

LDT Nagold agrees to extensive Cooperation with Steinbeis Hochschule Berlin

A short while ago the efforts of the LDT Nagold gGmbH Akademie für Mode-Business, Management und Marketing „The Heart of Fashion Business“ (www.ldt.de) in Nagold/Black Forest have led to the desired success, to arrange with the renowned private and officially recognized Steinbeis Hochschule Berlin (www.steinbeis-hochschule.de), known for its closeness to the economy, a farreaching cooperation. The college offers extra-occupational study paths, as Manfred Mroz, managing director finance and marketing of LDT Nagold, told Textination in an interview.

The cooperation with Steinbeis provides graduates (with or without Abitur certificate) of his institute, who decide to get an academic degree while working on a job, access to degrees like BBA (Bachelor of Business Administration), MBA (Master of Business Administration) as well as to a promotion. A shortening of the regular study time from 36 to 24 months can be afforded the economists textile BTE. Mroz sees here the most important advantages for LDT graduates. Companies of the fashion branch can here offer their employees postgraduate studies to the BBA with the further study path Fashion Business Management as efficient instrument for the lasting commitment of the staff to the enterprise.

Since 1949 the LDT Nagold offers study courses with the private grade BTE. It is the only educational institute authorized by the Bundesverband des Deutschen Textileinzelhandels/BTE (federal association of the german textile retailers) (www.bte.de) in Cologne to grant this title. An academic grade is not possible at the LDT. The ambition of gradu-

ates, however, became stronger to receive also academic degrees by crediting study times at LDT to that degree. By cooperating with Steinbeis this wish could be fulfilled.

The initiative set out from the association of retailers EHV Baden-Württemberg. Between EHV and Steinbeis a new BBA was launched, the BBA Handel (trade). The LDT has been asked to also contribute. This was agreed to according to Mroz. However, it showed after a short time already that not all wishes of the graduates and also the partners in the economy could be achieved by that. Therefore, Steinbeis and LDT modified the BBA Handel and offer now “BBA Fashion Business Management“, extraoccupational. It contains besides the general courses two disciplines which are important especially to the fashion branch. They have each a course from the area fashion retail and one from the sector fashion wholesale integrated in the FIBAA (www.fibaa.de) - Foundation for International Business Administration Accreditation - accredited BBA course. Here is therefore a clear connection to the fashion branch and also a unique selling proposition for the LDT Nagold, as Mroz stressed. The study course is carried out at the study centers of the Steinbeis-Hochschule (central office in Berlin). This includes besides the Steinbeis-Business-Academy in Kuppenheim close to Baden-Baden also the LDT Nagold. In short, in Kuppenheim is the “operative center“ together with seminar rooms of the Steinbeis-Hochschule Berlin for the “BBA Fashion Business Management“.

Besides the possibility for LDT graduates to receive an academic degree at a renowned

college in Germany the LDT has entered in the following strategic international partnerships: Amsterdam Fashion Institute (AMFI), Newcastle Business School as part of the governmental british Northumbria University, University of Northwood/USA, Pearl Academy of Fashion. New Delhi. In the meantime, the LDT has three more academic partners in India, all in the surroundings of New Delhi. This includes the National Institute of Fashion Technology (NIFT), the Institute of Apparel Management (IAM)) of the Indian clothing industry and also an academy from the sector "Fashion and Jewellery Design".

The LDT is since 2003 also a member of the International Foundation of Fashion Technology Institutes (www.iffi.com). This is globally seen the only cooperation of important educational institutes of the fashion branch (about 30 colleges). The members come from Europe, Asia (Donghua University in Shanghai), USA (Fashion Institute of Technology in New York) up to Mauritius. "Thus, a global sight onto our branch is possible. This we see as an important building block in our development."

Gert Krockert

Translation: Dr. Heidi Arndt