

## Digital Teaching Strategy at the Department of Business, Economics and Social Sciences (decided on 21.01.25 in the FBR)

<b>Strengthen presence, enrich it digitally, grow together</b>
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Our vision is an FAU WiSo that combines the strength of its in-person classroom culture with the possibilities of digitalization to make education not only accessible for everyone but also individualized, structured, and flexible. Together, we aim to create a teaching and learning culture that fosters diversity, enables innovation and prepares students in the best possible way for the challenges of a global, digital society.

### **Our Overarching Goal:**

*We strive to create a digital educational landscape that enriches excellent teaching and research with state-of-the-art technologies. Everyone involved at FAU WiSo – from students to teaching staff – will become active co-creators. Our FAU WiSo will serve as a role model for the integration of in-person and digital teaching and will make a sustainable contribution to society through practical, international and innovative approaches.*

### **1. Presence and Digitalization: A Symbiotic Vision**

Our department remains part of a face-to-face university with a strong digital extension. Digital tools and resources do not serve as a replacement, but as a supplement that makes teaching more flexible, structured, individualized, and accessible. Through the targeted use of digital tools, we support the individual learning process and foster the personal development of both our students and teaching staff.

### **2. Flexibility and Structure: For Modern Learning**

We offer a balanced mix of in-person and online formats. This combination provides our students with the right balance between structure and guidance on the one hand and flexibility on the other. We encourage our students (also through digital means) to engage in continuous learning and support this with appropriate teaching and assessment formats. To this end, we provide our students with targeted digital tools for orientation and structure, particularly during the introductory phase. At advanced stages of their studies, students benefit from flexible schedules that allow for study-related practical experience and individualized in-depth learning.

### **3. Promoting Individual Learning through Digital Tools: Diversity as a Strength**

Our approach values the diversity of our students. Digital tools help us take into account their individual learning backgrounds and different learning preferences. We consciously consider the cultural and linguistic diversity of our FAU WiSo community and aim to make the most of the opportunities it presents – also through digital means. As a faculty with a large student body, digital tools enable us to offer personalized learning experiences. They also support both our students and faculty in developing individual competence profiles that empower them to achieve excellence in business, society, and academia.

#### **4. Strengthening Digital Skills: Future-Proof Teaching and Research**

The digital transformation demands new competencies in research and teaching. Embracing the realities of a digital world is a central pillar of our educational approach. We actively support the development of digital skills among both our faculty and students, enabling all members of FAU WiSo to leverage digital tools effectively in teaching and research. Our goal is for all students to acquire essential digital competencies. While we provide instruction in using applications and digital tools, our focus goes beyond technical skills. We emphasize the development of self-regulation, critical thinking, and ethical reflection – essential abilities for navigating and shaping a digitalized world.

#### **5. Practice and Technology: Experiencing Innovation Together**

Our strategy bridges theory and practice. We use digital applications and programs to further enhance the strong practical relevance of our research and teaching. Digital tools are not only applied but also critically reflected upon and continuously developed – creating learning experiences that extend beyond our faculty and have a lasting impact.

#### **6. Digitalization: A Driver of Internationalization**

Digitalization enables us to strengthen and expand our global network of partner universities. We provide international students with a smooth start to their studies and enhance international exchange – both for incoming and outgoing students – through the expansion of digital services. By further advancing digitalization, we actively support the internationalization efforts of FAU WiSo.

#### **7. Shaping the Future Together: A Participatory Approach**

FAU WiSo's digital teaching strategy is a collaborative initiative, embedded within the broader development of FAU. Its success is built on cooperation, transparency, and a willingness to embrace innovation.

**With our slogan "Strengthen presence, enrich it digitally, grow together," we underscore our commitment to shaping a future-oriented learning and teaching culture—one that connects people, knowledge, and technologies.**