was founded in 1998 and is a non-profit subsidiary of the University. Its task is to effectively transfer the results of teaching and research excellence to the market. UP Transfer GmbH thus bridges academia with business and administration.

UP Transfer GmbH offers services in three fields: 1. executive education, 2. applied research and development, and 3. supporting services for science and business (UPT services).

The training offers particularly include practical courses of study (MBA and Master's degree programs) and further in-service training (customized and certificate courses) for the private and public sector. Research and development teams work on solutions in various fields of application like chemistry, physics, life sciences, and geosciences as well as information and communication technologies.

UP Transfer GmbH also provides the University of Potsdam with comprehensive conference services, patent application assistance, technology consultation, merchandise retailing in the UNishop, and mentoring the "Industry and Business" Partner Network.

Partners and customers of UP Transfer GmbH include private individuals, business enterprises, and public administration as well as organizations and research institutions from Germany and abroad.

www.up-transfer.de





“Industry and Business” Partner Network of the University of Potsdam

The University of Potsdam is Brandenburg’s largest university and trains highly qualified specialists. The University has made a name for itself in Germany as an excellent entrepreneurial university. It regards the active transfer of knowledge and technology as a matter of course and imbues regional industry with its culture of innovation in teaching and research.

The University of Potsdam established the “Industry and Business” Partner Network to consolidate relations between regional and transregional companies and the University and to leverage beneficial synergies.

Its express goal is to support the placement of the University’s graduates in regional companies. The University is also committed to its alumni, who are often not very familiar with Brandenburg’s corporate landscape. The “Industry and Business” Partner Network hopes to close this information gap and show students, PhD students, and postdocs the region’s professional opportunities. The University not only supports its alumni but also helps companies overcome skills shortage and prevents emigration from the region, which is urgent considering Brandenburg’s demographic development.

Interested companies receive access to an extensive range of services for a differentiated annual fee. These



services bundle the existing structures and expertise of the University of Potsdam and tailor them to each company’s needs. The modular service packages include placing highly skilled employees, training and qualification courses as well as networking opportunities. The companies can also utilize the capability and infrastructure of the knowledge and technology transfer as well as various marketing opportunities. Over 50 companies and institutions have become partners so far. The Potsdam Chamber of Commerce and Industry and the savings bank Mittelbrandenburgische Sparkasse are lead partners. UP Transfer GmbH of the University of Potsdam for Knowledge and Technology Transfer endeavors to expand the group of industrial partners.



Let's keep in touch!



Joining Forces for the University of Potsdam

Friends, Sponsors, and Alumni Get Involved with Teaching and Research

The Universitätsgesellschaft e. V. (University Society) is a non-profit association that has been supporting the University of Potsdam intellectually and financially since 1992. Through the commitment of friends, sponsors, and alumni of the University, scientific and cultural projects, research, and conferences can be funded even when the University's own financial resources are insufficient. The aim is to uphold and maintain the University's high standards of education, research, and academic pursuits as well as to complement the dynamic development of our young university.

The University Society promotes dialogue between academia, business, and wider society through public events. Alumni increasingly appreciate being involved in the development of the University of Potsdam as well as getting in contact with the companies that are part of the "Industry and Business" Partner Network. The subject-specific alumni sections of the University Society play a key role in this dialogue as well. They offer friends, supporters, and alumni lively networking platforms. Interesting novel projects and many events are being initiated through these networks and interactions.

Many young researchers have already benefited from awards and scholarships granted by the University Society, which include the Deutschlandstipendium, MBA scholarships, and various start-up and future

awards. At the University's central graduation ceremony, the University Society not only awards a prize for the best dissertation of the year, but also one for the best graduate of the year. University Society members are, of course, invited to the graduation ceremony as well as many other events, including the New Year's reception hosted by the President of the University of Potsdam, the University Ball, and the "Academic Salon" held several times a year.

The University Society makes an essential contribution to the promotion of teaching, research, and the cultural life at the University of Potsdam. Yet even in the age of digitization, personal exchange remains indispensable. Become a part of an exciting network of well-known personalities from science, business, and politics, and let us do good together!

www.uni-potsdam.de/unigesellschaft





Staying in Touch

Alumni are Important Members of the University Family

Many graduates leave the University of Potsdam after completing their studies or doctorate, though the University wants to stay in touch with them. For years, the alumni team has maintained contact with former students on behalf of the University of Potsdam to facilitate and establish long-term support and a collaborative network.

The University's alumni network has over 10,000 members. Anyone interested can sign up for free on the central communication platform alumniportal.uni-potsdam.de and will benefit from information, invitations, and offers.

The alumni program includes a wide range of activities such as regular newsletters, the print magazine "Portal Alumni", and invitations to the University. The idea is to keep alumni informed about the latest developments at their alma mater and to stay in touch with its employees. The program also offers various services, including a free university e-mail address, reduced-price university sports courses, and a yearbook in which they can present their academic profiles. Together with partners like the Career Service, the alumni team also offers career advancement through seminars and coaching.

The University of Potsdam wants to encourage former students to participate in the University's academic life, for example in the mentoring program, where they can advise students on transitioning from studying to a professional life and help them to secure job offers. Alumni can also engage University Society activities, support academic programs and festivities, and sponsor a scholarship within the framework of the Germany Scholarship campaign.

Alumni should benefit from their alma mater's long-term development while also shaping its image. All graduates are, therefore, invited to remain an active part of the University's family.





Science in Potsdam

Potsdam is a city of science. Over 10,000 of Potsdam's 170,000 citizens work in academic institutions of the capital of Brandenburg. No other German city rivals Potsdam's per capita number of scientists.

Nearly 25,000 young people are studying at the University of Potsdam, Potsdam University of Applied Sciences, the Film University Babelsberg KONRAD WOLF, Fachhochschule für Sport und Management, the University of Applied Sciences Clara Hoffbauer Potsdam, and XU Exponential University of Applied Sciences.

In addition, more than 40 scientific institutions are based in our region: Max Planck Institutes, Fraunhofer Institutes, institutions of the Leibnitz Association and two institutions of the Helmholtz Association. In 2017, the first, and currently the only, completely privately financed faculty at a public German university emerged from the Hasso Plattner Institute for Software Systems Technology founded in 1998. Since the end of 2009, also the Institute for Advanced Sustainability Sciences (IASS) has been based in Potsdam.

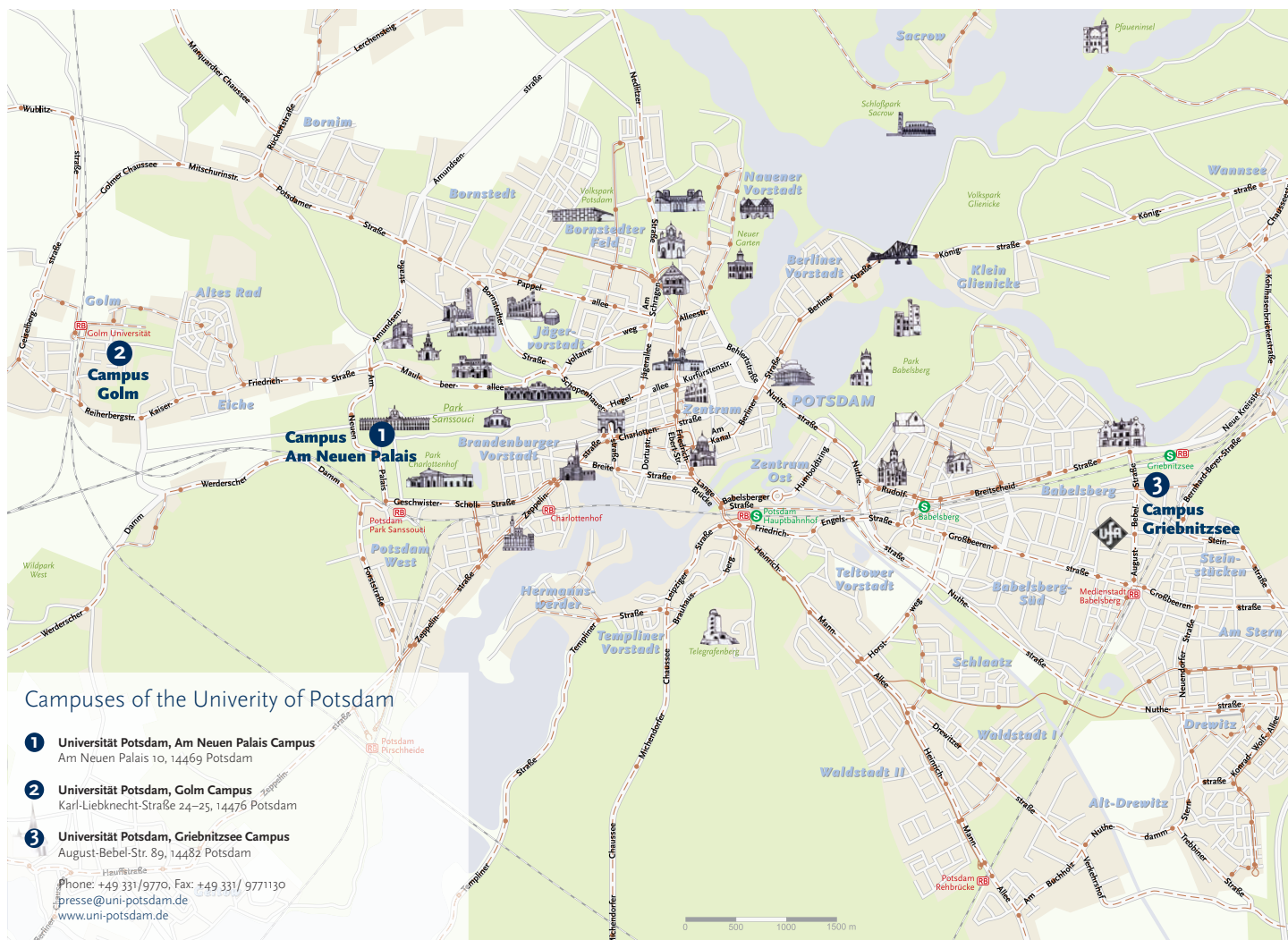
WIS – the Exhibition Floor on Science in the Education Forum is the RESEARCH WINDOW of science in Potsdam and Brandenburg in the heart of the capital and in the immediate vicinity of Brandenburg's new parliament building. The association “proWissen Potsdam” was founded in 2004 by Brandenburg's capital in close collaboration with

over 30 scientific institutions and the CCI Potsdam. This network is dedicated to communicating scientific knowledge to a wide public. The Exhibition Floor on Science in the Education Forum accommodates this work. Together with the scientific network PoGS and UP Transfer, WIS is developing a testbed for dialogue between academia and other social stakeholders. Its aim is to consolidate communication and interdisciplinary networking of science, industry, and society in Potsdam and Brandenburg.









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