



Hochschule Magdeburg – Stendal
Fachbereich Wirtschaft
Business Administration - extra occupational

„Studentenwerk Magdeburg Institution under Public Law „

Business English I - 1st semester

Theme: Studentenwerk Magdeburg - A company profile

What is the Studentenwerk Magdeburg and what are the opportunities and risks for the company in the face of the Covid-19 pandemic in 2020?

Submitted by: Martin Altmann

Matriculation register: 3000632

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1. Studentenwerk Magdeburg - Short introduction

“... Your partner around your studies!”¹

In 1990, the Studentenwerk Magdeburg was founded with the aim of establishing a modern service network that would support students and university staff with social, economic and cultural issues related to studying and pursues exclusively and directly charitable purposes, is selflessly active and not primarily commercially oriented. The Studentenwerk Magdeburg is one of 57 german Studentenwerke, member of the umbrella organisation "Deutsche Studentenwerk" (DSW) and a public institution. As one of two Studentenwerke in Saxony-Anhalt and supports the students of four universities in the northern part of the federal state. The task is supporting the students of the Otto-von-Guericke-University Magdeburg, the University of Applied Sciences Magdeburg-Stendal (FH), the University of Applied Sciences Harz (FH) and the Theological University of Friedensau within the framework of the execution of the state education support,

- economically,
- social,
- healthwise,
- cultural and
- to promote and supervise sports.

Locations of the Studentenwerk Magdeburg - 4 universities on 8 campuses

- Otto von Guericke University Magdeburg
 - Campus University Magdeburg
 - Campus Zschokkestraße Magdeburg
 - Campus Medical Faculty Magdeburg
- University of Applied Sciences Magdeburg-Stendal (FH)
 - Campus Herrenkrug Magdeburg
 - Campus Stendal
- Harz University (FH)
 - Campus Halberstadt
 - Campus Wernigerode
- Friedensau Theological College
 - Campus Friedensau

¹ (Studentenwerk Magdeburg A.ö.R., 2020)

The Studentenwerk Magdeburg employ a team of 192 people and provide services for around 22,500 students in accordance with the Studentenwerk law of the state of Saxony-Anhalt, in particular by

- construction and operation of utility facilities,
- construction, operation, maintenance, letting and procurement of student accommodation,
- promoting cultural and social interests of students,
- health promotion measures, including psychosocial counselling
- advice in student matters, advice and support for foreign students, students with children and students with disabilities,
- granting financial loans and subsidies,
- care of children in childcare facilities.

figure 1: Organization chart Studentenwerk Magdeburg

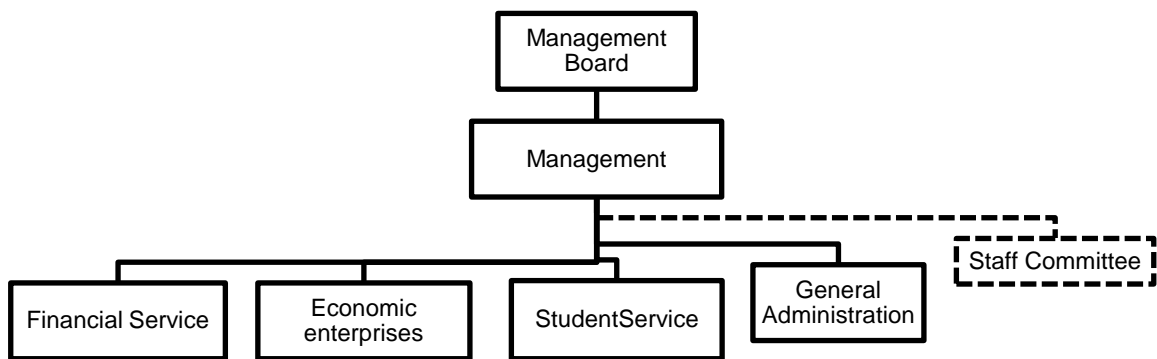
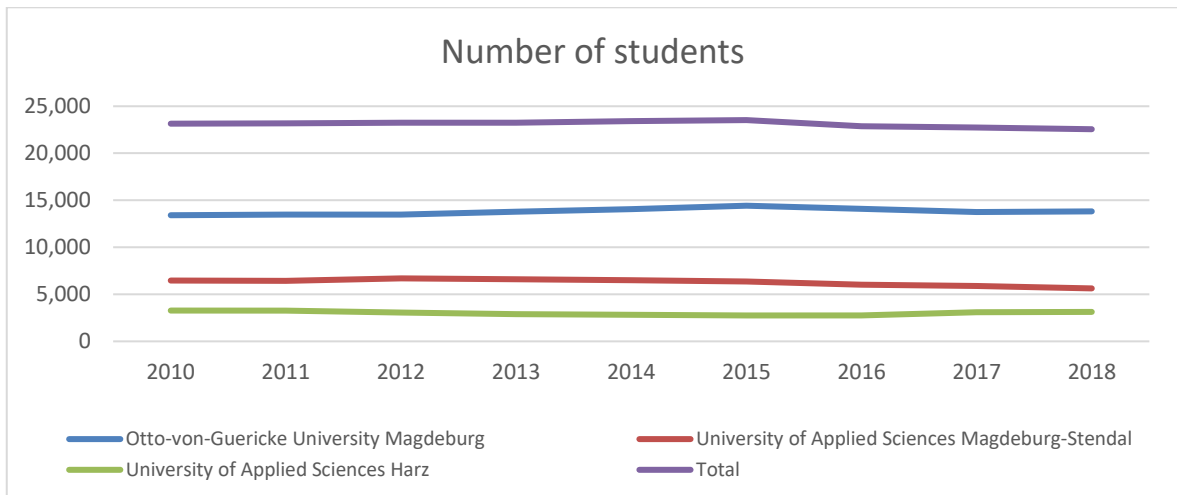


table 1: Numbers of students 2010-2018

Number of students	2010	2011	2012	2013	2014	2015	2016	2017	2018
Otto-von-Guericke University Magdeburg	13,411	13,490	13,486	13,771	14,068	14,425	14,087	13,753	13,803
University of Applied Sciences Magdeburg-Stendal	6,474	6,448	6,696	6,589	6,499	6,349	6,011	5,894	5,631
University of Applied Sciences Harz	3,276	3,250	3,068	2,901	2,839	2,754	2,764	3,085	3,122
Total	23,161	23,188	23,250	23,261	23,406	23,528	22,862	22,732	22,556

(Geschäftsbericht 2017 /2018 Studentenwerk Magdeburg, 2020) (Geschäftsbericht 2015 /2016 Studentenwerk Magdeburg, 2017) (Geschäftsbericht 2014 Studentenwerk Magdeburg, 2016) (Geschäftsbericht 2013 Studentenwerk Magdeburg, 2015)

figure 2: Numbers of Students 2010-2018



(Geschäftsbericht 2017 /2018 Studentenwerk Magdeburg, 2020) (Geschäftsbericht 2015 /2016 Studentenwerk Magdeburg, 2017) (Geschäftsbericht 2014 Studentenwerk Magdeburg, 2016) (Geschäftsbericht 2013 Studentenwerk Magdeburg, 2015)

2. Departments of the Studentenwerk and their tasks and services

2.1 The Financial Service – “Amt für Ausbildungsförderung” (AfA)

This department is the contact partner for all financial questions related to studying. The biggest part of their work is the promotion of education according to the BAföG (Bundesausbildungsförderungsgesetz). Half of this support is granted as a state aid and the other half as an interest-free loan, which can be repaid under very favourable conditions.

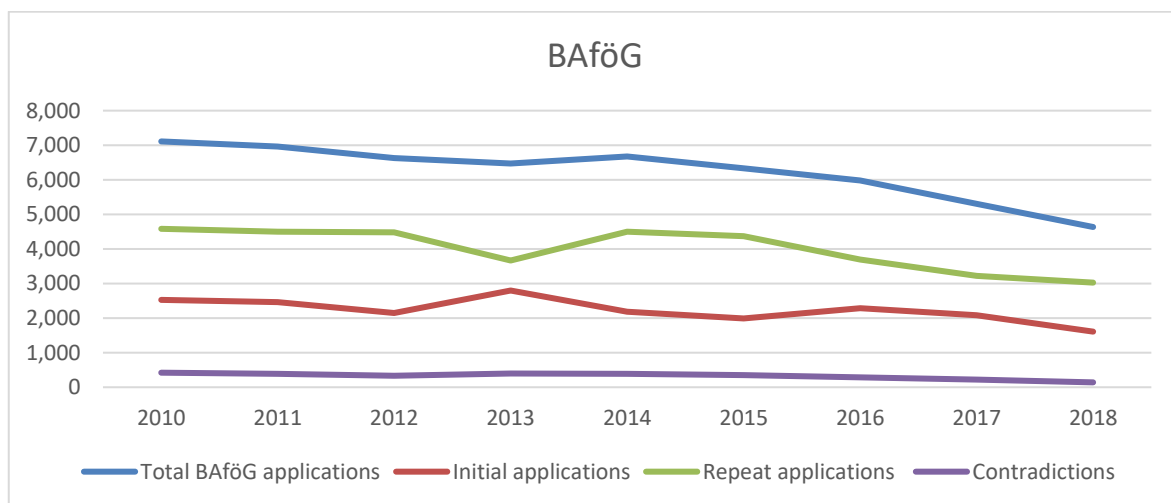
If there is no or only a small claim to BAföG, financial hardship or special hardship cases may occur. In these cases, students have several options for support from public and private sources. This department also assists students in applying for these various financial instruments. In 2018, the Financial Service processed 4,635 BAföG applications, approved € 22.2 million in BAföG funds and issued around 5,200 positive BAföG decisions.

table 2: BAföG 2010-2018

BAföG	2010	2011	2012	2013	2014	2015	2016	2017	2018
Total BAföG applications	7,110	6,963	6,629	6,468	6,678	6,335	5,978	5,301	4,635
Initial applications	2,528	2,463	2,149	2,798	2,181	1,986	2,286	2,083	1,609
Repeat applications	4,582	4,500	4,479	3,670	4,497	4,367	3,692	3,218	3,026
Contradictions	421	386	337	393	389	351	282	221	141

(Geschäftsbericht 2017 /2018 Studentenwerk Magdeburg, 2020) (Geschäftsbericht 2015 /2016 Studentenwerk Magdeburg, 2017) (Geschäftsbericht 2014 Studentenwerk Magdeburg, 2016) (Geschäftsbericht 2013 Studentenwerk Magdeburg, 2015)

figure 3: BAföG 2010-2018



(Geschäftsbericht 2017 /2018 Studentenwerk Magdeburg, 2020) (Geschäftsbericht 2015 /2016 Studentenwerk Magdeburg, 2017) (Geschäftsbericht 2014 Studentenwerk Magdeburg, 2016) (Geschäftsbericht 2013 Studentenwerk Magdeburg, 2015)

2.2 Economic enterprises

This department includes the dormitory department and the department of university gastronomy.

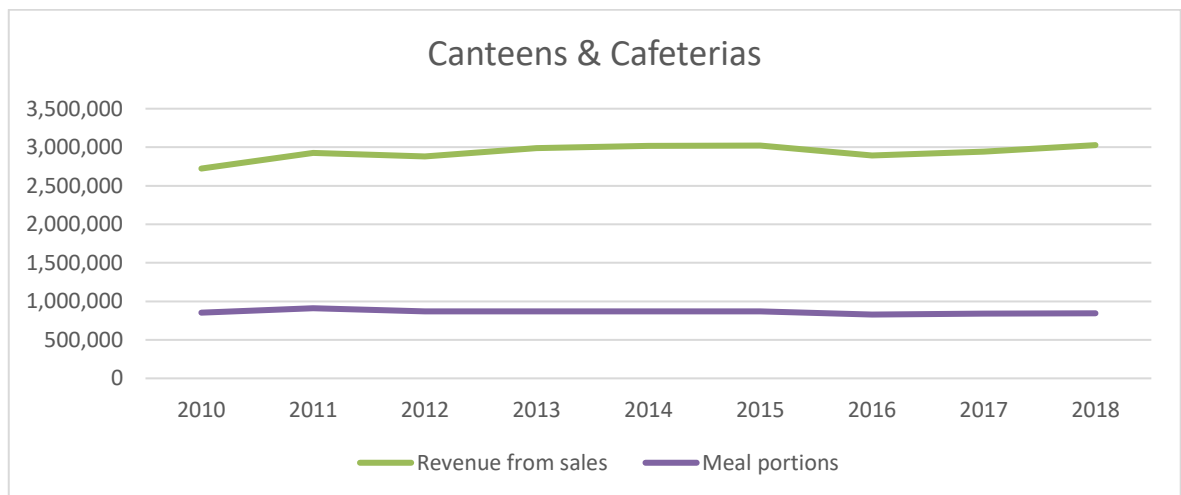
The **university gastronomy** operates 6 canteens and 6 cafeterias. In spite of declining student numbers in 2018 the number of sold meal portions raised to 844,000 and generates the largest part of the total revenue of the Studentenwerk Magdeburg with about 3 million euros. Because of the high personnel and material costs for catering with subsidized sales prices for students and employees of the universities, the university gastronomy also had the largest costs for the Studentenwerk.

table 3: Canteens & Cafeterias 2010-2018

	2010	2011	2012	2013	2014	2015	2016	2017	2018
Canteens	5	5	5	5	6	6	6	6	6
Cafeterias	7	7	7	7	6	6	6	6	6
Revenue from sales	2,723	2,924	2,880	2,990	3,018	3,022	2,894	2,943	3,027
Meal portions	853,072	910,303	870,011	867,756	869,531	868,263	828,245	841,481	843,335
	2010	2011	2012	2013	2014	2015	2016	2017	2018

(Geschäftsbericht 2017 /2018 Studentenwerk Magdeburg, 2020) (Geschäftsbericht 2015 /2016 Studentenwerk Magdeburg, 2017) (Geschäftsbericht 2014 Studentenwerk Magdeburg, 2016) (Geschäftsbericht 2013 Studentenwerk Magdeburg, 2015)

figure 4: Canteens & Cafeterias 2010-2018



(Geschäftsbericht 2017 /2018 Studentenwerk Magdeburg, 2020) (Geschäftsbericht 2015 /2016 Studentenwerk Magdeburg, 2017) (Geschäftsbericht 2014 Studentenwerk Magdeburg, 2016) (Geschäftsbericht 2013 Studentenwerk Magdeburg, 2015)

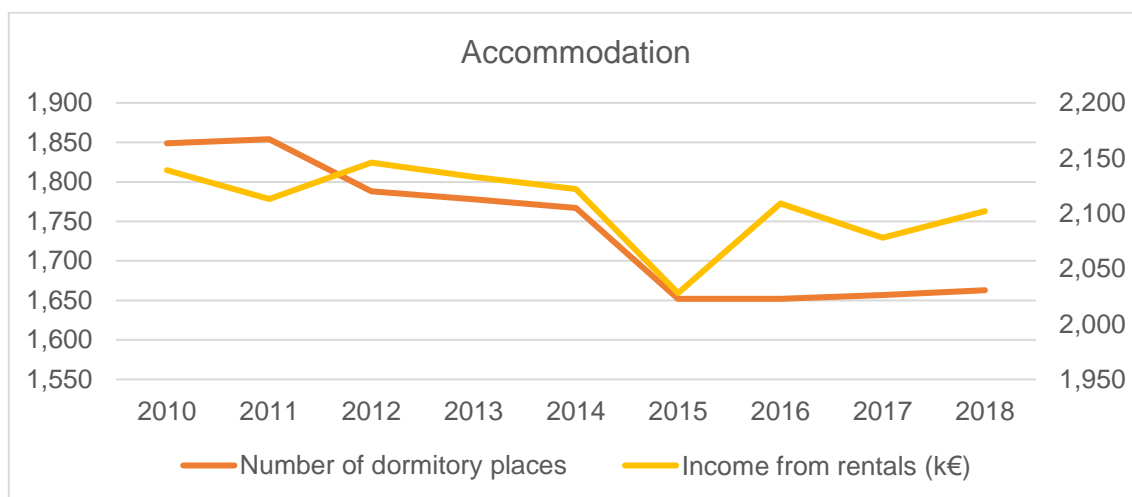
The **Dormitory department** manages 1,663 dormitory places in 17 dormitories and generated the second largest share of total revenues in 2018 with approximately 2.1 million euros. Due to decreasing numbers of students, the accommodation rate of all students who received a place in a dormitory was improved to 7.4 percent. In comparison to the accommodation rate, the national average for the winter semester 2017/2018 was 9.6 percent. In 2018, the Studentenwerk Magdeburg received about 3,300 applications for student accommodation. This means that new rental contracts could be signed with 213 students in 2018 and the demand could be met with approximately 27 percent.

table 4: Accommodation 2010-2018

Accommodation	2010	2011	2012	2013	2014	2015	2016	2017	2018
Number of dormitories	19	19	19	19	18	17	17	17	17
Number of dormitory places	1,849	1,854	1,788	1,778	1,767	1652	1652	1,657	1,663
Accommodation rate	7.90%	8.00%	7.70%	7.64%	7.50%	7.10%	7.20%	7.30%	7.40%
Income from rentals (k€)	2,139	2,113	2,146	2,133	2,122	2,028	2,109	2,078	2,102

(Geschäftsbericht 2017 /2018 Studentenwerk Magdeburg, 2020) (Geschäftsbericht 2015 /2016 Studentenwerk Magdeburg, 2017) (Geschäftsbericht 2013 Studentenwerk Magdeburg, 2015)

figure 5: Accommodation 2010-2018



(Geschäftsbericht 2017 /2018 Studentenwerk Magdeburg, 2020) (Geschäftsbericht 2015 /2016 Studentenwerk Magdeburg, 2017) (Geschäftsbericht 2013 Studentenwerk Magdeburg, 2015)

2.3 StudentService – “StudierendenService” (SSE)

The Studentenwerk Magdeburg offers a large number of solutions to problems and challenges related to studying in a variety of advisory services. The department - StudentService (SSE) consists of the following areas:

- General social counselling & mobile social counselling
- Psychosocial counselling
- Legal advice
- International Affairs
- Promotion of cultural projects (e.g. Magdeburg Students' Days), creative workshop, operation of CampusTheatre & LernCafé (Café where students can learn)

- Daycare for children "CampusKids" & part-time care "CampusKinderZimmer" on the campus of the Medical Faculty and on the University campus
- press and public relations

2.4 General Administration

The General Administration includes the Managing Director, Secretariat, Purchasing Non Food, IT administrator, Real estate and operating costs, Accounting department, Human Resources, Internal audit/controlling and Clerk General administration and is the management and administrative background of the service provider Studentenwerk Magdeburg. In addition to management, its tasks include all processes of planning, steering, documentation, cost accounting, personnel matters and controlling.

3. The Covid-19 pandemic 2020 changes as opportunities and risks for the Studentenwerk Magdeburg

The COVID-19 pandemic is the worldwide outbreak of a new breathing disease COVID-19 ("Corona"), which has been spreading in Germany since January 27, 2020 and has led to numerous measures by the Federal Government, the federal states and local authorities that have a significant impact on life. On March 11, 2020, the COVID-19 epidemic was declared as an official pandemic by the WHO. On March 19, the first Regulation modifying the SARS-CoV-2 Containment Measures Regulation was published and contained numerous provisions for events and institutions of social life, in particular by comprehensively restricting social contacts. The summer semester 2020 in March began with the closing of the colleges and universities and presented a completely new situation with many new problems and challenges for the students. Personal consultation and service hours were cancelled in all institutions and counseling centers.

3.1 Changed situation for the Office for Training Promotion

The contact ban had not much influence on the processing of BAföG applications, which is the main focus of the department and it works without contact. However, as a result many students and their dependent parents lost their jobs, get short-time work and terminations, many students increasingly lost the financial basis for their studies. In response to the financial crises caused by the pandemic, new regulations and new calculation bases allow for updates and recalculations of BAföG benefits

3.2 Economic enterprises - Dormitory administration and Canteens & Cafeterias

With the SARS-CoV-2 containment ordinance, all **Canteens & Cafeterias** closed from March 18, 2020. Despite numerous regulations and relaxations, several options for action were increasingly available for university catering and were implemented two weeks after the ordinance was issued and in only about 30 percent of the facilities.

With increasing demand for gastronomic services, 3 of 6 refectories and 2 of 6 cafeterias offered a limited range of exclusively cashless services until the end of the semester. The renunciation of cash payments and partial closures of facilities, limited offerings and hygiene regulations led to a noticeable decline in the number of guests. Official figures and evaluations are still unknown. (Status: Sept 2020)

For the **dormitory department**, there seemed to be only a few challenges and problems besides the contact restrictions. The need for consultation and information was covered by the chat consultation and by telephone. The greatest challenge was the need for quarantine apartments for newly arrived international students and their care. Here, networking with the intercultural student organization IKUS as well as student dormitory tutors and the universities was improved. The dormitories are still popular and fully occupied.

3.3 StudentService – Interdepartmental new ways

This department is the fastest responding to **the pandemic changes with a new** contactless advisory service. On March 16 started the Studentenwerk Magdeburg a online chat consultation from Monday to Friday from 10:00 to 17:00 and offers the largest consultation service for students and university members in Germany.

www.studentenwerk-magdeburg.de/chat

This chat counselling is completed across departments by specialists from the departments BAföG, Dormitory department, International Affairs, Psychosocial Counselling, the staff of the StudentService, the information points and the General Administration. The spectrum of the StudentService has been expanded since June 16, with the introduction of the "Überbrückungshilfe" as a subsidy for students in financial need. Many parts of the StudentService were also affected by the Covid-19 measures.

4. Personal conclusion as a member of the press and public relations department and as a member of the StudentService team

Character reveals itself in crisis.

The Corona crisis has brought digital forms of work and communication into focus. The activities of the Studentenwerk Magdeburg in the areas of BAföG, accommodation,

university catering, international affairs and student services have been enriched by many initiatives, some were quickly improvised, without a systematic examination of the possibilities, opportunities and risks of digital communication. Many deficits, inflexible and outdated working methods became visible. At the same time, existing offerings were transferred to digital formats, developed further or redesigned. A unique selling point in terms of quality and quantity in a national comparison of all student services is the extensive chat consulting service. The Corona crisis presents the greatest opportunity for the conceptual reappraisal of previous offerings and services in consideration of obvious deficits. However, the chance of reorientation and modernization is also the greatest risk for the institution under public law. If the individual departments fail to further develop their offerings and working methods, the negative trends that can be recognized in the approach will become more apparent in the future and will counteract the development of the Studentenwerk as a future-proof and more reliable partner in all matters of study.

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