



University of Potsdam



#3

Start-up Radar



59.7

Mio. €

Third party
research funding



246.7

Mio. €

Annual budget

83

Bachelor's
programs

106

Master's
programs

65

University
partnerships



3,093

Employees



21

Faculty
partnerships

20,400

Students (56% female students | 13.3% international students)



Alliance
„European Digital
UniverCity“

3

Locations

7

Faculties

Founded in

1991



#17

THE Young
University Ranking



Where Knowledge grows



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 the Czech Republic, France, Hungary, Italy, Norway, and Spain. Its aim is to strengthen 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 economic 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, 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 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*



On the Dynamics of Cognition and Behavior

Research Focus “Cognitive Sciences”

When we think, speak, perceive, feel, or move, our brain has to perform at its peak. The task of cognitive sciences is to get to the bottom of these highly complex and dynamic processes. The Research Focus “Cognitive Sciences” is based on a long-standing tradition at the University of Potsdam – the intensive cooperation of researchers from psychology, linguistics, sports and health sciences, mathematics, physics and computer science. They use specifically equipped laboratories and state-of-the-art methods of data collection and analysis to address fundamental questions on the interplay of cognition, language, and behavior.

Prominent examples are two DFG Collaborative Research Centers (SFB): Researchers from linguistics, psychology, and German studies measure the “Limits of Variability in Language” in the SFB 1287. They investigate how much flexibility is available to an individual or a language community for linguistic decisions. In order to better understand underlying processes, researchers from mathematics, physics, computer science, and psychology are developing methods to adapt mathematical models to experimental data in the Collaborative Research Center “Data Assimilation” (SFB 1294).

Other projects research the foundations of cognitive and emotional learning and memory processes given by the nervous system, eye movements while reading or perceiving images, mental processes in language disorders, and multilingualism. The Research Focus also deals with early mental and linguistic development, the formation of self-regulatory abilities in childhood and adolescence,



or the interaction of cognitive processes and physical exercise. The published research findings, theories, and mathematical models have already earned the cognitive sciences at the University of Potsdam great international recognition.

...
**Great
international
recognition**
...



Always in Motion

Research Focus “Earth and Environmental Systems”

The Earth is exposed to constant changes: very slow ones, as when oceans open or the proverbial constant dripping wears away whole mountains, sometimes sudden ones, as when volcanos explode and earthquakes trigger massive flooding and landslides. While many of these processes are usually understood quite well, their influence on the overall system is less known. These inter-systemic connections are being studied at the University’s Research Focus (FSP) Earth and Environmental Systems.

The Institute of Geosciences and the Institute of Environmental Sciences and Geography of the University of Potsdam focus concerning the interaction of processes in the Earth system that occur on a wide range of space and time scales. They aim to provide an in-depth understanding of the interaction of geosphere, atmosphere, hydrosphere and biosphere, especially taking into account anthropogenic influences.

For this purpose, the researchers develop and use the latest technologies and methods at the computer, in the laboratory, or in the field. While remote sensing systems such as satellites, drones, or laser scanners are used up to the global scale, high-precision laboratory instruments cover the microscopic level. In addition to cutting-edge developments in data processing such as machine learning, complex networks, and numerical process modeling, methods of empirical social sciences and communication research are increasingly used to promote the transfer of research results into society and politics.



Following up on the holistic approach to the system Earth 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 life sciences in close cooperation with leading institutions of the region. These synergies make the University of Potsdam a place with a unique range of programs, innovative research topics, and excellent funding opportunities for the promotion of early career researchers.

In this environment, academics of the research focus are involved in international research and new approaches to teaching. One research training groups funded by the German Research Foundation (DFG), exchange programs for Bachelor and Master students and PhD students as well as two master’s programs on remote sensing as well as climate and environmental research offer excellent opportunities for modern, internationally oriented studies and the transfer of knowledge into practice.

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**Holistic
approach to
the system
Earth**
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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, physics, 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 well-established FSP Data-Centric Sciences at the University of Potsdam addresses these challenges across disciplines and faculties. To this end, it will build on its proven research strength in applied and numerical mathematics, statistics and data processing, modeling in statistical physics, computer science and machine learning at the University of Potsdam. The common goal of researchers from four faculties involved in the research focus is to develop strategies and means to gain knowledge from data. Many of them are already involved in large data-centric research projects and networks, including the two Collaborative Research Centers “Data Assimilation” (SFB 1294) and “Limits of Variability in Language” (SFB 1287).



Intensive scientific networking will initiate high-caliber research activities in 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 early career researchers in data-centric sciences. Newly developed courses will be available master’s programs such as mathematics, data science and data engineering, and digital health, but also throughout the University.

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

...
**Gaining
knowledge
from data**
...

One University – Three Locations

With approx. 22,000 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 Commons, 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. Since 2021, the former orangery and the historical north-gate building opposite Neues Palais in Sanssouci Park are home to the School of Jewish Theology and the Abraham Geiger College with their own synagogue.

University of Potsdam, Am Neuen Palais 10
14469 Potsdam



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. Potsdam Science Park 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 two start-up centers – GO:IN and GO:IN2 – are situated within the immediate vicinity of the University.

University of Potsdam, Karl-Liebknecht-Str. 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. It is also home 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, Jewish Theology, 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.

The Faculty of Arts is distinguished by an extensive canon of academic disciplines that include philosophy, philology, history, aesthetics, and religious studies. These are offered both as mono-disciplinary studies and in various combinations of subjects. 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 cultural 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 attaches particular importance to intensive support of early career researchers. Through its numerous third-party funded projects and research co-operations with German and international partners, it offers researchers excellent opportunities for further qualification both nationally and internationally. Young researchers investigate, for example, the variations of cosmopolitanism worldwide at the DFG-funded Research Training Group 2130 "Minor Cosmopolitanisms". The Research College "SENSING: The knowledge of sensitive media", which is supported by the Volkswagen Foundation, investigates computer-networked sensor technology.

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**Reflect
on cultural
differences**
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A Strong Profile and Useful Synergies

The Faculty of Science

The Faculty of Science at the University of Potsdam comprises the Institutes of Biochemistry and Biology, Chemistry, Nutritional Science, Geography, Earth and Environmental Science, Computer Science, Mathematics, Physics, and Astronomy, a transfer professorship, and the Botanical Garden.

Over 5,000 students are currently supervised in eight bachelor's and 16 master's degree programs as well as seven teacher training 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, as well as Earth and Environmental Systems. Since 2017, the DFG-funded collaborative research center "Data Assimilation" (SFB 1294) has been managed and coordinated by researchers from the Institute of Mathematics. These research areas have the potential to obtain comprehensive funding for projects and graduate programs from the federal government, the German Research Association (DFG), and the European Union.

The close collaboration between the natural sciences and extramural research institutions in the Berlin-Branden-



burg region – a founding tenet of the University of Potsdam – was commended as exemplary by the German Science and Humanities Council. The collaboration with several institutes of the Max Planck Society, the Fraunhofer Society, the Helmholtz Association and the Leibniz Association illustrates this extensive networking. Over 70 joint professorships with these extramural institutions complement the Faculty's 88 regular professorships.

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**Over 70
joint profes-
sorships with
extramural
institutions**
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Focused on Humans

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 structures and development dynamics and neuronal foundations of language, visual perception, numerical cognition, execution of actions, and motor coordination in children, adolescents, and adults. Several departments are engaged in interdisciplinary cooperation, including linguists, psychologists, sport and exercise scientists, biologists, mathematicians, computer scientists, and physicists. A flagship project of the Faculty is the Collaborative Research Centre “Limits of Variability in Language (SFB 1287)

The Faculty includes counseling centers for psychotherapy, educational and speech therapy and a university outpatient clinic licensed as a research center the German Olympic Sports Confederation (DOSB). In addition, it extensively cooperates with (rehabilitation) clinics and practicing physicians and therapists.

The structural unit Educational Sciences deals with the structures, processes, and results of education and explores the complex interrelations between characteristics of learners and characteristics of their environments. It focuses on lifelong learning – as children and adolescents in school, as young adults in vocational training or at university, and as adults in continuing professional educa-



tion. Empirical educational science provides the theoretical tools and methods for the empirically verification of theoretical models. Research transcends the boundaries of individual disciplines, and so it is natural for educational science, pedagogy and inclusion education, sociology and psychology to work closely together. Building on the long tradition of teacher education in Potsdam, many projects are directly linked to institutional learning professionalization processes. They refer to current societal challenges, such as the design of inclusive educational programs or learning in the context of digital transformation.

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**Under-
standing
thinking and
learning**
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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. In addition, the range of subjects includes the teaching-related subjects Business, Work and Technology (WAT), and Political Education.

There is a wide choice of courses that include, among others, the bachelor's degree programs in Business Administration, Politics, Administration, and Organization and Politics and Economy and the master's degree programs National and International Administration and Policy and Business Informatics, and Digital Transformation. About 4,300 students are currently enrolled at the Faculty.

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 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 School of Economics (BSE). The Center for Citizenship, Social Pluralism and Religious Diversity, established in 2016, and the recently founded Potsdam Center for Quantitative Research (PCQR) as well as the Center for Economic Policy analysis (CEPA), founded in 2018, 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).

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**Interactive
relationship
between
society,
politics, and
economy**
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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 – such as moot courts and study groups with online courses, tutorials, and exam preparation courses, mock exams – provide excellent opportunities at 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 Univer-



sité 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. The Law Faculty offers a dual master's program on Digital Media Law and Management in cooperation with the Film University Babelsberg.

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**Hallmark
is a German-
French law
program**
...



NER INSTITUT

IT-Systems for Business and Society

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 700 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 PhD-students, which has branches in the USA, South Africa, Israel, and China. Teaching and research focus on the basics and applications of large, highly complex and networked IT systems. It 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 academic employees. The projects are commissioned by renowned companies and organizations from Germany and abroad. Since 2005, students have presented 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.

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**The first
privately funded
faculty
at a German
public uni-
versity**
...



Competence in Health Research

The Brandenburg Faculty of Health Sciences

Health needs education and research. That is why the University of Potsdam founded the joint Faculty of Health Sciences Brandenburg (FGW) in June 2018 together with the Brandenburg University of Technology Cottbus-Senftenberg (BTU) and the Brandenburg Medical School in Neuruppin (MHB). The aim is to bundle research and teaching in health sciences, to anchor them more firmly in the federal state of Brandenburg, and as a result, to improve the provision of healthcare.

A number of new professorships are being established for this institution, which spans multiple universities, which will further raise the profile of health sciences in Brandenburg. With its research, the FGW addresses the specific challenges of health care: Which structures can secure health care, especially for the elderly population? What new possibilities are there for improving the quality of life of the chronically ill people? How can the health literacy of the population be strengthened?

The joint faculty of all three universities includes campuses in Neuruppin, Brandenburg/Havel, Potsdam, Cottbus, and Senftenberg. With a number of FGW-professorships and co-opted professorships from other faculties, the University of Potsdam is the largest of the health science locations.

By now, the professors, who are already working at the Faculty and the newly appointed professors supervise more than 50 doctoral students. Thus, it is possible to obtain a doctorate Dr. med. or Dr. rer. medic in the state of Brandenburg.

The FGW cooperates with the clinics through the Brandenburg Medical School. Essential areas of the Faculty belonging to the University of Potsdam are located at the Golm campus.

The intentionally chosen proximity to the humanities and natural sciences as well as other joint projects at the University of Potsdam, for example with the Digital Health department at the still young Digital Engineering Faculty, support the intended interdisciplinary cooperation.

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Improving the provision of healthcare in the federal state of Brandenburg
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Where Knowledge Grows

Studies with a clear profile for the future

Young, modern, oriented towards the future: With over 30 years, the University of Potsdam has 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’s excellent position has been recognized internationally: In the THE Ranking of young universities, for example, the University of Potsdam was able to achieve first place in Germany in 2022 and a place among the top 30 worldwide – a development that is also reflected in other international university rankings.

The University of Potsdam has established a mission statement for teaching and a comprehensive quality management system. The further development of teaching is driven by information, consultation, and assistance for teachers as well as media-supported, innovative teaching formats. Digital elements and hybrid concepts, which received an enormous boost during the Corona pandemic, are to be promoted and will enable more flexible teaching.

An essential element in this process is a dialog-oriented quality culture. Prospective and first-year students are given intensive support as they embark on their studies, and both students and alumni are supported from career orientation to starting out on their career. The university relies above all on student feedback and dialogue with all members of the university. The University of Potsdam bears the seal “system accredited”, which is proof that the university ensures the quality of its degree programs and continually develops them.

•••
In the THE Ranking of young universities among the top 30 worldwide
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Researching Teaching

The Center for Teacher Training and Education Research

The University of Potsdam is the largest and only university in the federal state of Brandenburg offering teacher education programs. Over 4,500 students are enrolled in programs for a Bachelor and Master of Education. Each year, about 1,000 new students are 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, 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 introduced in 2008. For about 15 weeks, students do an internship at a school in Brandenburg, in another federal state, or at a German school abroad. This is 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 – a 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 the training of teachers. The results are directly integrated into the education of future teachers. The programs focus particularly on challenges facing the educational system, like heterogeneity and inclusion, language education, German as a foreign or second language, and possibilities of digitization and internationalization.

Education research is also carried out by the project Professionalization: In-School Practical Studies – Inclusion: The Potsdam Model of Teacher Education (PSI), 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. A special interface is the Campus School Network, which coordinates innovative research at and with schools.

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**How to
provide good
lessons at
schools**
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Open to the World

Campus International – research and studying across borders

The University of Potsdam is an international community. Numerous researchers, teachers as well as more than 3,000 students with a wide range of cultural backgrounds characterize the multinational atmosphere and thus enrich the city of Potsdam.

The European Digital UniverCity (EDUC) offers students, teachers, and the administrative staff of the University and its seven partners the opportunity to collaborate across Europe free of administrative and social obstacles. EDUC supports multilingualism, interdisciplinarity, mobility, and inclusion through innovative formats and prepares students for a cross-border working environment.

The large number of master's programs and courses in English attract students from all over the world. Their point of contact is the International Office, which supports them both in their studies as well as in overcoming administrative and personal challenges.

With global networks and cross-border research, Potsdam presents itself as a cosmopolitan city of science and offers a fertile environment for international researchers and doctoral students. The first point of contact and a beacon of internationalization is the Welcome Center, which organizes cultural events and networking meetings in addition to assistance in finding an apartment or dealing with authorities.

To fulfill its global responsibility and defend the freedom of science, the University has joined the worldwide network



“Scholars at Risk” and offers persecuted researchers a safe academic environment. Another project is the Refugee Teachers Program, in which refugee teachers with foreign professional qualifications receive further training and are integrated into the Brandenburg educational sector.

The University offers international students and researchers German language courses, intercultural training, and a buddy program, in which German students support their fellow students, and trains its administrative staff in the English language. For a successful start to their studies, the Center for Languages and Key Competencies (Zessko) offers a special program for international students. In addition, the International Summer Campus Office (ISCO) offers language and specialized courses in its various short-term programs and summer schools.

A stay abroad helps students gain insights into other living environments that go far beyond that of their field of studies. The university strives to set the course for successful studies abroad. Many Potsdam students therefore use the opportunity to spend some time at one of the more than 300 partner universities worldwide. Whether it is studying or an internship abroad, a double degree, a summer school, a virtual visit to a partner university, or a blended learning format: There are many possibilities at the University of Potsdam to get to know the world.

...
Gaining insights into other living environments that go far beyond the field of studies
...



Potsdam Graduate School

Central point of contact and transdisciplinary training and support center for young and advanced researchers

Doing a doctorate, conducting research, leading a junior research group, being offered your first professorship – those who make these career moves at the University of Potsdam do not have to do so alone. Under one roof, the Potsdam Graduate School (PoGS) connects individual doctoral candidates, members of over 20 structured doctoral programs in various disciplines, as well as doctoral researchers and qualifying professors. The goal is to enable researchers in early career phases to do good science and research, to explore new things, and to prepare for different careers in academia, business, and society. Target-group-specific training, counseling, networking, and financial support help to achieve this.

Financial support, such as mobility and publication grants, as well as a wide range of demand- and future-oriented, interdisciplinary workshops and certificate programs are available for each career step. The “Teaching Professionals” programs provide subject-related qualifications for teaching and management tasks at chairs. Continuing education programs such as “Science meets Market,” “Science Management” and “Science Communication” prepare students for careers in science-related professions. Specific concepts such as “Mentoring Plus” for female researchers, “Doctoral Coaching” for individual doctoral candidates, the “Management Skills for Research and University” program, “Potential Check”, and “Coaching” extend the range of offers.

PoGS is actively involved in creating an attractive research environment. This includes quality assurance as well as consolidating and establishing good standards of support.

The Science Floor in the Potsdam Education Forum is the interface between the faculties, the three campuses, the numerous non-university research institutions, and other partners of the University of Potsdam. It builds bridges across the boundaries of single subjects at interdisciplinary networking events such as “Science Club,” “Career Talks”, and “Spot on PoGS Community”. It is a major goal of POGS to support researchers from all over the world during their scientific qualification phase and career development. In doing so, it is important to view and utilize difference and diversity of the researchers as potential.

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**Support
researchers in
early career
phases**
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Equal Chances for All at a Family-Friendly University

Diversity, Family, and Career

The University of Potsdam stands for equal opportunities and family equality, internationality, diversity and sustainability. The promotion of equal opportunities as a cross-sectional task forms the basis for a successful design of studies, research, teaching, and employment. The university has been awarded the TOTAL E-QUALITY award for its commitment seven times in a row, most recently with the “Diversity” add-on. It repeatedly took a top place in the CEWS university ranking with regard to equality aspects.

The Equal Opportunity Coordination Office, under the direction of the central Equal Opportunity Commissioner, informs, advises about and raises awareness of university policy equality issues as well as of diversity and anti-discrimination. The Coordination Office initiates and organizes a range of needs-oriented and target-group-specific measures for university employees with the aim to reduce any form of disadvantage, to advance gender equality, and strengthen gender diversity. Targeted programs support early career researchers and women in top scientific positions and expand individual counseling services. This includes a close cooperation with other areas of the university, such as occupational health management, the inclusion team, and human resources development.

In addition, the University of Potsdam promotes the compatibility of family, studies, and career. Students and employees can take advantage of the advisory services

offered by the Service for Families. Here they receive information and support to reconcile their studies and working life and make it more family-friendly. While parents pursue their studies or work, their children attend the daycare centers “klEinstein” or “Springfrosch”. Daycare places near the university supplement the regular childcare. The Unicamp offers a wide range of leisure activities during the vacations. For conferences, childcare can be arranged and toys and furniture can be borrowed. Parent-child rooms at all three campuses and a campus playground also create opportunities for people to meet.

The University of Potsdam’s commitment to being a university of equal opportunities and family equality is part of its basic understanding of a modern educational and research institution.

•••
**TOTAL
E-QUALITY
award for its
commitment
seven times
in a row**
•••





From University to Practice

The Career Service facilitates the start into professional life

The Career Service of the University of Potsdam is part of the Center for Teaching Quality Development and supports students and graduates in developing their competences for shaping their professional careers. It offers a wide range of qualification, counselling, and practical formats that the students can explore and learn and develop new career-relevant options for action.

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 psychological 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.

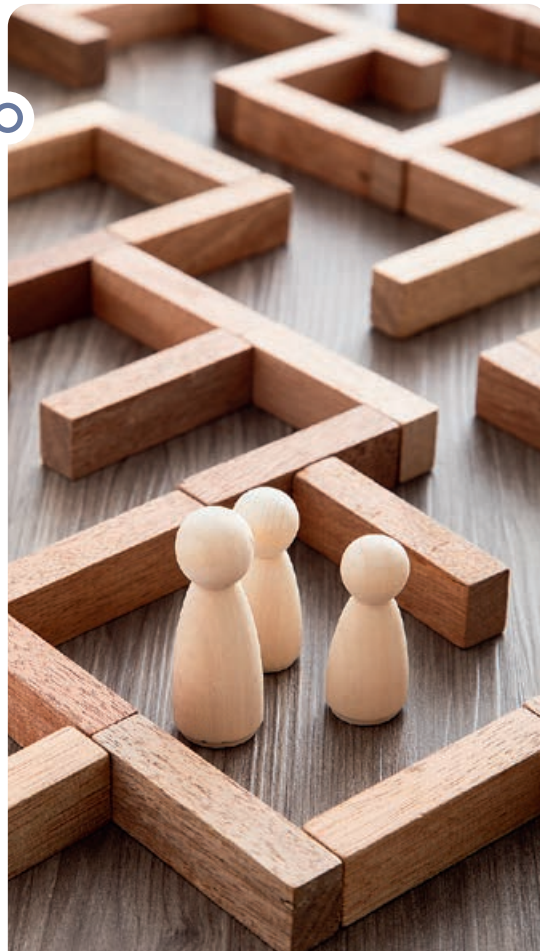
The Career Service also offers opportunities to gain practical experience and establish connections with employers at an early stage.

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.

Students can get impulses for new professional fields on the career pages. Useful advice and information about jobs and internships worldwide complete the service.

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 "Praxisportal".

•••
**Support
and advice
for starting
a career**
•••





Fuel for Ideas, Future Markets, Practice Labs

Central scientific institution for start-ups, innovation, and the transfer of knowledge and technology

The University of Potsdam has established effective structures for intensify the transfer of knowledge, new technologies, and developments to business, politics, and society. As a central institution, Potsdam Transfer offers a holistic approach to knowledge and technology transfer for students, alumni, and researchers.

The transfer service connects science and business by identifying current needs as well as applicable research results of the University of Potsdam, examining inventions, providing professional support for patenting, or arranging project partners from the business field. Its events inform about funding opportunities for research cooperation or questions of intellectual property rights and support the networking of researchers. The transfer service also helps with the presentation of scientific results and projects at trade fairs and congresses.

In the over 30 years of its existence, the University of Potsdam has become one of the best startup universities in Germany and a national and international beacon of innovation. The startup service offers all interested parties individual consulting, coaching, and workshops in the process of developing and implementing multifaceted business models. Since 2020, the development into the "International Startup Service" has promoted the



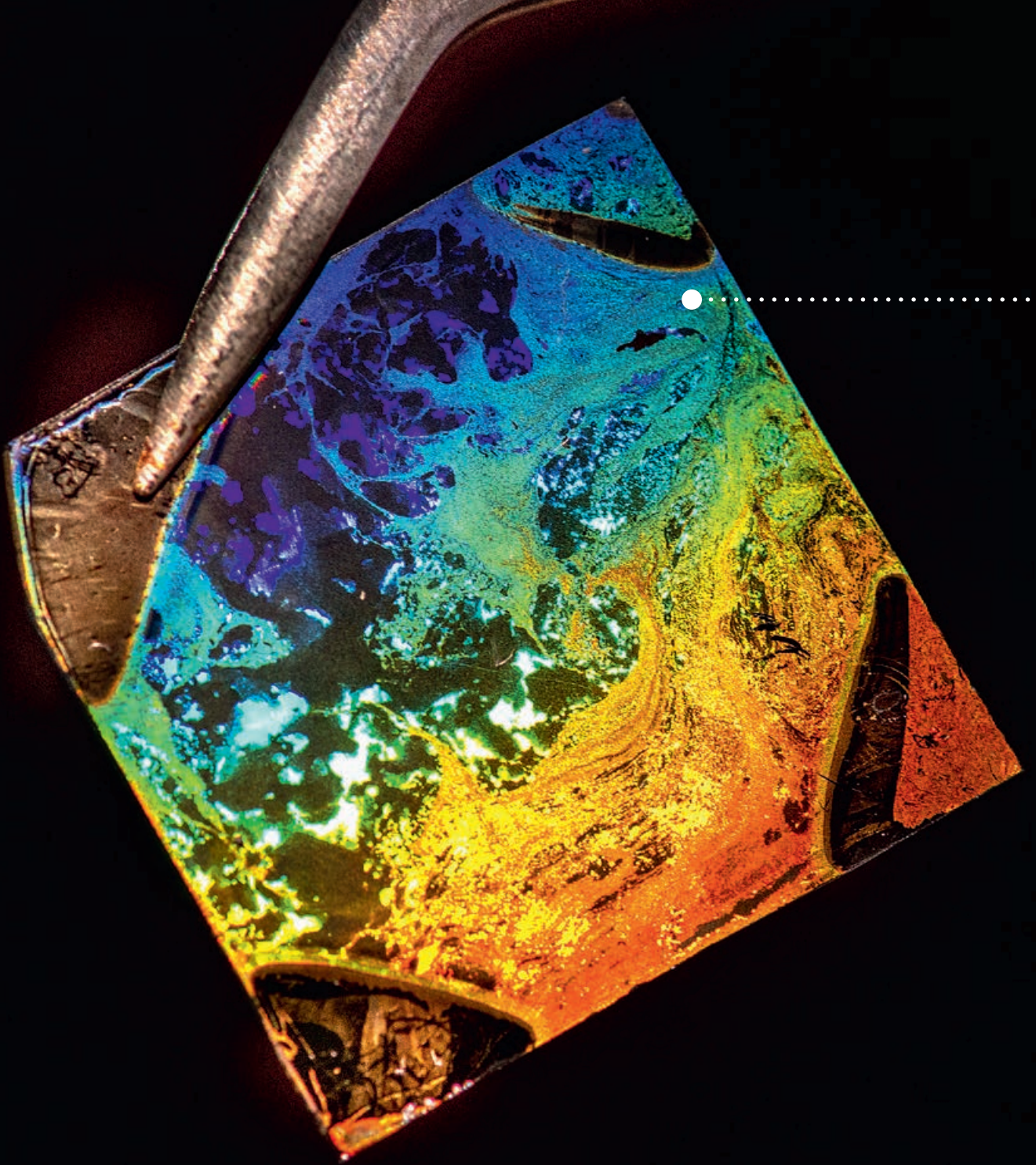
global expansion of startup networks and the support of international startup teams.

The project Innovative University of Potsdam (Inno-UP) complements the profile of Potsdam Transfer. The technology campus focuses its activities on establishing new types of cooperation models, especially joint labs, with stakeholders from research, business, politics, and society. The Education Campus regards itself as an interface between educational theory and practice. The Society Campus aims to strengthen the dialog between science and society, for example through lectures or citizen science projects.

Potsdam Transfer offers various part-time degree programs in cooperation with UP Transfer GmbH. Specialists and executives can qualify in master's programs on a part-time basis. The Negotiation Academy Potsdam (NAP) offers top-level advanced training in negotiation management.

Beyond the university location, the local office O-H-V | Velten strengthens the visibility of the University of Potsdam. It supports the exchange of knowledge and technological know-how in the north of Brandenburg and promotes social access to scientific topics.

Transfer service connects science and business



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 continuing education offers particularly include practical courses of study (MBA, MPM, 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, technology consultation services, 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

•••
**Service
provider for
knowledge
and technol-
ogy transfer**
•••





Strong Commitment to the Region

“Industry and Business” Partnership Network

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 in 2014 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 compa-

nies 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 business partners.

•••
University supports its alumni and helps overcome skills shortage
•••



Feierliche Verabschiedung der Absolventinnen und Absolventen



Universitätsgesellschaft Potsdam e.V.

Preis für die herausragende Promotion 2018

2500,- EUR

Dr. Pedro Lopes

Empfänger

Universitätsgesellschaft Potsdam e.V.

Von

Wagner

Potsdam, 27. Juni 2019

Ort, Datum

Unterschrift

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 non-materially and financially since 1992. Through the commitment of friends, sponsors, and alumni of the University, scientific and cultural and scientific projects can be supported, and research assignments 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 the young university.

The University Society promotes dialogue between academia, business, and wider society through public events. Alumni 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 stable networking platforms. Interesting novel projects and many events are being initiated in these networks.

Many young researchers in the qualification phase have already been able to benefit from the awards, for example for the outstanding dissertation or the best master's thesis of the year, and scholarships awarded by the University Society. These also include honoring the compatibility of top-level sports and studies, the commitment to inclusion and diversity, and theses that make an important contribution to a more sustainable and better world.



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, the University Ball, and the "Academic Salon" held several times a year.

The University Society makes an indispensable contribution to the promotion of teaching, research, and the cultural life at the University of Potsdam. 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

•••
**Promoting
dialogue
between
academia,
business,
and wider
society**
•••



A Lively Network

The Alumni Program of the University of Potsdam

The University of Potsdam wants to stay in touch with its former students, researchers, and employees, and wants to find out where they are heading in life. The University is interested in entering into a lively, long-term dialog with its alumnae and alumni and in integrating them in the further development of their alma mater. On behalf of the University of Potsdam, the Alumni Team has therefore been maintaining contact with alumni for many years in order to establish a long-term cooperation network. By now, the University's alumni network has more than 11,000 members. Those who are interested can register free of charge at any time on the central communication platform alumniportal.uni-potsdam.de and will benefit from information, invitations, and attractive offers.

The alumni program covers a wide spectrum of activities: Central components are regular newsletters, the print magazine "Portal Transfer," the portrait series "Alumni of the Month," and various invitations to the university, such as to the graduation ceremony or the New Year's reception. In addition, the program includes a number of services such as a free alumni e-mail address at the University of Potsdam, discounted participation in university sports or language courses, and publications such as the graduation yearbook, in which graduates can present their academic profiles. In cooperation with internal university partners such as the Career Service, the alumni team also offers support in starting a career, for example through seminars and coaching.

The University of Potsdam's goal is to encourage alumni to actively participate in university life, for example

as mentors in mentoring programs or as speakers at the Alumni Career Talks. Here, former students can offer advice on the transition to a career based on their experience. Alumni also have the opportunity to become involved in the University Society, participate in academic programs and celebratory events, or even endow a university scholarship.

Alumnae and alumni should continue to benefit from the developments of their alma mater over the long term, while helping to shape it - even after graduation. Therefore, all graduates are invited to remain an active part of the university family.

•••
**Remain an
active part of
the university
family**
•••





Science in Potsdam

Potsdam is a city of science. Over 10,000 of Potsdam's 180,000 citizens work in academic institutions of the capital of Brandenburg. No other German city rivals Potsdam's per capita number of researchers.

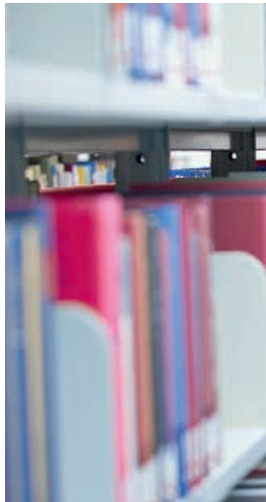
Over 26,000 young people are studying at the University of Potsdam, Potsdam University of Applied Sciences, the Film University Babelsberg KONRAD WOLF, College for Sport and Management Potsdam, the University of Applied Sciences Clara Hoffbauer Potsdam, and XU Exponential University of Applied Sciences. In addition, more than 40 scientific institutions are based in our region: Max Planck Institutes, Fraunhofer Institutes, institutions of the Leibnitz Association and the Helmholtz Association. In 2017, the first, and currently the only, completely privately funded faculty at a public German university emerged from the Hasso Plattner Institute for Software Systems Technology that was founded in 1998. With its "openHPI" courses, the faculty was able to register over 62,000 virtual students from over 160 countries. 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. With the association "proWissen Potsdam", Brandenburg's capital created a network in close collaboration with over 30 scientific institutions and the CCI Potsdam. This network is dedicated to communicating



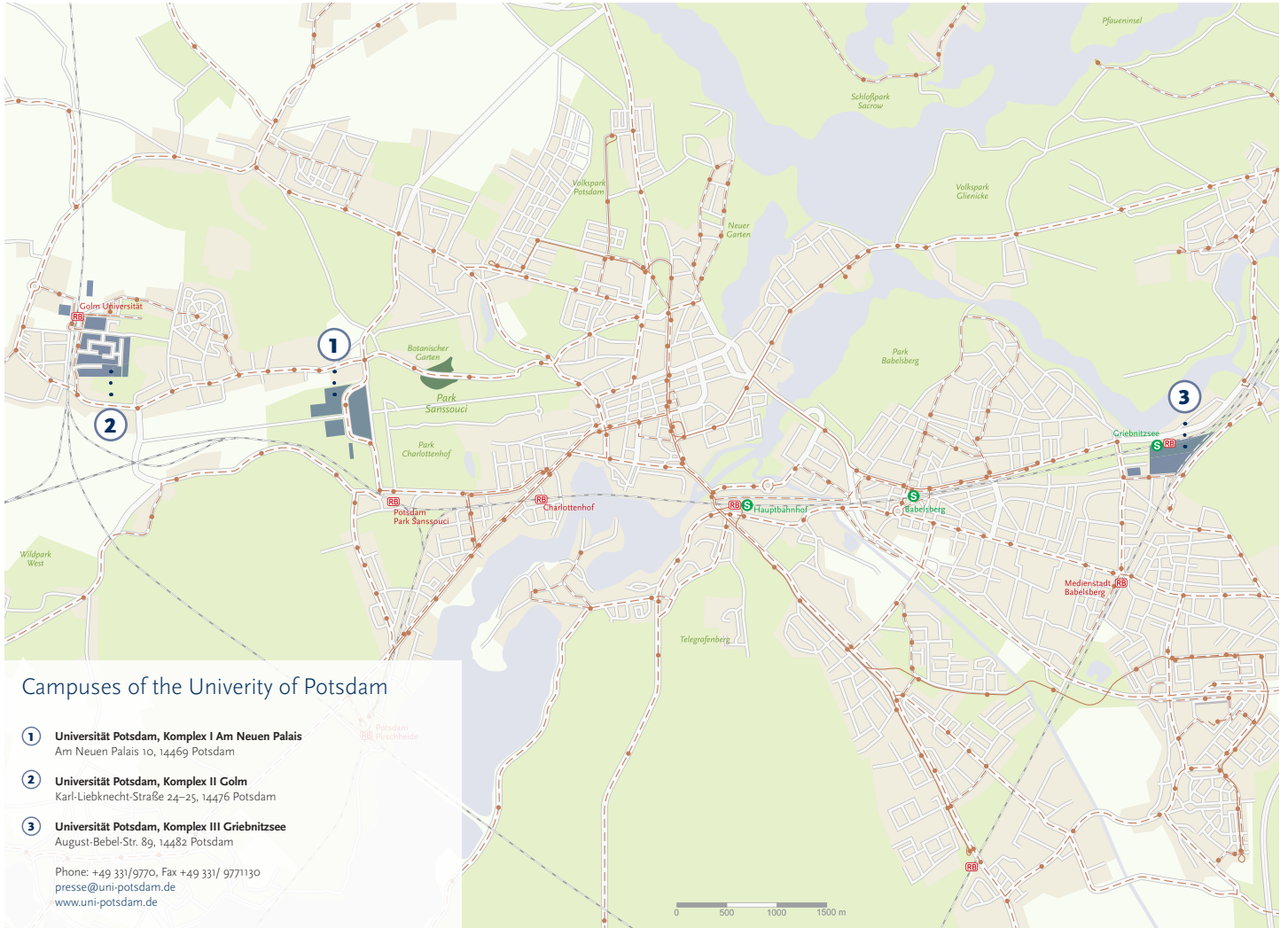
scientific knowledge to a wide public. The Exhibition Floor on Science in the Education Forum accommodates this work. Together with the scientific network PoGS and UP Transfer, WIS is developing a testbed for dialogues between academia and other social stakeholders. Its aim is to consolidate communication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

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**Network for
communicating
scientific
knowledge**
•••





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