

SRH University to realign its strategy

The private university is refining its strategy and, rather than focusing on nationwide expansion, will in future place even greater emphasis on qualitative growth at its core locations.

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SRH University, the campus-based university of SRH – Germany's largest non-profit foundation for education and health – is realigning its strategy. The university is actively addressing significantly changed external and internal challenges with an adapted growth strategy for the future.

"In recent years, SRH University's focus has clearly been on expansion through the opening of additional campuses – this has made SRH University one of the largest providers of private higher education in Germany," said Stefan Bolle, Managing Director of SRH University. "We have thus grown to just under 11,000 students. On this basis, we need a structure that continues to offer students a first-class learning experience whilst also being economically viable and stable in the long term."

Significantly changed demands on degree programmes – driven, amongst other things, by AI technology and the geopolitical situation – coupled with fierce competition from tuition-free state universities and stricter visa requirements for international students, are just a few examples of why an adjustment to our strategic direction is necessary. SRH University will therefore move away from its previous expansion strategy and focus even more strongly on high-quality growth in future.

"We are pooling our resources where we can make the greatest impact and where we can offer our students the greatest added value: through high-quality teaching, strong student support and study programmes that are fit for the future," said Stefan Bolle.

To achieve this, SRH University will

- reduce the number of its branches by closing those that are not economically viable by the end of 2027 or spring 2028. These include Bremen, Cologne, Fürth, Hamburg, Munich and Stuttgart. All students currently studying at these locations will be able to complete their degrees as normal. Instead, the range of courses will be concentrated at the core locations of Berlin, Dresden, Gera, Heidelberg and Leipzig.
- phase out degree programmes that are not sustainable in the long term. Instead, SRH University will focus in future on programmes with clear demand, high academic quality, a strong practical focus and excellent prospects for entering the world of work.

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- reduce the complexity of its organisation in order to make decisions more quickly and operate more effectively. This will require a reduction in the workforce of around 200 positions. All reductions will be carried out in a socially responsible manner and in consultation with the General Works Council.

"We are ambitious and want to continue to grow in the interests of our students, but we must remain financially viable. This requires us to critically examine our own strategy and, when the time comes, to make necessary and sensible adjustments," concluded Stefan Bolle.

The other SRH higher education institutions are not affected by these measures.

About SRH University

SRH University is a private higher education institution with just under 11,000 students from over 140 countries across Germany, offering around 120 degree programmes. It is part of the non-profit SRH Foundation Group, one of Germany's largest providers of education and healthcare.

With over 50 years' experience in higher education, SRH University aims to provide access to high-quality education and to train the skilled professionals of tomorrow. SRH University places great emphasis on openness, diversity and modern educational approaches that combine face-to-face and online teaching. Together with SRH Fernhochschule – The Mobile University and EBS University of Business and Law, over 20,000 students are currently studying at the SRH universities.

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As a foundation offering leading services in the fields of education and healthcare, we support people on their individual life journeys. Driven by our passion for life, we actively help them shape their future and lead self-determined lives. With around 17,600 employees and more than 1.2 million clients, we generate a turnover of over 1.5 billion euros (2025).

Founded in 1966, SRH is now Germany's largest non-profit foundation in the fields of education and healthcare, with around 90 locations nationwide. SRH's head office is in Heidelberg.

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