



LIFE IS FOR SHARING.

Telekom CR-facts

Bologna@Telekom

Description of the program

[Bologna@Telekom](#) [1] is the part time study program of Deutsche Telekom and offers to employees in parallel to their regular work a scholarship of 50% of tuition fees for selected Bachelor and Master-degree-courses. Bologna@Telekom is running for more than 10 years and over 2000 about employees have started in business-related part-time courses. Some facts underline the meaning of the program for the employees. [With](#) [2] a graduation rate of 70% the program is very successful.

Participants can be of any age. 20% of participants started Bologna@Telekom after 9+ years working at Deutsche Telekom. –The program overall is an important example on group level and delivers an impact in refer to diversity, career development, business related content, lifelong learning and employee retention. 31 % of the graduates are female, 15% of the graduates are managers and 59% of the Bologna@Telekom graduates changed job family. That means the alumni tend to move to the job family that fit their field of study. More and more Bologna@Telekom students are interested in subjects with digital focused content. The share of STEM students in Bologna@Telekom is increasing. The study time of 3.7 years in average shows the high motivation of the Bologna@Telekom students.

Benefits of the program:

All selected academic courses are following the business and skill demand of Deutsche Telekom (e.g. Software Development, Business informatics, Digital Transformation, Sales). On the other hand, the programs ensure a huge impact on

the personal development of each student in fostering self- organization, digital collaboration, teamwork and work-life- and learn balance. So, the company benefits from graduates with future oriented knowledge, strong self-management and learning competencies and a high retention rate.

Quantitative impact of business benefits:

As major results we can point out, that since start of Bologna@Telekom:

- 59 % of the graduates changed their job role so Bologna@Telekom is an excellent example for upskilling (in a current position) and reskilling (on a new position)
- 2,7 % of FTEs participating in the program
- Evaluations have shown, that graduates valued the development of personal experience very high
- The program contributes to our employer attractiveness and employee retention as only 9% of the participants left the company.
- With a product consumer index of 8.92 [customer satisfaction](#) [3] in 2023 was excellent.