



**Hochschule  
Augsburg** University of  
Applied Sciences

# gP

WINTER 2018 / 2019

# BUSINESS

Sought-after personalities –  
Augsburg University of Applied Sciences

NetDiSC  
**Network for digital supply chains**

**FACTS****Students**

at the Augsburg University of Applied Sciences: 6585

in the Faculty of Business (incl. IWI and MVM): 1672

of which:

BA Business Administration (BW)	582
BA International Management (IM)	478
BEng International Management and Engineering (IWI)	299
MA International Business and Finance (IBF)	60
MA Human Resource Management (PMG)	68
MA Marketing/Sales/Media (MVM)	162
MA Tax and Accounting (MSR)	51
Certificate Process Developer in Logistics	8

**Advanced modules****in BA Business Administration in WS 2018/19**

- Change Management
- Controlling
- Entrepreneurship, Innovation and Technology Management
- Product Marketing and Sales Communication
- Auditing and Accounting

**Advanced modules in****BA International Management in WS 2018/19**

- International Marketing and Communication Management
- European Business Studies
- Supply Chain Management
- Human Resource Management

**Advanced modules****in BEng International Management and Engineering in WS 2018/19**

- Operations Management
- Entrepreneurship, Innovation and Technology Management

**International exchange programmes**

Students from foreign partner universities: 45  
(incoming)

Students at foreign partner universities: 95  
(outgoing)

Status: 4 October 2018

**TITLE PICTURE**

Markus Prophet,  
Deputy Division  
Manager for Con-  
sultation, Law and IT  
at the Chamber  
of Handicrafts for  
Swabia and alumnus  
of the Faculty of  
Business



**Dear students,  
prospective students,  
alumni, friends, sponsors  
and partners of our Faculty  
of Business,**

With the heading “Massively overestimated”, the Süddeutsche Zeitung newspaper on 11/12 August 2018 asked the question: “Business administration is the most popular study programme at German universities. Nevertheless, in their professional lives the graduates frequently compete with candidates from outside the field who learn about business administration within the company along the way. Is the qualification unnecessary?”.

For the dean of a Faculty of Business, these are of course harsh allegations. Are we offering a study programme that is in high demand among applicants but is largely useless? Or, to phrase it a better way: How does a Faculty of Business at a state university of applied sciences need to be set up today in order to give its graduates something that provides them with a competitive edge in the labour market and that will be sought after in business and society also in the future?

A conference with the title “Shaping the Business School of the Future”, which took place in June at the Frankfurt School of Finance and Management, addressed this question. Experts from the fields of business and science discussed what the future USPs of our graduates in their professional lives should be and how a future-oriented educational offering can meet the requirements of students and employers in the long term.

During these discussions, it became apparent that challenges exist not only in relation to technical contents. The educational demands of young people have already changed significantly. In addition to state and private third-level institutions offering full-time or part-time study courses over a number of years, sometimes also in the

form of vocational courses, online study programmes and the training institutes of large companies are playing an increasingly important role. In this context, a trend towards so-called “stacked credentials” can be observed: the accumulation of many educational units – education experts speak of “learning nuggets” – makes it clear that the slogan “lifelong learning” is now a reality. In addition, we need to recognise that the accumulation of such small educational units may not only supplement a several-year Bachelor or Master study programme but may even replace it in some cases in the future.

In this context, a representative of the international accreditation agency AMBA posed the question of why our Bachelor and Master qualifications are valid indefinitely, despite the clear fact that study contents rapidly become outdated. On the surface, the demand for an expiry date for study courses seems absurd. On the other hand, holding certain professional titles is not only associated with passing examinations on a one-off basis, but requires regular further training in relevant areas. Against this background, it is not conceivable that, in the foreseeable future, our study programmes may need to be renewed at specific intervals by providing proof of up-to-date knowledge in the given field. This could provide us with an opportunity to ask our graduates to return to their alma mater not only for alumni meetups or meetings related to specific fields, such as the HR Day and the HSA\_Ops discussions, but also in the context of our own further training offerings for seminars or certificate courses lasting one or more days.

In the future, creativity, as well as ethical and philosophical issues, should play a greater role in business administration study pro-



Prof. Dr. Michael Feucht, Dean

grammes. The Dean of the Lagos Business School in Nigeria presented an interesting approach. She required her colleagues to dedicate at least 10% of the time in each module to dealing with subject-related questions of ethics, sustainability and philosophy. This is a very progressive approach which is certainly worth considering for all universities of applied sciences.

Our alumni demonstrate to me again and again that creativity is not only a question of education, but also of personality. Very recently, I was in contact with Alexander

Okl, who obtained a Diplom qualification in Business Administration in summer 2010. After a number of very intense years professionally, he took some time out and went backpacking on a year-long world tour. He documented his experiences on his blog ([www.axelgoeswild.com/](http://www.axelgoeswild.com/)) and, after his return, compiled them into a novel: “Asking One Question – A Novel about Traveling the World & Finding Meaning and Happiness”.

I would like to sincerely thank you for your solidarity with our faculty. Our advertising customers deserve special thanks for their kind support.

Yours,

Prof. Dr. Michael Feucht, Dean

**FAREWELL: PROF. DR. HANS HERRLER ENTERS RETIREMENT**



Prof. Dr. Hans Herrler

A veteran is entering retirement: Prof. Dr. Hans Herrler was a Professor of Tax Law at the Faculty of Business for 28 years. Before this, he had already held 100 lectures at the former Business Administration faculty at Schillstraße as an adjunct lecturer. This means that, at the time of entering semi-retirement, Prof. Herrler was the longest-serving educator at the Faculty by some margin.

Farewell was bid to Prof. Herrler as he entered retirement during a pleasant celebration with colleagues and staff on 23 July 2018. In his speech, the Dean, Prof. Dr. Michael Feucht, emphasised the high esteem in which Prof. Herrler was always held by his colleagues, but especially also by the students. In light of the fact that not all business students are particularly enthusiastic about the subject of tax, this cannot be

**BACK HOME: DR. HARTMANN RETURNS TO THE USA**

Dr. Michael Hartmann supported the Faculty in teaching and self-administration for almost seven years. His classes – from “Fundamentals in Business” in the first semester in International Management, to “Strategic Management” and “Cross Cultural Management”, all the way to “Business Ethics and Corporate Governance” in the MA International Business and Finance were very popular with the students. Dr. Hartmann also supported the Faculty in its strategic further development. He made very important contributions to restructuring the Bachelor programmes Business Administration and International Management

over-emphasised and demonstrates that Prof. Herrler was always especially dedicated to the students. Prof. Dr. Coenenberg and Prof. Dr. Kafadar, who told a number of anecdotes relating to his work from the perspective of the Taxation and Accounting expert group, made a particular effort to look dashing at the celebration, both wearing a waistcoat – in memoriam, so to speak.

Prof. Dr. Hans Herrler who, in addition to spending more time with his family, wants to apply himself more to his hobbies hunting and forestry, was presented with a contribution to a new chainsaw as a farewell gift. A children’s chainsaw – with noises and a moving chain – was added to the gift as a symbolic gesture. It was clearly not easy for Prof. Dr. Hans Herrler to say goodbye. He promised to support the Faculty also in the future with teaching assignments.



Prof. Dr. Hans Herrler accepts the “new chainsaw” from his colleagues Prof. Dr. Alexandra Coenenberg and Prof. Dr. Kalina Kafadar and the Dean, Prof. Dr. Michael Feucht.

in 2014 and was also a member of the Faculty Council for a time. In addition, he supported the Faculty in making contacts in the United States.

Dr. Hartmann received a job offer as Associate Professor at Holy Cross College in Notre Dame, Indiana, USA starting on 1 September 2018. He will establish a new Business School there together with his colleagues.

However, Dr. Hartmann has promised to maintain close contact with Augsburg in the future also and to return to the Faculty as a guest professor in the second half of summer semester 2019.

**OBITUARIES**



Pirmin Stadelmann



Elisabeth Scheurer

The Faculty of Business is mourning its former colleague Elisabeth Scheurer and its student Pirmin Stadelmann. The University will honour their memory.

Elisabeth Scheurer died on 23 April 2018 at the age of 66. In the last years of her work at the Augsburg University of Applied Sciences, she was employed as administrative assistant in the office of the dean of the Faculty of Business at the previous location at Schillstraße 100 until summer 2011. She entered retirement shortly before the big move into the W building.

After an almost two-year illness, Pirmin Stadelmann passed away in Augsburg on 7 July 2018 at the age of 24. He started his Bachelor programme in International Management in winter semester 2014 and pursued the programme with great dedication until he fell ill. In summer 2016, he won the MasterCup in Wackersdorf with three fellow students, the second stage of a Bavaria-wide Entrepreneurship and Management competition. He optimistically took up his studies again last winter semester. Sadly, he ultimately lost his battle with the illness.



Dr. Michael Hartmann

**MOUNTAINS R4 BIKING & HIKING**



Under this slogan, 23 students and alumni met with Prof. Dr. Wolfram Schönfelder at Großvenediger mountain for a sporty end to the semester.

**NETDISC: NETWORK FOR DIGITAL SUPPLY CHAINS**

“Augsburg is a supply chain region”: this is how the logistics region of Bavarian-Swabia between Augsburg and Neu-Ulm is characterised by logistics experts. This statement is based on the fact that, according to freight statistics, flows of goods into the region have a higher tonnage but a lower value than flows of goods out of the region. This is a clear indication that goods are refined by production companies in the region and then transported on for consumption or further processing. This position of the region in global supply chains is based on outstanding logistics of the regional companies.

The aim of the NetDiSC research project is to further develop the excellent starting position of the Bavarian-Swabia region in

the field of logistics in global supply chains and make it fit for the future. For this purpose, solution bundles are developed for efficient business processes and new data-based business models based on the secure and traceable storage and analysis of data along the value creation chains.

Cooperation between the research groups HSA\_ops and HSA\_innos should now be intensified at the Augsburg University of Applied Sciences. These groups perform activities relating to IT security and logistics as well as digital value creation networks and business models.

Together with the Institute for Technology and Knowledge Transfer (ITW), solution

bundles in these fields will be developed for the regional economy and offered as transfer services in the coming years. Practical exchange is explicitly sought in the project. During the kickoff event on 26 July 2018, the path for research activities in the coming years was therefore laid out. The fields of activity that the participating companies see in the areas of “Digitalisation of supply chain processes”, “Digital business processes” and “IT security in supply chains” or in the intersections between these areas were particularly interesting. These topics were discussed together in order to draw up the framework for action of NetDiSC.

The NetDiSC project was sponsored by the Bavarian State Ministry of Education, Cultural Affairs and Science through the programme for promoting applied research and development at universities for applied sciences. The project duration of NetDiSC is 48 months, from January 2018 until December 2021.

Prof. Dr. Michael Krupp (michael.krupp@hsaugzburg.de) or Marjan Isakovic (marjan.isakovic@hsaugzburg.de) are available as contact partners if you are interested in the NetDiSC research activities.

*Information: Profs. Dr. Krupp, Dr. Richard and Dr. Waibel*



The participants in the kick-off event.

PUBLICATION  
**BUSINESS  
ADMINISTRATION**

Georg Erdmann, Michael Krupp

Pearson,  
€39,95

The textbook "Betriebswirtschaftslehre" (Business Administration) was published in April. This is a reference book that will accompany Bachelor students throughout their studies and describes corporate reality in addition to providing the academic basics. It is intended to be both accompanying reading over an entire study programme and a business administration reference work in professional life after graduation. It was written by a team of professors with extensive practical experience in their respective fields.

**SPORTY: PARTICIPATION  
IN M-NET COMPANY RUN  
AUGSBURG**

The PROFis from the Faculty of Business and the Running\_Gags from ZSI (bottom) as well as the team of the research group for optimized value creation HSA\_ops (top) successfully took part in the M-net company run Augsburg. Congratulations!

**PERSONALWIRTSCHAFTSPREIS  
2018: PROF. DR. ERIKA REGNET  
ON THE JURY**

Again this year, innovative and future-oriented HR projects were awarded prizes. Large numbers of applications were received for the following six categories: Training, Recruiting, Talent Management, Company Health Management, HR Organisation and Leadership.

Like in the previous years, Prof. Dr. Erika Regnet was a member of the jury, which determined the winning concept for each category. In the final round on 10 September 2018 in Cologne, the overall winner of the German "Personalwirtschaftspreis" (HR prize) from all six categories was selected live on location by the specialist audience. REWE Dortmund claimed victory this time.

Information: Prof. Dr. Regnet

**CONGRATULATIONS: SELF-MEDICATION PRIZE  
FOR PROF. DR. GERHARD RIEGL**

The patient researcher and health analyst Prof. Dr. Gerhard Riegl received the traditional "Selbstmedikationspreis 2018". He was awarded this self-medication prize for his patient-oriented services relating to pharmaceuticals and self-medication. The award is presented by the German medicine manufacturers' association Bundesverband der Arzneimittel-Hersteller e.V. (B.A.H.).



Photo: Gerhard Riegl  
Prof. Dr. Gerhard Riegl: Pioneer of patient-oriented research in health management.

As a Professor of Marketing at the Faculty of Business at Augsburg University of Applied Sciences and with the Institute for Management in the Health Service, which he founded and leads, Riegl has been researching, publishing and lecturing for 40 years. His aim is to improve the quality of human interaction in the health system and to increase efficiency. In the course of digitalisation, patients are increasingly well-informed and wish to become experts in their own healthy lives. For all healing professions, this makes it necessary to adapt to partner-like interaction with patients. The patient management 4.0 propagated by Prof. Riegl identifies the self-expertise of patients, on the one hand, and promotes treatment adherence and holistic supply of medicine with self-medication and prescription drugs, on the other hand.

Information: Prof. Dr. Riegl

**AWARD: EXPERT CONSULTANT  
FOR INTERNATIONAL TAX LAW**

At the beginning of the year, the Chamber of Tax Advisors awarded the title "Expert consultant for international tax law" to Prof. Dr. Jörg Hoffmann for outstanding theoretical and practical knowledge in this field. Only around 1,200 of 84,000 tax advisors in Germany currently hold this title. Congratulations!

Information: Prof. Dr. Jörg Hoffmann

**PATRIZIA AG: GENERAL MEETING LIVE**

PATRIZIA Immobilien AG invited the students of the Tax and Accounting Master programme in the context of the Economic Law lecture by Prof. Dr. Micha Bloching to take part in its general meeting in Augsburg in order to "study stock corporation law in practice".

**MOLA DEVELOPMENT CIRCLE:  
INAUGURAL MEETING**

The shortage of skilled workers in logistics and the difficulties in obtaining new staff for the warehouse make retaining existing staff in the company especially important. But how can company owners or warehouse superintendents motivate their skilled workers and managers in the warehouse in a targeted manner while improving the performance of their warehouse? In the MoLa development circle "Motivated and powerful in the warehouse", participating companies will put their warehouse performance as well as the motivation and health of their employees to the test over the next two years and will introduce and revise suitable motivation measures. The companies will be facilitated and supported in these methods by three research partners: the Chair of Work and Organisation Psychology at the Friedrich-Alexander-University in Erlangen-Nuremberg FAU PiA, the research group for optimised value creation HSA\_ops at the

Augsburg University of Applied Sciences and the Fraunhofer workgroup for supply chain services SCS, which will incorporate their shared expertise from the previous research project "MoLa – Motivation in the warehouse". In the research project, the scientists confirmed the link between the motivation of workers and the warehouse performance. Together with logistics service providers and wholesalers, motivation measures tailored to warehouses were devised. Another finding is that workers at the operative level in the warehouse area generally enjoy their work. Frustration actually occurs as a result of poor conditions and deficits in staff leadership at the operative level. Management staff therefore have a key role to play.

On 29 June 2018, interested companies took part in the inaugural meeting of the MoLa development circle. In this meeting, the participants were asked about their needs in relation to motivation of warehouse personnel, the concept of the MoLa development circle was introduced, and the circle was concluded

with a joint constitution. The development circle is expected to begin at the end of autumn 2018.

Participation in the two-year MoLa development circle is subject to a fee. The number of participants in the event is limited. If you are interested, please send an email to Prof. Dr. Michael Krupp (michael.krupp@hsaugsbuerg.de) or Marjan Isakovic (marjan.isakovic@hsaugsbuerg.de).

Information: Profs. Dr. Krupp, Dr. Richard and Dr. Waibel



## THE LION'S LECTURE HALL 2018

It was that time again on 29 June: Students at the Augsburg University of Applied Sciences presented their promising start-up ideas to a top-class jury during "The Lion's Lecture Hall". As always, the best and most innovative idea wins! Based on the successful format "The Lion's Den" on the TV channel VOX, the students each have 15 minutes to demonstrate their entrepreneurial spirit. University professor **Martin Plöckl** has assembled a top-class "lion jury" made up of prominent and experienced founders and investors: **Georg Achterling** (Cancom), **Gero Gode** (DailyDeal), **Alex Jaeg** (Robin Zug),

**Daniel Kempf** (PD Ventures) and **Stephan Batteiger** (Peerigon) evaluate the business ideas and give the students interested in starting their own businesses tips on implementing their ideas.

On this day, five groups presented their ideas, which were very diverse this year: An app to automatically record the circumstances of an accident, a combination of a sleeping bag and self-inflatable sleeping mat, porridge in a glass and a kit for a frozen smoothie. Both the business idea and the presentation are evaluated. Simon Paesler, Jan Uhrig, and Steffen Schmid won the first prize, an iPad, with their app "Crashmate" for automatic

recording of accident circumstances.

The university professor and experienced founder **Martin Plöckl** provided the idea for "The Lion's Lecture Hall". The event represents the highlight and final examination of his "Startup Thinking" seminar, in which students are made more aware of the topic of founding a company and receive the necessary know-how.

*Information: Martin Plöckl*



Martin Plöckl (left) together with the students during the final of "The Lion's Lecture Hall"

## SOCIAL COURT: PRACTICAL LEGAL EXCURSION

In summer semester 2018 in the context of their lecture on social insurance law with Prof. Dr. Julia Wicke, the students in the Tax and Accounting Master received the extraordinary opportunity to go to the Social Court in Munich to participate in a hearing in which cases relating to social insurance obligation are handled. The special aspect of this was that their professor was also the judge. Prof. Dr. Julia Wicke has been a judge in the 12th Chamber of the Munich Social Court for many years. This meant that the students also had the opportunity during the hearing to pose questions to the judge herself, the honorary judges and the associate judges. They were very well prepared: In a so-called "moot court", a simulated court hearing, the students had already taken on the role of lawyer and taken part in passionate discussions about anonymised court files in the context of the lecture.

*Information: Prof. Dr. Wicke*

## SOCIAL SKILLS: ADJUNCT LECTURER MEETING

At the start of July, a meeting with the adjunct lecturers in the field of social skills – rhetoric/presentation, communication psychology, management behaviour and ethics – took place at the Augsburg University of Applied Sciences. Prof. Dr. Mahena Stief provided information on current developments at the University, digital learning possibilities and the training offers of the DIZ Bavaria.

*Information: Prof. Dr. Regnet*



## PSD BANK: NEW CUSTOMER ACQUISITION

The **PSD Bank Munich** is a private customer bank for the region Swabia, Upper and Lower Bavaria with currently around 84,000 private customers. In the context of the Marketing, Sales and Media Master, the two students **Lisa Kegele** and **Veronika Stich** developed a concept for customer acquisition for the PSD Bank Munich as an in-depth Master project.

Under the supervision of Prof. Dr. Manfred Uhl and Prof. Dr. habil. Klaus Kellner, the Master students produced an excellent project which covered and analysed all relevant topic areas such as surrounding area, customer contact points and tonality and adapted them to the business model of the regional direct bank. The identification of target customers, in particular, received a lot of attention. The presentation to selected management staff at the PSD Bank in Augsburg took place in mid-July. This project can be considered an example of the intensive cooperation of the Faculty of Business with the PSD Bank Munich.

*Information: Prof. Dr. habil. Kellner*

## EXCURSION TO SORTIMO

With a visit to Sortimo, the future industrial engineers of the Augsburg University of Applied Sciences got to know a growing company in the region and an interesting potential employer. This globally active company, with headquarters in Zusmarshausen in Swabia, focuses on transport systems and interior work of commercial vehicles. The company employs about 1,300 people and leads the markets it operates in as hidden champion. On an invitation from alumnus **Christian Neher**, the group of students were familiarised with the success story of the company by HR manager **Martin Troschke** and head of key account management **Monika Schluff**.

*Information: Prof. Dr. habil. Kellner*



Christian Neher and Prof. Dr. Klaus Kellner (left) with the group of students.

## CAREER PATHS PROJECT

Which career path do the Bachelor and Master graduates of the Augsburg University of Applied Sciences take? What does the typical CV of a member of the board of management of a DAX/MDAX corporation look like? How does the career path of male and female top managers differ? What characterises the career development of a HR manager? What characteristics do personnel in the HR or marketing department have?

These and many other questions were answered by the "Career paths" project group in summer semester 2018.

After dividing up the respective teams and defining the criteria to be checked, data analysis could begin. The data entered by the parties concerned themselves in social media, such as Facebook, XING or LinkedIn, was analysed.

For the category of top managers, the company websites, the business report and Wikipedia could also be used. While these

managers were almost celebrities, meaning that it is very easy to trace their life journey, finding suitable data material for the other groups was more difficult in some cases and also more time-consuming.

First, the CVs of a total of 181 former students who specialised in marketing at the Augsburg University of Applied Sciences were examined. This specialisation is equally popular among men and women and in the study programmes International Management (IM) and Business Administration (BW).

It is notable that IM students with the specialisation marketing very rarely go abroad. Although the female graduates finish their studies more quickly, the men find a job faster. Almost one third also have a relationship to their first employer already through internships, working student positions or their thesis.

Specialisations in the field of human resources are mainly very popular with women. 78% of the studied group are female. After graduation, the former students are often drawn to

the large international corporations in Munich. Other than that, they are just as likely as their fellow students in the marketing field to remain in the greater Augsburg/Munich region.

Among HR managers, the gender balance is dramatically different: three quarters of the positions here are held by men. Different managers in the HR department in German companies and their CVs were examined during this analysis. This target group primarily studied business administration or law at a university and is characterised by rigorous career development. Over 80% of HR managers have spent their entire professional life in this field. On average, they changed jobs three times. Men were promoted to their first management position after an average of eight years, women after an average of ten years.

On 28 June 2018, it was finally time: After many hours of work, the result could be presented. The audience was made up of students and professors of the Augsburg University of Applied Sciences as well as some representatives from the practical realm.

*Information: Prof. Dr. Regnet Presentation of results at [www.hs-augsburg.de/bomes/eregnet/](http://www.hs-augsburg.de/bomes/eregnet/) Result report under [www.hs-augsburg.de/Wirtschaft/Personalmanagement.html](http://www.hs-augsburg.de/Wirtschaft/Personalmanagement.html) (in German)*



The project team before the final presentation

## BANK SUPERVISION: VISIT TO THE ECB

On the initiative of Prof. Dr. Anton Frantzke, students of the “Financial Supervision and Regulation” module with Prof. Dr. Michael Feucht in the International Business and Finance Master programme as well as a foreign guest student received the opportunity to visit the power centre of the Euro, the European Central Bank in Frankfurt. The students were astonished by the security measures: Solid concrete barriers in front of the building that cannot be broken down with vehicles. And, in the building, everyone is checked at least as intensively as at the airport – including backpack inspection and metal detectors.



The students with professors Dr. Anton Frantzke and Dr. Michael Feucht in front of the ECB Tower.

## EVERY YEAR: SEMINAR WITH ASSOCIATES

For the twelfth time, students of the Faculty of Business were guests at the Hotel am Badersee in Grainau. Dean Prof. Dr. Michael Feucht, Prof. Wolfgang Hauke, Dean of the Faculty of Business at the Kempten University of Applied Sciences, and Werner Schartel from the Cooperative Association of Bavaria had once again planned a challenging and entertaining two-day programme for selected students and the accompanying professors Dr. Anton Frantzke and Dr. Tobias Peylo, as well as Rainer Schaidnagel, Vice-President of the Cooperative Association of Bavaria.



Prof. Dr. Wolfgang Hauke, Werner Schartel, Prof. Dr. Tobias Peylo, Prof. Dr. Anton Frantzke, Dr. Alexander Büchel, Rainer Schaidnagel, Prof. Dr. Michael Feucht, Erika Henger and Dr. Wolfgang Seel (from left to right)

In the building, the group were greeted in a very friendly way by a host who led them through the bank’s own visitor centre after a very interesting talk about the European banking union. The speaker, an employee from the “Sanctions” department, explained in a very insightful manner why even a largely harmonised European regulatory framework continuously leads to contradictory measures in his daily work. The participants were positively surprised that the material they had learned during the semester really can be applied in practice and that their qualification is sought-after also at the ECB.

Information: Prof. Dr. Feucht

## KONRAD KLEINER GMBH & CO. KG: GOODS RECEIVING OPTIMISATION

In summer semester 2018, goods receiving at the Konrad Kleiner GmbH & Co. KG company in Mindelheim was analysed and optimised by students of the Augsburg University of Applied Sciences. “Lean process design is the aim of all companies. The concrete design and implementation of expedient measures often gets lost among operative business”, says Lisa Kimmich, research assistant at the Augsburg University of Applied Sciences and jointly responsible for the student project “Optimisation of goods receiving processes”. An example of this is Konrad Kleiner GmbH, which recognised the importance of optimum flows of goods and sees a need for action particularly in the handling of receiving goods at the company. Under the leadership of Prof. Dr. Michael Krupp, the students first analysed the existing informational and physical goods receiving processes at the company in order to visualise the situation on location. Following this, process images were developed in order to illustrate the current state of the receiving goods situation and illustrate relationships between the individual process levels. The first irregularities resulted from this and were prioritised and worked out in consultation with the company. This process had the aim of identifying areas of activity and developing measures that the company can use for itself. The results of the ambitious and highly dedicated project were presented in the company on 20 June 2018 and provided to the satisfied contact partners.

Information: Profs. Dr. Krupp, Dr. Richard and Dr. Waibel

## HUMAN RESOURCES DIDACTICAL WORKING GROUP



The Bavarian HR professors at the Kempten University of Applied Sciences.

14 colleagues from seven different Bavarian universities of applied sciences accepted the invitation to Kempten to attend the didactical working group of the DIZ Bavaria. This year’s meeting focused on eLearning. On the first evening, the professors took the opportunity to take part in the opening of the Institute for Digital Teaching Forms at the Kempten University of Applied Sciences. The event was organised by the professors Dr. Katrin Winkler (Kempten University of Applied Sciences) and Dr. Erika Regnet (Augsburg University of Applied Sciences).

Information: Prof. Dr. Regnet

## CONTINUING EDUCATION | gP BUSINESS | WINTER 2018 / 2019



Sought-after personalities keep learning throughout their lives. Many employers in the region are concerned with securing and retaining specialist staff. The Faculty of Business provides support for vocational training after graduation in a number of ways.



### In-house seminars

The range of in-house training courses comprises seminars on all business administration and legal topics. These are individually planned and conducted in cooperation with the customers – also in English. Overview of topics (in German) under [www.hs-augsburg.de/Wirtschaft/Inhouse-Firmenseminare.html](http://www.hs-augsburg.de/Wirtschaft/Inhouse-Firmenseminare.html).

### Seminars

Compact individual seminars on current issues are very suitable for obtaining new know-how and quick updates in the event of changes. These seminars take place at the Technologiezentrum Westbayern (Technology Centre West Bavaria, TCW), the university-at-institute in Nördlingen.

### Current seminars:

- 8/9 November **Employment law for supervisors** (RA Armin Holnaicher)
- 20 November **Workshop on retaining specialist staff**: Keeping and retaining specialist and management staff (Prof. Dr. Erika Regnet)

Course information (in German) under <http://tcw-donau-ries.de/weiterbildung/seminareschulungen/>

### Certificate courses

Part-time, compact certificate courses have a modular structure and can be booked flexibly. They extend over a year. It is possible to obtain a university certificate in addition.

### Product management

11/9/20 November “Tool competence for marketing and corporate communication” (Prof. Dr. Manfred Uhl).

Target group: Specialist and management staff from sales, marketing and product management as well as project and department leaders for research and development

### Controlling

The next certificate course in Controlling is scheduled to start in March 2019. It comprises a total of 14 seminar days. Target group: Specialist and management staff from all company departments who want to improve or refresh their know-how in the area of controlling and company control due to increased responsibility within the company.

Information and registration under [www.tcw-donau-ries.de](http://www.tcw-donau-ries.de)

### Contact partner in Augsburg:

Prof. Dr. Erika Regnet, coordinator for continuing education  
Faculty of Business  
Augsburg University of Applied Sciences  
An der Hochschule 1  
86161 Augsburg, Germany  
Tel. +49 (0)821 5586-2921  
[weiterbildung.wirtschaft@hs-augsburg.de](mailto:weiterbildung.wirtschaft@hs-augsburg.de)

### Contact partner in Nördlingen:

Manuela Jenewein  
Weiterbildungszentrum Donau-Ries  
Technologie Centrum Westbayern GmbH  
Emil-Eigner-Str. 1  
86720 Nördlingen, Germany  
Tel. +49 (0)9081 5586-151  
[manuela.jenewein@tcw-donau-ries.de](mailto:manuela.jenewein@tcw-donau-ries.de)

## LAW EXPERT GROUP



Photo: Matthias Leo

Prof. Dr. Felicitas Maunz, Prof. Dr. Micha Bloching and Prof. Dr. Julia Wicke (from left to right)

### Which study programmes include law?

The Law expert group is present in all Bachelor and Master study programmes at the Faculty. In addition, Prof. Dr. Micha Bloching and Prof. Dr. Felicitas Maunz chair the examination boards for the Bachelor programmes Business Administration and International Management. Prof. Dr. Julia Wicke is a member of the examination board for the Master programme Tax and Accounting.

### Which professors teach the subject of law and what professional experience do they have? Is there special expertise?

Prof. Dr. Micha Bloching has been a professor at the Augsburg University of Applied Sciences since 2004. Before this, he worked as a lawyer and tax advisor in Munich for many years, most recently at a large international law firm. At the Faculty of Business, he teaches German and international private commercial law and employment law. Prof. Dr. Micha Bloching can put his many years of experience from consulting practice for corporate and insolvency law as well as from

his supervisory board activity to use in his practice-oriented teaching.

Prof. Dr. Felicitas Maunz was employed in a large international law firm for many years before moving to the legal department of ProSiebenSat.1 Media AG. After four years working in one of the largest media companies in Europe, she successfully set up her own law firm. She has been a Professor of Law at the Faculty of Business since 2013. Her specialisations include competitive, trade mark, data protection and media law. Prof. Dr. Felicitas Maunz also teaches the subject "Basics of self-organisation for students", which is intended to make things easier for students starting their studies.

Prof. Dr. Julia Wicke came to the Augsburg University of Applied Sciences in 2013. Before taking on a teaching position, she was public prosecutor at the Juvenile Criminal Court in Munich. She gained additional professional experience as administrative lawyer at the Zentrum Bayern für Familie und Soziales (Bavarian Centre for Family and Social Matters). In 2003, she was appointed

a judge in Munich. Seven years later, she moved from general courts to social courts. Prof. Dr. Julia Wicke is an expert in European, social and business administration law. Her research specialisations include legal tech start-ups as well as start-ups and digitalisation in the social benefits field.

### Are there practical projects for students?

The range of practical projects is very varied: It extends from excursions to the European institutions in Brussels and Strasbourg and to the German parliament or the German Federal Labour Court, to visits to different media companies such as Sky and UFA, all the way to participating in general meetings, such as the Patrizia Immobilien AG general meeting this semester. A project on digital start-ups in the social benefits field is also offered.

## ROADS TO SUCCESS: DR. MAHBUBA MAQSOODI

The women's office at the University organises presentations and discussions with interesting women several times a year. On 10 April 2018, the University welcomed **Dr. Mahbuba Maqsoodi** who described her long regional and personal path in her book "Der Tropfen weiß nichts vom Meer" ("The Drop Knows Nothing About the Sea"). Afghanistan, the Russian Academy of Arts, asylum, and working as a self-employed artist in Germany are some of the topics she writes about.

Dr. Maqsoodi's positive attitude and energy impressed the audience. Her values and principles are reflected in her life journey: "Work and never give up", even if the circumstances are still difficult and there are setbacks. You should also be aware of your



„Wie heißt deine Angst?“ („What is the name of your fear?") by Dr. Maqsoodi.

Photo: Mahbuba Maqsoodi

goals and capabilities and "recognise your own limits" as it is not possible to "carry two watermelons in one hand".

The next lecture in the "Roads to Success" series will take place on 6 November 2018 at 18:00 in room J1.19. **Christa Weigl-Schneider** is the speaker at this lecture. She is a lawyer and feminist and works for a number of voluntary projects. For example, she is the vice-chairwoman of "Der Paritätische in Bayern" ("Parity in Bavaria") and spokesperson of the "Parité in den Parlamenten" ("Parity in the Parliaments") action group.

You can participate in these events free of charge and male students are, of course, also welcome. We would ask you to register by sending an e-mail to [frauen@hsaugsburg.de](mailto:frauen@hsaugsburg.de).

Information: Prof. Dr. Regnet

## GIRL POWER

On 25 June 2018, six women came to Augsburg as part of a several-day girl power trip. During her presentation entitled "A valued colleague, but dispensable manager", Prof. Dr. Erika Regnet discussed obstacles in the workplace and society. During the subsequent discussion, effective and less effective approaches in companies were identified. Legal requirements, anonymised applications, quotas, compulsory targets with incentives and penalties, and the use of the logib procedure for monitoring pay transparency were deemed particularly effective measures. Prof. Dr. Alexandra Coenberg, women's representative at the Faculty and deputy women's representative of the University spoke about Augsburg University of

Applied Sciences as an employer, and outlined the measures and progress made to attract and keep female employees. The University was just one stop on their trip. They also visited Fujitsu Technology Solutions for a discussion with **Vera Schneevoigt**, who is Senior Vice President and also recently selected as one of the "25 women who are revolutionising our economy". Further stops along the way were the archdiocese of Munich where they listened to a talk held by the equal opportunities officer, **Katharina Dötsch**, and the Bavarian parliament where they attended a presentation held by **Dr. Simone Strohmayr** of the SPD.

Information: Prof. Dr. Regnet



Girl power at Augsburg University of Applied Sciences

## INDIA: MARKET ENVIRONMENT FACTORS

Students of the Business Administration Bachelor programme enjoyed a very special guest presentation with impressive pictures



Photo: Andrea Rössler

Andrea Rössler, speaker on intercultural competence

as part of their sales lecture. **Andrea Rössler**, speaker on intercultural competence and expert on India, was invited by Prof. Dr. habil. Klaus Kellner to hold a highly impressive presentation on the sub-continent of India. She focused on market environment factors and their relevance for international business operations, and spoke about natural conditions, various religions, history, the position of the woman, child labour and the recent economic boom in India. She also gave a vivid account of the importance of the family, hierarchical structures and different concepts of time, which often lead to conflicts between Indians and Europeans.

Information: Prof. Dr. habil. Kellner

## SALES: THE MAGICAL TRIANGLE OF CUSTOMER SERVICE

Sales is an exciting field. Business Administration students realised this during an interesting presentation held by **Alexander F. Sragner**, longstanding chairman of the board of directors at Vodafone Kabeldeutschland Kundenservice GmbH. He spoke about the magical triangle of customer service – the tense relationship between costs, customer satisfaction and sales in call centres. In particular, he highlighted factors that can ensure high-quality customer service.

Information: Prof. Dr. habil. Kellner

**PERFORMANCE ON A FRIDAY MORNING**



Christof Mader

What variable compensation models exist, how can they be introduced in a way that is beneficial to both the employee and the employer, and which models actually result in improved employee performance? On the morning of 22 June, **Christof Mader**, guest lecturer in the Performance Management advanced course, answered a number

of questions on this topic. Mader, senior advisor for Compensation & Benefits at the entire ADAC group spoke about his wide range of experience during his career. As a mechanical engineer, which is quite exotic in the field of human resources, he has worked in many areas of the automobile industry. For example, he worked on the introduction of the Single Status Pay Agreement (ERA) for over 15,000 employees, employer branding and the establishment of company-wide remunerations systems.

He reported on the cooperation with works councils and trade unions, and outlined knowledge that cannot be imparted through theory alone. When discussing the legal regulations, the students realised the complexity of the field they will work in if they pursue a career in personnel management. The figure 70,000 - the number of collective agreements in Germany - demonstrated how vast the field of remuneration is. And we haven't even mentioned the employees not covered by collective agreements.

The topics of how individual performance-related payments or collective profit-sharing will shape the future, and how the requirements for performance and achieving goals have changed over the years gave the students an insight into the past and future of personnel work in the field of performance. One thing is certain: Only when management and HR staff have a relationship of trust can developed systems actually work. When push comes to shove, in the case of activity shortfalls, warnings or termination

of contracts, all procedures must be firmly in place and transparent for all parties involved.

The students also focused on certain topics during the discussion: How does health affect employee performance? Should the medical condition of employees already be taken into consideration in personnel planning? How do managers influence the performance of their employees? Discussions based on these questions highlighted once again that workplace issues such as cost pressure and ethical issues are also personnel-related topics.

At the end of the day, performance management is a balancing act: How do you reward employees without the idea that rewards for achievements are unnegotiable? What degree of distance do you need from an employee for successful evaluation? What is the best way to combine quantitative and qualitative indicators? It will never be possible to find the perfect balance, which is why negotiations and discussions on remuneration models will always be necessary. But as Christof Mader has shown us: The tasks of a personnel expert cannot be set in stone and may often vary greatly. And it is even possible to work productively and make new findings on a Friday.

*Infos: Prof. Dr. Hatfield*

**16TH AUGSBURG HR DAY: PERSONNEL DEVELOPMENT AND TALENT MANAGEMENT**

The Augsburg HR day is a well-established platform for discussing new developments and networking with HR experts from the region.

This year, the 16th HR day held on 25 July 2018, was based on the topic of "Personnel Development and Talent Management". Prof. Dr. Erika Regnet launched the event with facts, figures and data highlighting that 40 percent of the employees interviewed are not satisfied with talent management in their companies and every second employee does not receive further training. This represents a significant difference compared with Scandinavian countries, which are far more advanced in this area. The cultural background of the various offerings should also be critically reviewed.

Presentations on new forms of learning such as "The Future of Learning in an Age of Digitalisation" by **Prof. Dr. Katrin Winkler** (Kempten University of Applied Sciences) and "Nuggets of Learning as a Component of the Digitalisation of Education" by **Karsten Mehrstens** (Munich) and **Dr. Werner Kohn**, managing director of VIWIS GmbH, were also on the agenda.

Prof. Winkler noted that at the moment, technologies are driving forward new ways of learning and the challenge is to arouse interest among the participants using suitable content and to meet the needs of shorter

attention spans. Whether it is web-based training or micro-learning, emotional stimuli are essential. Karsten Mehrstens and Dr. Kohn used examples to demonstrate how competences can be developed using automatic learning path calculations based on test results. The learning nuggets that are then used are usually media recordings of 15 to 20 minutes that may also incorporate playful elements.

Following this, BSH Hausgeräte GmbH was used as an example of a systematic process for talent management. It is all about discovering, nurturing and retaining high potentials. The speaker was **Christian Stelzmüller**, head of Personnel Development and Training at the Dillingen site. The guest speaker shared his initial experience with the participants in relation to the self-marketing of employees in the form of add-ons in digital personnel files. Employees could even apply for a comprehensive, two-day, competence development workshop by submitting pitch videos showing why they are the right ones for the next step.

Workplaces are also affected by the ageing of society. Skilled workers and management staff have specific expectations and ideas for their future careers. This is why Prof. Dr. Erika Regnet finished off by outlining the first key findings from the "Best Ager" study that she carried out in cooperation with **borisgloger consulting** in the summer



Karsten Mehrstens at the 16th Augsburg HR Day

semester. Prof. Dr. Sarah Hatfield was the moderator for the afternoon.

The 17th HR day is planned for 2 February 2019 on the topic of "Personnel Marketing as an Opportunity to Ensure Skilled Workers". National and international strategies and measures, either new or already tried-and-tested, will be collected, presented and discussed.

*Information: Profs. Dr. Hatfield and Dr. Regnet*

**AGILITY IN THE SEMINAR ROOM**

The 'Agile Methods' seminar took place in the summer semester for the first time and was led by **Wolfram von Bremen** and Prof. Dr. Sarah Hatfield. With a topic like this, you expect certain work methods during the seminar itself. Quite a lot of time was devoted to experiencing agile methods such as sprint simulations, time boxing and design thinking exercises first hand. On the last of the four dates, **Susanne Köpf**, an agile coach at KUKA AG was a guest lecturer. She spoke about her personal and practical experiences and gave the students an insight into her main task of promoting an agile mindset within the company.

Staying with this topic, two students held a presentation about agile anti-patterns on the same day. They spoke about the consequences of focusing too much on individual agile principles and, therefore, neglecting other aspects.

This happens, for example, if agility is seen as being the same as spontaneity and if individual team members are removed from projects on short notice, which leads to a lack of productivity and is contrary to the actual goals of agile work methods. The belief that teams should organise themselves in an agile manner is also a widespread misunderstanding. Teams work well if clear rules and roles have been outlined and are adhered to.

The students took the opportunity to ask the speaker about how agile work methods are used at KUKA and to find out how the company deals with difficulties that may arise when trying to achieve an agile corporate culture. It became very clear that working with agile methods is a continuous process and requires constant reminding and fine tuning to achieve the desired results. Susanne Köpf gave further insights into how she always encourages this during management training courses.



At the end of her visit, the students were shown a clip from Siemens, Bosch and Daimler. These companies have recently experimented with the new "working out loud" agile method. This method is applied for one hour at a time in addition to processing time over a period of 12 weeks. This method could also be considered for small, cross-functional teams at KUKA. We're excited to find out how it works.

*Information: Prof. Dr. Hatfield*



## LOGISTICS EXPERTS OF THE FUTURE

“We want to bring a breath of fresh air into logistics” say **Lisa Kimmich** and **Philipp Gruber** from the Research Group for Optimised Value Creation – HSA\_ops.

Kimmich is in her third semester of the Master of Applied Research at Augsburg University of Applied Sciences and is also working as a research assistant at HSA\_ops. To counteract the labour shortage in the logistics sector, she is analysing the integration of employees in the logistics sector in her studies. In the LogiPICs research project, she is contributing to the development of a universal visual language which aims to quickly and effectively train people with language barriers in logistics processes. In addition to refugees and non-EU citizens, people who are functionally illiterate are also part of the target group. These are people who have difficulties understanding complex matters although they can read and write. Companies from the logistics sector, the Training and Development Cen-

tres of the Bavarian Employers' Association in Nuremberg and the SCS project group from the Fraunhofer Institute all collaborated with the HSA\_ops of Augsburg University of Applied Sciences as part of the LogiPICs project.

Philipp Gruber is also a member of the HSA\_ops research group. His research focuses on the digitalisation of production and logistics processes. His topic is embed-



Photo: Mathias Leo

## HSA\_OPS: TWO PHD STUDENTS AND ONE GRAPHIC DESIGNER IN THE TEAM

Since the middle of 2017, three new research assistants have been supporting the Research Group for Optimised Value Creation, expanding its service portfolio.

**Alexandra Kornacher** studied Communication Design at Augsburg University of Applied Sciences. During this time, she specialised in information design and enhanced her knowledge by doing an internship in the infographics department at the Kircher-Burkhardt agency. On completion of this programme, she decided to do a Masters in Information Design at the University of Applied Sciences Würzburg-Schweinfurt where she studied the topic of “Intercultural Communication” in great depth from a design point of view. Her job in the area of refugee relief at the Youth Welfare Centre of Upper Bavaria was also used for research purposes. Since finishing her studies, she is also working as a freelance information designer for MAN Truck&Bus and the Max Planck Institute. As project manager for graphic design in the “LogiPICs” project, she is currently working on the design of a visual language for warehouse workers. She specialises in information design, intercultural design and service design.



Philipp Gruber, Alexandra Kornacher and Marjan Isakovic (from left to right)

ded in the large-scale research project on “Transparency in Production Processes” (TRiP). Renowned companies and various research institutes from the region are working on this project to fully exploit the unlocked potential of digitalisation. Sensor and process data is gathered and evaluated in a structured manner. By applying various algorithms, patterns should be identified that allow the prediction of errors, which in turn prevents machine downtime. The structuring and evaluation of data is fundamental to the development of digital business models. Classic products are equipped with additional services and linked using new, digital business models. The additional service offerings represent new sources of income for the companies that produce them. Customers would also have the opportunity to reduce high investment costs using performance-oriented payment models.

Curious? You can find further information about the research projects and the Master of Applied Research at: [#HSAzukunft](http://www.hsaugsburg.de/zukunft).

As part of the TRiP research project, he is also analysing agile methods of software development, prospective analysis of mass data in production and the development of digital business models.

**Marjan Isakovic** also studied Business Administration and specialised in Change & Human Resource Management. On completion of his studies, he was employed as a personnel officer in the area of strategic personnel development before deciding to return to Augsburg University of Applied Sciences to do a Master of Applied Research specialising in “The Human Factor in Digitalisation”. His research focuses on the integration of humans into digitalised logistics and production processes. His projects include “MoLa – Increasing Motivation of Specialised and Auxiliary Staff in the Warehouse” and “LogiPICs – Logistic Processes in Visual Language“. He also plans to conduct research on employees in a volatile environment. In addition, his doctoral thesis deals with “The Effect of Agile Principles on Employee Satisfaction in Warehouses”.

*Information: Profs. Dr. Krupp, Dr. Richard and Dr. Waibel*

## ALUMNI MEETING: GOOD SPIRITS DESPITE TORRENTIAL RAIN

The third alumni meeting of the Faculty of Business took place on 8 June 2018. 60 graduates and a few professors met for a champagne reception in front of the Patrizia auditorium on the ground floor of the W building. Following a short welcome from the dean, Prof. Dr. Hariet Köstner presented the results of this year's graduate survey. This gave the participants plenty to talk about during the relaxed get-together after-

wards. Following a sunny start, the barbecue in the courtyard between the W and M buildings had to be called off due to torrential rain and the guests had to move to the canteen. But this didn't stop the guests from reminiscing until late in the evening. Save the date: The next alumni meeting will take place on 7 June 2019.

*Information: Prof. Dr. Feucht*



Lively discussions during the third alumni meeting of the Faculty

## PERSONNEL MANAGEMENT: REUNION

The XING alumni group “Alumni and Friends of Personnel Management at Augsburg University of Applied Sciences” already has 111 members.

The personnel experts met up again on 16 May 2018 following a presentation held at the Augsburg hospital organised by **Ruth Hintersberger**. **Dr. Renate Linné**, unit manager at the university hospital, gave a first-hand account of the status and current developments in the Augsburg lighthouse

and century project. Personnel, the structure of research and teaching to be kicked off in 2019, the planned model degree programme, finances, building work and patients' needs all have to be coordinated and balanced during the day-to-day running of the hospital.

In addition to the topic of change and organisation, visiting the 57-metres high helicopter landing pad on the roof of the hospital with a view of construction projects in the surrounding area was a particular highlight.

*Information: Prof. Dr. Regnet*



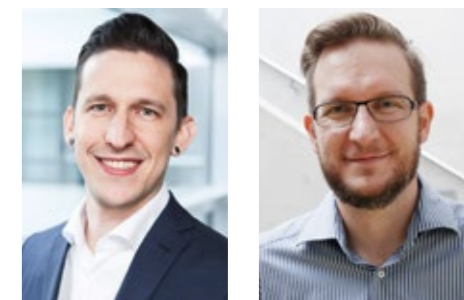
Hospital helicopter landing pad with a view

## FURTHER EDUCATION “LOGISTICS PROCESS DEVELOPER”

The part-time certificate degree programme “Logistics Process Developer” began once again this semester. This one-year further education course is aimed at ambitious logistics specialists with practical experience and aims to provide the students with in-depth knowledge of process management and optimisation. This course focuses on a combination of theory with practical examples and exercises allowing the participants to apply the content learned during their day-to-day work. In addition to university professors, experienced experts from various areas of logistics have been employed as adjunct lecturers for this course. The classes to be attended in person are spread out over two semesters and mainly take place on evenings or weekends to cater for those in employment.

The degree programme, which is in its second year now, has recorded a significant increase in the number of participants. The director of studies, Prof. Dr. Florian Waibel says that he is “delighted that this course is gaining in popularity”. According to Prof. Waibel, “There is definitely a gap between theory and practice in logistics, especially in the area of process management. This degree programme aims to bridge this gap and provides the students with the required specialist and method knowledge.” The participants in the first year, who started the course in the winter semester of 2018 and are now almost finished, also praised this concept. “In the workplace, we can only benefit from the content taught here”, says Markus Lutz, managing director of Eduard Lutz SchraubenWerkzeug GmbH and also a participant in the first year of this course.

The programme always starts in the winter semester and the deadline for applications is 30 June.



Benjamin Reichart, programme coordinator (left), and Prof. Dr. Florian Waibel, programme director (right), provide information about this programme.

[www.hs-augsburg.de/Wirtschaft/pe-l.html](http://www.hs-augsburg.de/Wirtschaft/pe-l.html)

**MASTER IN HUMAN RESOURCE MANAGEMENT**



With 150 applicants, the Master in Human Resource Management is the second most popular master programme at Augsburg University of Applied Sciences. Only the Master in International Business and Finance receives more applicants. Around 60 interviews will be held with the up-and-coming personnel experts, which aim to evaluate the suitability of the applicants and discuss the mutual expectations. The goal is to have good and satisfied students who can be supported in becoming well educated graduates in the workplace, on both a professional and personal level.

**PYRAMID 2018**

On 4 May 2018, the 28th Pyramid careers fair took place at the Rotes Tor campus. As in recent years, representatives from over 170 companies came to the University to acquire “sought-after personalities” from all faculties. The conversations with the com-



The management board of Pyramid 2018 with Prof. Dr. Mahena Stief (left) and Prof. Dr. habil. Klaus Kellner (centre, left).

The applicants are mainly from Bavaria and Baden-Wuerttemberg. It was not surprising that the majority of applicants were graduates of Business Administration and International Management, as well as business people and economists. There were also quite a few (business) psychologists and commercial lawyers. The high proportion of applicants from different fields such as tourism, health management, sociology, administrative science and sports management was also remarkable. As was the case in the past, just over 80 percent of the applicants were female.

*Information: Prof. Dr. Regnet*

pany representatives highlighted the high level of satisfaction with the excellent mentoring provided and with the quality of placements. They also believe that it is the best careers fair in the south of Germany. We congratulate and greatly appreciate the work of the seven-member management board and the approximately 100 students

**AND ACTION**

At the Faculty of Business of Augsburg University of Applied Sciences, there are two year-representatives per year who are responsible for communication between students and lecturers. You can find out what exactly this means, what tasks they are responsible for and why they are so important for the quality of studies in the new video at <https://youtu.be/7waLMbrNR6Y>.

Dean of Studies, Prof. Dr. Sabine Joeris, is the contact person for the year-representatives of the Faculty of Business. E-mail: [sabine.joeris@hs-augsburg.de](mailto:sabine.joeris@hs-augsburg.de)



who helped out. Prof. Dr. Mahena Stief, who has taken over from Prof. Dr. Wilhelm Liebhart, is new to the team and is responsible for the Pyramid fair together with Prof. Dr. habil. Klaus Kellner.

*Information: Prof. Dr. habil. Kellner*

**DOUBLE-DEGREES**



Giorgia Zottele, Mehmet Bereketoglu and Kseniia Frumkina (middle, from left to right) receive their certificates for double degrees. Vice president, Prof. Dr. Manfred Uhl (left) and Prof. Dr. Wolfram Schönfelder (right) presented the certificates.

**GUEST PROFESSORS: PETER CASHEL-CORDO AND MORDEN SHAPIRO**

As in every summer semester, two international guest professors were invited to teach at the Faculty of Business this year. The Faculty welcomed Prof. Peter Cashel-Cordo from the University of Southern Indiana, USA, and Prof. Morden Shapiro from the University of Ontario, Institute of Technology, Canada. Prof. Cashel-Cordo taught the compulsory course “Microeconomics” to second semester students of the International Management Bachelor programme and it is already his third time as a guest professor at the Faculty.

Prof. Morden Shapiro, who set up an “incubator” for start-ups at his home university, offered the two required electives “Entrepreneurship” and “Small Business Management”. This was his first stay in Augsburg.

Both guest lecturers thoroughly enjoyed their stay in Augsburg and look forward to supporting us again in the future.

*Information: Prof. Dr. Feucht*



Prof. Dr. Peter Cashel-Cordo



Prof. Dr. Morden Shapiro with the “Small Business Management” students

**NEW PARTNER UNIVERSITIES: AUSTRALIA AND USA**

As a result of partnerships formed with the Western Sydney University, Australia and the Coastal Carolina University, USA, we now have additional interesting exchange places for outgoing students for academic year 2019/2020.

According to the Times Higher Education World University Rankings, the Western Sydney University is one of the top universities in the world. This institution has over 44,000 students and five campuses. Greater Western Sydney, which belongs to the metropolitan region of Sydney, is Australia’s third largest and fastest growing regional economic area.

Coastal Carolina University has over 8,000 students and is based in the city of Conway in the US state of South Carolina. It is in one of the largest recreational areas of the east coast.

*Information: Diana Wong*

### NIBS CONFERENCE IN CLUJ

The Faculty of Business has been a member of the Network of International Business Schools (NIBS) since the end of 2017. It is a network of more than 70 universities and universities of applied sciences from all over

the world. The annual conference took place in May in Cluj, Romania. In addition to interesting specialised lectures and the opportunity to further expand the international network of the Faculty, Prof. Dr. Georg Erdmann gave a presentation on Augsburg University of Applied Sciences and the Fac-

ulty of Business. At the conference dinner, there was a surprise in store for participants with performances of traditional Transylvanian singing and dancing. The next conference will take place in May 2019 in China.

*Information: Prof. Dr. Erdmann*



Photo: Network of International Business Schools

### VISITING THE AMERICAN CONSULATE GENERAL

Diana Wong, responsible for international affairs at the Faculty of Business, was one of the guests selected to meet **Bruce Rauner**, Governor of Illinois, and his delegation in April at the consulate general in Frankfurt. One reason for his visit was to strengthen bilateral relations between Germany and the USA.

Bruce Rauner wants to create new opportunities for young people so they can start their careers successfully. The “dual studies” model in Germany was of great interest to him during his visit. Representatives from the education sector also joined his delegation.

During this event, Diana Wong also met **Dr. Edward Seidel**, Vice President for Economic Development and Innovation at the University of Illinois. His tasks include strengthening exchanges and networks between universities, research institutes and companies, as well as promoting innovation and economic development in the US state of Illinois. Therefore, he also plans to discuss cooperation opportunities with Augsburg University of Applied Sciences.

*Information: Diana Wong*



Shake hands: Diana Wong and the Governor of Illinois, Bruce Rauner

### CIDD: INTERNATIONAL STUDENT CONFERENCE 2018

Augsburg University of Applied Sciences welcomed students from North America for three days. They analysed the topic of “Doing business in Europe and its intercultural impacts” as part of the International Student Conference. Around 20 students came from the Coastal Carolina University and were accompanied by two guest lecturers. Together with the students from Augsburg University of Applied Sciences, they took the opportunity to exchange ideas at this conference held in English.

A workshop on Geert Hofstede’s theories of cultural dimensions and two training courses on cultural differences, similarities and cultural models were on the agenda. The conference participants also discussed the topics of “European Business Studies” and a “Legal Framework for Business in Germany”. The organisers prepared a cultural programme of events as a contrast to the versatile academic content. A city tour of Augsburg, a day trip to Munich including a visit to BMW Welt and a lunch at the Hofbräuhaus allowed participants to get to know the region and gave them an insight into Bavarian traditions.

CIDD was founded as a non-profit organisation in 2000 by a group of universities of applied sciences to promote the concept of double degrees within the business school community.

*Information: Melanie Schopf-Schriefer*

The participants of the CIDD Conference



### START-UP SCENE: FINLAND AND BAVARIA



The project group with Pauli Lindström (top right), Prof. Dr. Harriet Köstner (middle) and Christian Lardot from NewCo Helsinki (bottom right).

The start-up scene in Finland is one of the most active in the world and offers an attractive environment for potential founders. Many Finnish founders are also greatly interested in international networks and expansion. It was these facts that formed the basis of a student-based project initiated by **Pauli Lindström** of partner university HaagaHelia University of Applied Sciences in cooperation with **Christian Lardot** of NewCo Helsinki. In Augsburg, Prof. Dr. Harriet Köstner supported the students in the design, structure, and preparation of results.

The project group concentrates on the areas of life science, clean tech and automotive, which all play a significant role in Finland. Although there are many similarities, Finnish start-ups are generally more international and have, on average, more founders and employees of whom almost a quarter are 45 years old or older. In Germany, only 16 percent of founders fall into this age group. By contrast to Germany where over half of start-ups are self-financed and almost 40 percent avail of state programmes, investors and/or state programmes form the financial basis for around one third of Finnish start-ups.

In the run-up to the start-up day in Helsinki, the project group presented these findings and an abundance of information about possibilities for funding, financing and networking. The students then brought their knowledge about networking opportunities in the Finnish scene to Augsburg. The project was rounded off with a start-up day at Augsburg University of Applied Sciences. We were delighted to welcome **Reinhard Blech** from Studiflix as an external speaker who gave an entertaining and fascinating insight into the day-to-day work at a start-up company.

*Information: Prof. Dr. Köstner*

### NEWS IN BRIEF

**Staff Week at the Haaga Helia**  
Diana Wong visited the Haaga Helia in Helsinki on the occasion of the annual staff week. Fifty representatives from partner universities from all over the world were invited. The aim of this event was to facilitate the exchange of information and to strengthen the cooperation between universities: A new double-degree agreement is planned for Bachelor students at the Faculty of Business.



**Visits from Partner Universities**  
A large number of coordinators of partner universities came to visit the Faculty in the summer semester: Adriana Smith, Presbyterian College, USA (photo), Isis Kowaliauskas, Western Sydney University, Australia, Kati Tanninen and Petra Yli-Kovero, Saimaa University of Applied Sciences, Finland and Mirva Toivonen, Haaga Helia University of Applied Sciences, Finland. They spoke about other opportunities for cooperation. Many students also took the opportunity to get first-hand information.



**ICP Network Meeting**  
Prof. Dr. Wolfram Schönfelder, President of the ICP, moderated the network meeting of European partner universities at the CEU San Pablo in Madrid in May.



**WITH MARKUS PROPHET,  
DEPUTY DIVISION MANAGER FOR CONSULTATION,  
LAW AND IT AT THE CHAMBER  
OF HANDICRAFTS FOR SWABIA AND ALUMNUS  
OF THE FACULTY OF BUSINESS**



**Mr. Prophet, you completed your degree in Business Economics at Augsburg University of Applied Sciences in 2001. What was your goal when you started your studies? Did your goal change along the way?**

The study goals came from my previous position. I completed vocational training to become a bank clerk and while working as a banker, I considered my future career prospects. I knew pretty quickly that vocational training would not be enough for me: Most of all I was curious, and I wanted to learn more and have a good income in the future. To have the best starting point possible, it was important to me to have good, practice-based training. I decided to do the Abitur (school-leaving exam) with a focus on economics at the FOS and to then study at Augsburg University of Applied Sciences. My goals were to have a sound education and specialist knowledge, to gain practical experience, and to lay down the foundations for a good job and good income.

My goals didn't change much during my studies but the area I wanted to specialise in became clearer. Following some initial uncertainties, I was then very happy with my decision to specialise in finance, banking and investment economics.

**You are now Deputy Head of Division for Consulting, Legal Affairs and IT at the Chamber of Handicrafts for Swabia (HWK). Could you briefly describe the tasks this involves?**

It is helpful to know that the Swabian HWK offers a very comprehensive consulting service to its member companies. Our goal is to successfully prepare craft businesses for the future. This consulting service is part of our business area and contains several departments. I manage the teams for business administration, foreign trade, personnel consulting and our event management. Another smaller part of my work involves business consulting. I advise companies throughout their whole lifecycle from setting up to company succession.

The majority of my tasks are general management tasks such as employee management, strategy development and implementation, a lot of communication and coordination, and business consulting.

**Can you still remember your first day at university? What comes to mind when you think of this day?**

Yes, I can actually remember a lot about that day. In particular, I can remember the morbid charm of Schillstraße where my lectures

took place right up until the end of my studies. I recall an overcrowded lecture hall, the dense fog throughout the building from the smokers, a huge crowd of people standing in front of the notice board with the timetables. But I also have fond memories of the anticipation in relation to student life and this new stage of life.

**When you look back to the start of your studies, what advice would you give to first-semester students today?**

Be curious and open to new food for thought. Consider spending some time abroad. The most important piece of advice would be to enjoy your student days as much as you can. You will never get them back and they are amazing!



Foto: HWK Schwaben

The Chamber of Handicrafts for Swabia is Markus Prophet's current place of work.

**CONTACT PARTNERS**

Dean: Prof. Dr. Michael Feucht  
Email: dekan.wirtschaft@hs-augsburg.de

Vice-Dean: Prof. Dr. Georg Erdmann  
Email: prodekan.wirtschaft@hs-augsburg.de

Dean of Studies: Prof. Dr. Sabine Joeris  
Email: studiendekan.wirtschaft@hs-augsburg.de

Office of the Dean:  
Melanie Schopf-Schriefer, Dipl.-Kulturwirtin  
Ulrike Dichtl  
Email: dekanat.wirtschaft@hs-augsburg.de

Secretariat: Anni Kaiser and Nadine Vila  
Email: sekretariat.wirtschaft@hs-augsburg.de

Internship Supervisor: Prof. Dr. habil. Klaus Kellner  
Email: praktikum.wirtschaft@hs-augsburg.de

International Affairs: Prof. Dr. Anton Frantzke,  
Prof. Dr. Wolfram Schönfelder and Diana Wong  
Email: international.wirtschaft@hs-augsburg.de

Study Coordinators:  
Yvonne Berrens, MBA  
Ulrike Tielemann, Dipl.-Päd.  
Email: studiangang.wirtschaft@hs-augsburg.de

**Departmental Advisors:**

BA Business Administration/BA International Management:  
Prof. Dr. Nicolas Warkotsch  
Email: studienberatung.wirtschaft@hs-augsburg.de

BEng Industrial Engineering:  
Prof. Dr. Nicolas Warkotsch  
Email: studienberatung.wirtschaft@hs-augsburg.de

MA International Business and Finance:  
Prof. Dr. Thorsten Feix  
Email: thorsten.feix@hs-augsburg.de

MA Human Resource Management:  
Prof. Dr. Erika Regnet  
Email: erika.regnet@hs-augsburg.de

MA Tax and Accounting:  
Prof. Dr. Kalina Kafadar  
Email: kalina.kafadar@hs-augsburg.de

MA Marketing/Sales/Media:  
Prof. Dr. Manfred Uhl  
Email: manfred.uhl@hs-augsburg.de

Student Representatives:  
Christina Weber and Florian Tinkhauser  
Email: svwirtschaft@hs-augsburg.de

[www.hs-augsburg.de](http://www.hs-augsburg.de)

**IMPRINT**

gP Business – Faculty of Business newsletter  
Augsburg University of Applied Sciences  
An der Hochschule 1  
86161 Augsburg

Publisher and person responsible acc. to German Press Law: Prof. Dr. Gordon Thomas Rohrmair, President of the Augsburg University of Applied Sciences

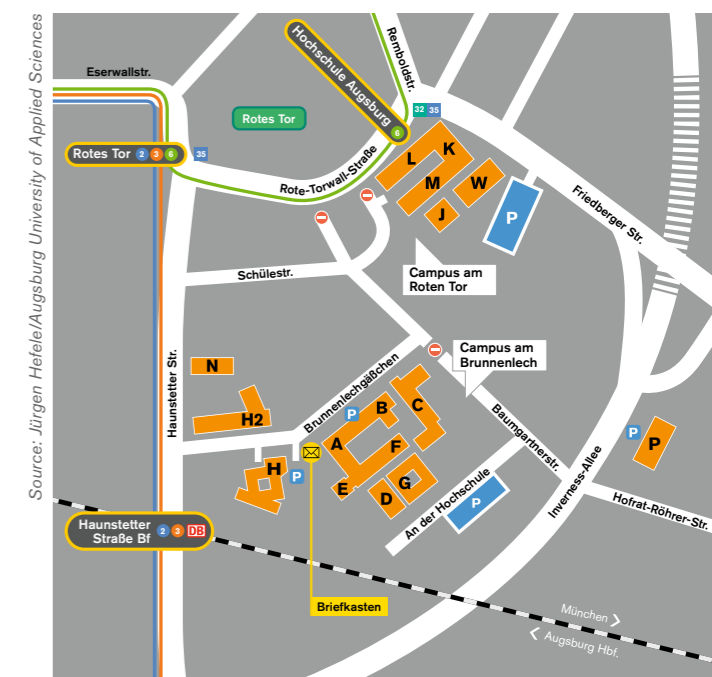
Editor: Melanie Schopf-Schriefer, Faculty of Business  
Acquisition of advertisements: Ulrike Dichtl  
Design, creative direction and layout: wppt : kommunikation gmbh, Gesellschaft für visuelle Kultur, Treppenstraße 17-19  
42115 Wuppertal, Rob Fahrman, Beatrix Göge,  
Tel. +49 202 42966-0, Fax +49 202 42966-29,  
direkt@wppt.de, www.wppt.de

Picture credits: Augsburg University of Applied Sciences, Bettina Schmid (title picture), other picture rights belong to the (named) authors and creators.

Frequency of publication: Once per semester  
Circulation: 2,500 copies

© 2018 Augsburg University of Applied Sciences, Faculty of Business. All rights reserved. Reprinting in whole or in part only with approval from editor. Contributions bearing the name of the author do not necessarily reflect the opinion of the editor or publisher. The editor reserves the right to revisions and abridgements.

**SITE MAP**



Source: Jürgen Hebele/Augsburg University of Applied Sciences

Hier ist günstig sicher!



PSD Bank  
München eG



Sonderaktion!  
**75 Euro**

Startguthaben noch vor Eingang  
des zweiten Gehaltes oder BAföG.

## PSD GiroDirekt Das Konto zum Durchstarten

Nur wir verbinden die Vorteile einer regionalen Direktbank mit einfachen Produkten, günstigen Konditionen, schnellen Entscheidungen und bequemer Abwicklung.

Lernen Sie unser **kostenfreies Online-Gehaltsgirokonto** kennen und testen Sie es auf Herz und Nieren!

**Zufrieden?** Dann empfehlen Sie uns weiter und verdienen bares Geld dabei! Für jeden erfolgreich geworbenen Kunden belohnen wir Sie mit 50 Euro auf Ihr neues PSD GiroDirekt.

**Weitere Informationen und Kontoeröffnung unter:**  
[www.psd-muenchen.de/giro](http://www.psd-muenchen.de/giro)

### Kostenfrei mit dabei!

- ✓ Kontoauszüge in Ihr elektronisches Postfach
- ✓ Bargeld an rund 18.700 Geldautomaten des BankCard ServiceNetzes in Deutschland und in vielen Supermärkten
- ✓ Digitaler Kontowechsel-Service
- ✓ Kontoführung über PSD OnlineBanking

### Bei Gehaltseingang oder BAföG:

- ✓ Kostenfreie girocard
- ✓ Kreditkarte



Jetzt Konto eröffnen unter  
[www.psd-muenchen.de/giro](http://www.psd-muenchen.de/giro).