



Brief Profile

TH Köln A University Moving Forward

Towards a University of a Unique Kind

In the last few years, we have systematically pushed forward innovation processes in research, teaching, and degree programs. We regard ourselves as an institution committed to lifelong education, sustainability in values, and genuine knowledge transfer. In order to hold true to these concepts for our students, teachers, guests, partners, and the public, we have intensely analyzed our strengths, shortcomings, targets, and values – in short, what defines TH Köln's identity.

During this process, we established that we as an institution carry out research, teach, and learn in an increasingly international, interdisciplinary, and transdisciplinary context.

We are currently part of a process in which institutions and universities face new social challenges and have to differentiate themselves from their competitors by establishing a clear-cut image and identity. We want to actively contribute to these developments and competitive processes in two ways: Firstly, through our educational ethics, and secondly, through our understanding of ourselves as a university of a new and unique kind. The latter point enables us to provide an open space for scientific research and reflection at a high academic level, to analyze past, current, and future social issues as important challenges for state-of-the-art education, and to provide students, teachers, and lecturers with an excellent academic setting.

In short, since September 1, 2015, Cologne University of Applied Sciences has been rebranded as Technische Hochschule Köln, or simply TH Köln – University of Applied Sciences.

Technology
Arts Sciences
TH Köln



Our Objective: »Social Innovation«

»Social Innovation« – a complex term, a daring venture, and an enormous task. But how can we be »socially innovative«? Specifically, it means that new products, technologies, and services can only be effective, sustainable, and meaningful if they are conceptualized and designed according to the principle of »Social Innovation«. For a better illustration: a bridge or a mobile phone can be masterpieces in engineering and technology, but their real innovative power unfolds only at a later stage – when it comes to connecting people, overcoming cultural barriers, and unleashing and resolving complex social dynamics.

A Contemporary Academic Understanding

The broad comprehension of »Social Innovation« as a multifaceted and social phenomenon requires us to correlate social demands with the diversity of knowledge cultures. We as university have a keen interest in contributing to and elaborating on common efforts in finding resolutions for today's and tomorrow's pressing issues: climate change, demographic development, health care, lack of resources, food and energy security, to name a few.

This cannot be fully addressed by technological and scientific expertise alone. We also need a new academic understanding – one that unites tradition with modernity. One that bridges gaps, gives redefinition, and acts as agent for common solutions.

Revitalized: The Idea of »Universitas«

Therefore, and in order to truly embody and attain »Social Innovation«, we have revisited and redefined the concept of »universitas«: our academic environment, community, and approach are to be shared by students and teachers alike. Through acting via mutual partnerships between students and teachers, we not only display our understanding of excellent education, but also foster dialog and progress for societal topics, developments, and resolutions. One of these measures can be currently found in our approach of project-oriented and research-based learning.

Simply put, we understand »Social Innovation« as an essential element of contemporary research and teaching – and as a common task.

The Importance of Values

In order to successfully face future challenges, we reviewed our key values and made them tangible for today's target groups and audiences.

Plurality

We view all kinds of plurality as a basis for innovation. This is why we support and foster human and academic pluralism.

Open-Mindedness

We understand ourselves as »universitas« – a community of teachers and students. We overcome boundaries and thereby render possible transparency, curiosity, open-mindedness, and interrelations of many kinds: between people, disciplines, research and teaching, academia and practice.

Internationalization

Today, universities, education, and academia no longer operate just in local contexts – they act globally and internationally. Thus, our mindset as TH Köln has to be global as well. We aim to tackle issues of international concern by pursuing our own unique approach.

Our quality and strength: sensitivity to cultural distinctions, experience of otherness as an opportunity for progress and mutual understanding.



Technology Arts Sciences TH Köln

Perspectives

Base



*dynamic
and powerful*



*mediating
and innovative*



*profound and
sophisticated*



*all colors
united*



*open minded
and transparent*

Our brand

Basic colors

Common Vision, High Standard

Rebranded TH Köln – University of Applied Sciences in 2015, we are on track to create a new kind of university: for the benefit of professors, lecturers, students, employees, and for the benefit of business, culture, and civil society. We address this through future-oriented educational concepts, strength in research, strong strategic international alignment, and a mandate for the common good.

Our brand and name, our image and approach, our three distinct perspectives are the outcome of a strategic and sophisticated analytic process. They signify the long-term competitiveness of TH Köln, and perfectly express our university's values and objectives.

Three distinct perspectives for TH Köln: Technology, Arts, Sciences

Our brand reflects the enlarged scope of our university's work. The realm of technology today impacts on many disciplines, and comprises subjects, applications, products, and societal and cultural practices. Thus, it requires an all-embracing concept which defines »technology« as something more: as a dynamic cultural and social force which enables us to better achieve our goals, ideals, visions, and dreams in a complex world – to reject the superfluous, and to enable the desirable.

The term **Technology** refers to the reciprocity of theory and practice. We view **Arts** as »artes liberales«, and therefore as close examination of contemporary challenges in culture and technology through a thorough and profound analysis. The term **Sciences** refers to the basic and self-evident structure and way of our thinking and acting, research and teaching – our academic plurality.

In short, our brand emphasizes our academic plurality, interdisciplinarity, and internationality. TH Köln represents a unique approach and a common mandate.

Cooperation

We think of ourselves as an institution that offers multiple opportunities. We create an open space for ideas, dialog, and cooperation. All those involved in our university can thereby identify, shape, and advance their creativity, potential, and competencies.

Quality

In the fields of teaching, research, and studies, and in acting, thinking, cooperating, and integrating cultures and ideas: We are cognizant of our responsibility and set the highest standards for, and prioritize, educational quality.

Relevance

We are strongly committed to applying science in a way that fosters knowledge, results, and solutions. We aim to identify open questions in society, culture, technology, economics, in advance, and subsequently want to find suitable answers to them. We strive for relevance, meaning, values, and sustainability via the effectiveness of science. This can only be achieved through collaboration: between science, its different disciplines and players, between government, politics, economics, and civil society.

Simply put, we need distinct values in order to successfully act and engage in science and education.



TH Köln and You

How you can benefit from TH Köln:

Participation

We believe that a university has to provide more than just fulfilling general needs and expectations. Instead, we would like to be your partner and agent in a complex world, by taking into account all the multi-faceted issues in society, culture, ecology, business, and technology. We acknowledge this is a challenge. And we are eager to let you participate in shaping our university.

Identification

We have a keen interest in serving society by providing new insights and research results. We transcend barriers and boundaries. As a university seeking to tackle and resolve contemporary and future challenges, and establish trends, we operate at the heart of society and culture, at the heart of our and your community – so that our research results benefit all.

Integration

We are convinced that our modified brand and wording and our ethics and identity now better match the needs of all those involved in TH Köln. We are aware that these expectations are diverse and cannot be catered for in a top-down manner. It takes all of our students, teachers, employees, researchers, and partners at home and abroad, to make TH Köln a success. And it is our pleasure to share our concept and ideas with you.

In a word: We hope that TH Köln will become ever more relevant: for civil society, culture, business, politics – and for you personally.

TH Köln in Numbers

Founded as Fachhochschule Köln in 1971

Currently, TH Köln has **26,000 students**, among them **4,400 students from foreign countries**, more than **6,500 first semester students annually** at our campuses in Cologne, Gummersbach, Lindlar, Leverkusen and Erftstadt.

In total, TH Köln has **2,000 employees: 440 professors, 600 research associates** in **12 faculties**, and a **degree portfolio** of more than **50 Bachelor's** and **50 Master's programs**.

TH Köln boasts partnerships with more than **360 international universities**.

Faculties

- Applied Social Sciences
- Cultural Sciences
- Information Science and Communication Studies
- Business, Economics and Law
- Architecture
- Civil Engineering and Environmental Technology
- Information, Media and Electrical Engineering
- Automotive Systems and Production
- Process Engineering, Energy and Mechanical Systems
- Computer Science and Engineering Science
- Applied Natural Sciences
- Spatial Development and Infrastructure Systems

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