



Hochschule  
**Augsburg** University of  
Applied Sciences



# gP BUSINESS

WINTER 2019/2020

Sought-after personalities –  
Augsburg University of Applied Sciences

MARKET RESEARCH  
**Sustainability and  
Food Consumption**

**FACTS****Students**

at Augsburg University of Applied Sciences:	6723
in the Faculty of Business (incl. IWI and MVM):	1714
of which:	
BA Business Administration (BW)	588
BA International Management (IM)	514
BEng International Management and Engineering (IWI)	311
MA International Business and Finance (IBF)	58
MA Human Resource Management (PMG)	68
MA Marketing/Sales/Media (MVM)	118
MA Tax and Accounting (MSR)	43
Certificate Business Administration	8
in the Field of Healthcare and Social Work	
Certificate Process Developer in Logistics	6
(Specialization B.Eng. Management and Engineering, part time)	

**Advanced modules  
in BA Business Administration in WS 2019/20**

- Change Management
- Controlling
- Entrepreneurship, Innovation and Technology Management
- Capital Markets, Financial Institutions and Investment Management
- Product Marketing and Sales Communication
- Auditing and Accounting

**Advanced modules  
in BA International Management in WS 2019/20**

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

**Advanced modules  
in BEng International Management  
and Engineering in WS 2019/20**

- Entrepreneurship, Innovation and Technology Management
- Operations Management

**International exchange programs**

Students from foreign partner universities (incoming):	48
Students at foreign partner universities (outgoing):	99

Status: 1 October 2019

**TITLE PICTURE**

Steven Wender,  
Senior Consultant  
at Ernst & Young  
Wirtschaftsprüfungs-  
gesellschaft GmbH  
and Alumnus of the  
Faculty of Business



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



Prof. Dr. Michael Feucht, Dean

State universities of applied sciences are competing for students, educators, research assistants and additional funds in the form of stipends and sponsoring in ever more competitive markets. The success of an institution depends largely on its reputation. Since the implementation of the Bologna Agreement of 1999 granted third-level institutions a high degree of autonomy in the design of their study course structures and contents, the quality of study programs differs considerably, even when the titles are the same. Since then, "International Management" at institute A is not necessarily the same as at institute B. Especially for HR decision-makers, the reputation of a study program and its graduates plays a very important role today.

Our faculty has enjoyed an excellent reputation in regional and national business for many years. This is also reflected by our outstanding marks in the CHE ranking, which is updated every three years. Over a period of 15 years, we have been able to continuously improve our position in this ranking, which is the most important third-level institution ranking in Germany. In the last survey, we were assessed as the best Business School in Bavaria and among the top 5% nationwide. Study applicants know this and often adjust their application behavior accordingly. Although applicant numbers have decreased considerably country-wide in the last five years for demographic reasons, we are still in a position to restrict admission numbers. In this way, the high quality of graduates can also become a "self-fulfilling prophecy".

However, the prerequisite for this is that we maintain our outstanding reputation in the future also. The excellent results of the last CHE ranking mean, of course, that there is potentially a long way to fall. The ranking is also relative, meaning that if other universities of applied sciences improve, we need to get better as well in order to maintain our position. A survey of all Bachelor students in the third semester and above will take place again this winter semester 2019/20. Educators, Master students and alumni will also be surveyed. It will be highly important for us to achieve a very high participation rate in all groups, on the one hand, and to make all participants aware of the areas in which we are better than our peers, on the other hand. When talking to students, I often notice that many are not aware that, despite our limited resources as a state institution without study fees, we are continuously working in the background on improving study conditions and providing the best possible development conditions for our graduates.

Particularly in light of the fact that allocation of funds to third-level institutions has recently been reduced again, the ability of a faculty to attract external funding has a major effect on the environmental conditions of studying, e.g. equipment in teaching rooms, the library and computer labs. Today, we are increasingly required to finance a significant portion of our personnel posts and investments from funding programs and private sponsoring. This applies in particular to all research assistants who complete a PhD at our faculty in the scope of the new Bavarian cooperation model or in cooperation with a foreign university.

The ability to attract external funding also depends strongly on the perceived quality of an institute. In addition to the CHE ranking, we subject ourselves regularly to various forms of external quality control. For example, last summer, the auditor inspection to renew the "HRK Audit Internationalization" took place, during which the auditor singled out the continuous development of our faculty for special praise. Moreover, the University took an important step on the path from program accreditation to system accreditation. This spring, the first two study programs in our faculty will undergo the new internal procedure for accreditation. In addition, with the introduction of a new faculty management tool, we are currently laying the foundation for important international accreditations.

I hope you enjoy reading our faculty magazine. If you are interested in being sent a free copy of gP Business in English or in German, please contact us at dekanat.wirtschaft@hs-augsburg.de with your address.

Yours,

Prof. Dr. Michael Feucht, Dean

**OBITUARY**

Michael Grandel

**Dipl. Oec. Michael Grandel** passed away at the beginning of September following a brief, serious illness. He was a friend, driving force and guarantor of the very close cooperation between the company Dr. Grandel, where he acted as managing partner, and the Faculty of Business. This cooperation was characterized by a continuous transfer of knowledge – experts from Dr. Grandel regularly held guest lectures at the University, while professors introduced their knowledge to the company. The company also offered a large number of internships and positions for graduates. Many alumni of the Faculty of Business had the opportunity to develop into valuable specialist and management staff there.

Michael Grandel was always a welcome guest at the Faculty, but he also invited guests to the company. Last summer semester, members of the University had the opportunity to visit the impressive beauty manufacturing facility.

Michael Grandel was a member and chairperson of the University Council as well as an honorary senator of the Augsburg University of Applied Sciences for many years. He always supported talented students. For example, in 2014, he established a fundraising campaign for the Deutschlandstipendien scholarships on his own initiative and was able to collect funds for an additional nine one-year scholarships. Thanks to this campaign, many public figures became aware of the program for promoting talent at the Augsburg University of Applied Sciences.

The University is extremely grateful to this very dedicated friend and supporter and will honor his memory. The Faculty of Business will keep close ties with the company.



Michael Grandel (far left) with members of the Augsburg University of Applied Sciences during a "beauty walk" in Dr. Grandel manufacturing



Michael Grandel (second from right) celebrating the 60th birthday of Prof. Dr. habil. Klaus Kellner (second from left) Together with members of the Faculty of Business.

### FACULTY TEAM: NEW STUDY PROGRAM COORDINATOR

**Julia Koch** is a new member of the team since April 2019. Before this, she was active in the editorial and private training sector for several years. She has taken on coordination of the Master programs HR Management and International Business and Finance. In addition, she supports Prof. Dr. Erika Regnet in the organization of training events at the Faculty.



Julia Koch

**HSA\_OPS: NEW MASTER STUDENTS**

After students Nina Klein, Siegfried Eisele and Christin Mayer became involved in the research group for optimized value creation as student assistants during the summer semester, they successfully applied for the Master of Applied Research, which began in October.



Nina Klein



Siegfried Eisele



Christin Mayer

After completing her school leaving certificate, **Nina Klein** studied "Information-Oriented Business Studies" (B.Sc.) at the University of Augsburg. Her specialist subjects were Logistics & Information. During her studies, she was able to gain practical experience in the areas of purchasing and cost management during working student placements at MAN Energy Solutions SE. She expanded further on this experience in an international context during an internship in the Series Planning department at Mercedes Benz US International in the USA. As of winter semester 2019/2020, she is studying in the HSA\_ops, research group for optimized value creation, in the scope of the Master of Applied Research program. The focus of her research is on the use of technology in logistics systems within companies, particularly AGV systems.

**Siegfried Eisele** has completed an apprenticeship to become a bank clerk. After his apprenticeship, he worked at the Stadtsparkasse Augsburg bank as customer advisor and completed further vocational training alongside his job. In 2015, he received the title of "Certified banking specialist". He subsequently decided to study Business Administration at the Augsburg University of Applied Sciences. An interdisciplinary approach was key for him. He chose to specialize in the areas of accounting and tax, and also gained experience in the field of ERP solutions through a project. This is how he came into contact with the research group for optimized value creation. To obtain further knowledge in the area of ERP systems, he supports the group as student assistant while completing his Bachelor program. In the future, he will focus on the topics of data analytics and business intelligence in addition to ERP systems.

After obtaining her higher education entrance qualification in the area of business and management, **Christin Mayer** successfully graduated from the Business Administration study program at the Augsburg University of Applied Sciences. She specialized in Entrepreneurship, Innovation and Technology Management. Due to her great interest in the topics of digitalization and process optimization, she created a business plan for the digitalization of business processes in craftwork as part of her Bachelor and was involved in the HSA\_ops research group for optimized value creation at the same time as a student assistant. As of the winter semester 2019/2020, she is part of the research group as a research assistant and Master of Applied Research student. The focus of her research is on the topics of digitalization, process optimization and company formation.

**EITM: NEW ADJUNCT LECTURER**

**Manuel Schulze** is the latest addition to the adjunct lecturers in the field of Entrepreneurship, Innovation & Technology Management (EITM). After studying economics at the Munich and Copenhagen universities and at UC Berkeley (USA), Manuel Schulze started his entrepreneurial career at Rocket Internet, where he helped to establish a food tech start-up in the Philippines. Back in Germany, he set up his own tech start-up with the objective of establishing a type of "location-based WeChat". After multiple rounds of financing and moves to Berlin and later to Jakarta, his first start-up ultimately

failed and he closed the company at the end of 2017. He is now partner and managing director of a software development company and, in 2019, he founded the company Accelerate Coach, which helps and supports CEOs in scaling their companies. In addition, he is involved in the NGO Recycle Up! Ghana, which he set up and which has the aim of enabling young Ghanaians to independently come up with local solutions to the terrible plastic waste problem in Ghana.



Manuel Schulze



## READING AREA: COOPERATION WITH ELEMENTARY SCHOOL AT ROTEN TOR

As the starting point of long-term cooperation with the Vor dem Roten Tor elementary school, the reading area project began in summer semester 2019. Five students and members of the HSA\_ops research group for optimized value creation were involved initially. Together with **Barbara Sonntag**, fourth-grade teacher, and **Elisabeth Schmid**, principal of the 'Vor dem Roten Tor' school, they developed the concept for the project. The students and members of the University read to the pupils in the school on two occasions and, together with the pupils, created presentations on the topic of the book "Anschlag auf Pompeji" (Attack on Pompeii) by Fabian Lenk and Anne Wösthainrich.

A concluding meeting took place in the library of the Augsburg University of Applied Sciences, during which the pupils had the opportunity to take a look around the University for the first time with a tour led by qualified librarian **Manuela Mack** and qualified librarian and head of the library **Angelika Hofmocel-Orth**. The pupils also presented the results of their group work to the involved parties from the University and the teaching staff. "With this project, we want to promote reading and thus lay an important building block

for the further educational path of the elementary school pupils. After all, competence in reading plays a crucial role in education, knowledge and communication competence – from the first grade in school, through third-level education, all the way to professional life", says Prof. Dr. Michael Krupp, driving force of the cooperation and supervisor from the Augsburg University of Applied Sciences.

"Encouraging children's interest in books and reading as early as possible is an important issue. This is why we are currently in the process of setting up a reading area – that is, a modern and up-to-date school library – in our elementary school in cooperation with the city of Augsburg and other partners", says school principal Elisabeth Schmid. "For us, the joint project with the university of applied sciences was an exciting opportunity to promote interest in reading among our pupils. The students and staff of the University brought fresh momentum into the school and were quickly able to relate to the children. Lastly, it was also nice to establish contact with our "neighbors" at the University through the project", explains Schmid.

The cooperation is coordinated by HSA\_transfer, the agency for cooperative university projects which was established at the Augsburg University of Applied Sciences in 2018 in the scope of the "Innovative university of applied sciences" federal/state initiative. The objective is to develop and implement solutions for future social topics in cooperation between the professors and students of the University and cooperation partners from Augsburg and the Bavaria-Swabia region. The practical student project for promoting reading at the Vor dem Roten Tor elementary school thus expands the portfolio of charitable best practice projects at the Augsburg University of Applied Sciences.

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

The cooperation between the Augsburg University of Applied Sciences and the Vor dem Roten Tor elementary school is being continued in winter semester 2019/20 in



Prof. Dr. Michael Krupp (back row, center) from HSA\_ops, Angelika Hofmocel-Orth, head of the library at the Augsburg University of Applied Sciences (2nd fr. r.), and Elisabeth Schmid, principal of the Vor dem Roten Tor elementary school (2nd fr. l.) with staff and students of the Augsburg University of Applied Sciences and some pupils from the elementary school.

## WEEKEND WORKSHOP IN GRAINAU: FUTURE ISSUES

The tradition goes back quite a few years: Since 2007, the Cooperative Association of Bavaria invites students and professors of the Bavarian universities of applied sciences to a two-day weekend workshop in the Hotel am Badersee in Grainau. A total of 40 students from Augsburg, Kempten and Neu-Ulm had the opportunity to discuss current topics with the speakers from theory and practice as well as the representatives of the Cooperative Association.

A diverse range of topics was covered in the talks. First, Prof. Dr. Michael Feucht spoke about the opportunities and risks of cooperation between universities of applied sciences and partners in China. Afterwards, **Tobias Schädler**, research assistant at the Neu-Ulm University of Applied Sciences, presented his innovative concept for measuring speculative equity exposure. On the second day, **Axel Angermann**, chief economist of the FERI Group, spoke about the practical challenges of asset allocation in the current market environment. In the last lecture, **René Schinke** from the management board of VR-Bank Memmingen tackled the question of what sustainable business models for regional banks might look like in these times of platform economy.

As always, the workshop was an outstanding experience in both academic and culinary aspects which the students, who were invited as "all-inclusive" guests by the Cooperative Association, greatly enjoyed. We would like to sincerely thank Werner Schartel, Regional Director of the Cooperative Association of

Bavaria, for organizing the workshop and Dr. Wolfgang Seel, acting Regional President of the Cooperative Association Bavaria, for hosting the event this year.

*Information: Prof. Dr. Feucht*



(fr. l. to r.) Dr. Wolfgang Seel (Board Spokesman, VR-Bank Neu-Ulm-Weißenhorn, and acting Regional President of the Cooperative Association of Bavaria), Prof. Wolfgang Hauke (President of the Kempten University of Applied Sciences), Axel Angermann (chief economist of the FERI Group), René Schinke (member of the board, VR-Bank Memmingen e.G.), Prof. Tobias Peylo (Kempten University of Applied Sciences), Tobias Schädler (research assistant, Neu-Ulm University of Applied Sciences), Prof. Thorsten Neumann (Neu-Ulm University of Applied Sciences), Prof. Michael Feucht.

## EXCURSION TO GRENZEBACH MASCHINENBAU GMBH

The Grenzebach Group is a family company that develops and produces plants for manufacturing and automation tasks worldwide, which means that Grenzebach is at the forefront when it comes to automation solutions for changes relating to work 4.0. The company was founded in the Bavaria-Swabia region in 1960. Today, it employs around 1,500 people at three manufacturing sites and companies in Germany, Europe, the USA and Asia.

On 24 May, all students specializing in HR made their way to Hamlar, where the headquarters is still based. During their visit, **Frederic Erben**, who is responsible for Corporate Strategy & Communications and is a graduate of the Augsburg University of Applied Sciences, introduced the company, the strategy and customer requirements in relation to automated logistic systems.

**Barbara Mayr**, Head of Training and Development, then explained cross-location and cross-country training as well as the further development opportunities for employees and (upcoming) managers. Another topic

was the development of the company mission statement, which represents an important milestone on the way to the manager of the future. The digitalization of processes is an important driving force not only for customers, but also within the company: More accountability, goal-oriented and independent learning, appreciation in leadership, ability in relation to digitalization and globalization represent some key topics today.

Afterwards, during a factory tour and in the showroom, the group was able to form their own impressions of the production and logistics of the future. In the new Intralo-



The participants in the excursion with Roland Jenning and Julia Hader (both top left) in front of the main entrance of Grenzebach Maschinenbau GmbH.

gistics Center, they were able to see what AGVs are capable of already today. In the Center, mobile robots work together with lifting, towing and stacking vehicles.

To conclude the students' visit, **Roland Jenning**, Head of Innovation, outlined the demanding aims: (a) Increase quality while retaining (b) high quantities and availability and (c) reducing resource requirements. This requires continuous improvement of all processes.

Finally, those who wanted to were able to view a production hall wearing virtual reality glasses and form their own impressions into how assembly, maintenance and factory planning can be supported by digitalization in the future. With the glasses, it is possible to view details, look at parts from the bottom and jump to different areas – they even allow factory inspections to be performed online without the need to travel to the site.

*Information: Prof. Dr. Regnet*

## CONTINUATION OF LOGIPICS PROJECT: A PICTURE LANGUAGE GOES ON TOUR

After 18 months of research work, the project "Logistical processes in picture language", LogiPICs for short, was presented to the public during the concluding event on 10 October 2018. In the project, an interdisciplinary team made up of academics from the Faculty of Design and the Faculty of Business developed a universal picture language to convey work processes in logistics in a structured and easily understandable way. This solution helps SMEs, in particular, to train new employees more efficiently. New staff are urgently required in the logistics sector because it is growing so rapidly. In this way, the potential of untrained workers, whom it would otherwise not be possible to employ due to language barriers, can be utilized. However, the publication of the results does not represent the end of the research project. Since October 2018, the academics have continued to work on the development and implementation of the innovative solution, which can be used by many companies in a variety of sectors. In this context, LogiPICs was present at several large events this year, including two of the largest international logistics trade fairs in

Europe. The team kicked off with LogiPICs at the international trade fair for intralogistics solutions and process management "LogiMAT" in March 2019. The "transport logistic" fair in Munich, which is considered the most important industry platform for logistics and transport in the world, followed in June. In addition, the picture language was presented at a large number of other events, including the 8th Augsburg Technology Transfer Conference, the "People in Logistics" event of the Logistic Cluster Swa-



Presentation of the picture language at the "LogiMAT".

## MOLA DEVELOPMENT CIRCLE: MOTIVATED AND HEALTHY WORKERS IN THE WAREHOUSE

The first MoLa development circle "Motivated and healthy workers in the warehouse" started in January 2019. The response to this topic remained universally positive. A second development circle for interested companies is scheduled to take place in the spring of 2020.

Participating companies put their warehouse performance as well as the motivation and health of their employees to the test over a period of two years and introduce suitable motivational measures. A good work structure is crucial to the motivation and health of warehouse workers. When warehouse workers are motivated, this also has a positive effect on productivity and willingness to remain in the company. However, the analyses performed in the scope of the completed "MoLa – Motivation in the warehouse" show that motivational measures in the HR department are often not perceived as such by the workers and accordingly often do not reach the workers.

In light of the increasing shortage of skilled workers, it is all the more important to retain existing staff in the company. The aim is to introduce motivational measures with a sustainable effect that tie personnel to the

company and promote their health. It has already been shown that monetary motivational measures in this context quickly lose their effect. In contrast, intrinsic motivational approaches, for example relating to skills development, process design, introduction of new employees and communication, have a long-term effect. In general, appreciation plays a key role in motivation. These measures pay off, because a good work structure promotes productivity.

In the development circle, the warehouse performance, measured using significant KPIs relating to productivity, quality and costs, is used as the basis for evaluating the effect of motivational measures. The warehouse benchmarking methodology of Fraunhofer SCS, tried-and-tested for over 20 years, is used here. The motivation and health of the warehouse workers is determined using a self-explanatory, written employee questionnaire. This was developed specifically for warehouse logistics as part of a research project completed by the three research partners involved: the Chair of Work and Organizational Psychology at the Friedrich-Alexander University in Nuremberg, the research group for optimized value creation, known as HSA\_ops, at the Augsburg University of Applied Sciences, and the Fraunhofer working group for Supply Chain Services. It is also valid as a measure for assessing the risks of psychological stress

bias, the "Munich Creative Business Week" and the "Night of Innovations in Logistics".

For all those who did not manage to experience LogiPICs live, the project website [www.logipics.com](http://www.logipics.com) contains additional information. The research results and parts of the picture language are now freely available on the website. Using these materials, companies can conduct initial practical experiments in their warehouses. For the future, the group of logistics and design experts have the aim of further developing and expanding the system. One objective is to make the LogiPICs picture language digitally accessible using an online configurator. However, for the further development of this dynamic system, cooperation with users remains essential.

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

*Alexandra Kornacher, HSA\_ops  
(Email: alexandra.kornacher@hs-augsburg.de)*

in line with the German Occupational Safety Act §5 ArbSchG.

On this basis, supported by the research partners, the participants can introduce customized measures for increasing employee motivation and performance in their warehouse in a targeted and sustainable manner and adapt existing tools. There are five work meetings with the aim of structuring and success monitoring in the development circle. The exchange of experiences plays an important role: The participants will discuss their successes and challenges in the introduction and use of motivational tools. The "Good practices" of the circle can be used as a guideline.

The development circle is supported and moderated by the three MoLa research partners. All participants receive completion documentation and a certificate of participation in the development circle, which will be positive for their public image.

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

*Marjan Isakovic, HSA\_ops  
(Email: marjan.isakovic@hs-augsburg.de)*

## SUSTAINABILITY AND FOOD CONSUMPTION: MARKET STUDY FOR FINNISH START-UP AND THE AUGSBURG STUDENT UNION

In summer semester 2018, the Marketing department offered a project which analyzed the start-up scene in Finland. From the contacts established in this way, an exciting new concept emerged dealing with sustainability in general, from food consumption and waste to innovative usage ideas for the Augsburg student canteen specifically. The impetus for this was provided once again by **Pauli Lindström** from the partner university of applied sciences Haaga-Helia in Helsinki. He established contact with **Heikki Hintikka**, managing director of the start-up company Foller from Helsinki. Together with Prof. Dr. Haret Köstner, he guided the students through the project from concept design to research and the presentation of the results.

What Foller specifically needed was an assessment of the probability of success and usage of an app particularly for the canteen area in light of the enormous waste of food which could be reduced partly through the intelligent control of many processes with this app. To this end, the students dealt with a broad range of topics from research on food waste as well as various current initiatives for reducing this waste. They created a benchmark analysis of existing apps and, not least, collected extensive data through face-to-face interviews at the two canteens of the Augsburg University of Applied Sciences.

*Information: Prof. Dr. Köstner*

Aside from the practical application of methods that had previously only been learned in practice, the project provided the students with the opportunity to reflect on their own behavior, which was used intensively in lively discussions. The project team received some more very valuable input from **Michael Noghero**, Head of the Department of Consulting Services, Press, Culture and International at the Student Union. He provided information about the background and processes involved in operating a canteen. The complexity behind what is perceived as a simple service made a significant impression on the students.

In mid-June, the research results and the findings on the behavior of the Augsburg students in relation to usage of the canteen and familiarity with canteen apps were presented directly to the client in Helsinki. A week later, there was a further presentation in Augsburg focusing on satisfaction with the Augsburg canteen and possibilities for cooperation with Foller.

The timeliness of this topic in combination with applied research into the daily reality of the students' lives made this project especially fascinating.

## FORUM VERLAG HERKERT: EVALUATION OF VOICE CONTROL IN SPECIALIST PUBLISHING



(r. to l.): Georg Lechner, Forum Media Group, Alexander Hüther and Tobias Merkle, students of the Augsburg University of Applied Sciences (HSA), Prof. Dr. Michael Krupp, HSA, Mara Dittebrand, Forum Media Group, Nina Reitsam and Georg Muschik, Swabian Chamber of Industry and Commerce.

FORUM Verlag Herkert GmbH, with headquarters in Merching, was founded in 1988 and is the heart of the FORUM MEDIA GROUP, which has over 1,200 employees today. With annual turnover of over 120 million euro (2018), the global media company is one of the largest publishing houses in Germany. The company focuses on providing decision-relevant information for corporate clients, vocational education and training, as well as magazines, special interest publications and events for end customers. To be able to offer their customers an additional service alongside the traditional print and online specialist media, the company places an increasing focus on new technologies and innovations.

In the scope of the first "Hands-on innovation" project with the Augsburg University of Applied Sciences, a project series of the Swabian Chamber of Industry and Commerce, two Master of Applied Research students tackled the question of how voice control can be used in the context of a publishing company. Under the leadership of Prof. Dr. Michael Krupp, the students first performed a detailed market and competition analysis. Over 55 usage scenarios were then generated from this using the Design Thinking method. A prototype was programmed in the second project phase. The prototype in the form of Alexa-Skills, a type of app for voice assistants, was able to provide specific information about product innovations within the publishing company based on a dialog, among other things.

The results were presented to the company representatives of FORUM Verlag Herkert at the Chamber of Industry and Commerce on 4 July 2019 and the practical viability was proven in a live demonstration.



The "Sustainability" project group with Pauli Lindström, Haaga Helia, (back row, third from left), Heikki Hintikka, Foller (far right) and Prof. Dr. Haret Köstner (front row, third from left).

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

## PROCESS OPTIMIZATION AT MEDIA-CONCEPT GMBH: INTERDISCIPLINARY PROJECT WITH THE FACULTY OF COMPUTER SCIENCE

Media-Concept GmbH, with headquarters in Unterhaching, is a leading specialist in the online sale of printer cartridges and toners on the European market. Since its foundation in 2002, the company has been recording continuous growth and now has more than 100 employees. At the newly constructed site in the Gersthofen freight center, Media-Concept GmbH operates the warehouse and dispatch processing for the online shop "Prindo". To keep up with increasing customer requirements and strong competition, the company engages in continuous improvement of its internal processes.

In the scope of an interdisciplinary project with the Faculty of Computer Sciences, seven students from the Business Administration and International Management study

programs worked out technical and process-based solutions for the internal processes in the warehouse. Under the leadership of Prof. Dr. Krupp and **Tobias Merklet**, Master student and research assistant in the HSA\_ops research group, the students first analyzed all processes, from incoming goods to dispatch processing. Subsequently, concepts for possible process optimizations through the use of technical tools were developed from these findings together with the students from the Faculty of Computer Science.

Furthermore, in the last phase of the project, a prototype for a "Put-by-Light" concept was produced. In this process, an app was programmed and connected with an LED module in such a way that the warehouse

worker is supported by colors when putting away the items. A market overview for current technical solutions in the warehouse and a concept for the use of relevant KPIs in the warehouse were also prepared.

As part of Project Day at the Faculty of Computer Science on 26 June, the results of the project were presented live and handed over to Media-Concept GmbH. There was also a live demonstration of the prototype. The solution will now be developed further by the client and is to be introduced in the whole warehouse in the near future.

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

## THE LION'S LECTURE HALL: START-UP SPIRIT

It was that time again: At the end of 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". Seven teams from the "StartUP Thinking" class by **Martin Plöckl**, adjunct lecturer at the Augsburg University of Applied Sciences, had a semester to work out a concept and, in the last lesson, presented their idea to experienced company founders and investors. This time, the jury was made up of **Michael Brecht** (doodle), **Michael Faath** (comntac), **Ray**

**Seibold** (boxbote), **Gero Gode** (alpha-star-aktienfonds), **Katharina Kasarinow** (notyet-visible), **Linda Mayr** (planstack) and **Georg Achterling** (cancom).

"Keep it short and simple" and "Kill your darlings" are two important rules for company founders. **Tobias Drüeke** and **Nico Kremer** secured victory on this basis: The winning team, with the idea of "MyAgency", a platform for booking models, impressed the jurors with precisely this approach. The comprehensive feedback from experienced mentors and the HSA\_digit initiative helped the students. They addressed the correct issues and were flexible enough to develop

the original idea further. The topics covered by the remaining teams were very diverse, ranging from a sharing app for e-scooters, to a modular expansion system for sprinters, all the way to a B2B project for solar cooling systems, among other ideas.

Plöckl, who initiated the project in 2014, was very satisfied with the teams. The quality of the presentations and the research behind them were excellent. We're excited to see which teams actually move forward with their start-up ideas. After all, Augsburg is a "hidden champion" of the start-up scene.

*Information: Martin Plöckl*



Jurors and student start-up teams of "The Lion's Lecture Hall 2019".

## STUDENT PROJECT: NEW WORK

New Work: Some of us may have come across this pithy phrase before, but what exactly does it mean? Under the leadership of Prof. Dr. Erika Regnet, the student project group "New Work" addressed this question.

The students' first task was to create a catalog of questions for interviews with different company representatives and an online questionnaire. In this way, it was possible to collect a variety of opinions, experiences and feedback on this topic from a wide range of sectors. After evaluating the data, the respective groups compiled the results into individually structured reports for greater clarity. Subsequently, the end results were summarized in a presentation and presented to interested companies.

There were also two excursions, organized by the students themselves, on the agenda and these turned out to be absolute highlights. One of the companies was Microsoft in Munich. The team were greeted by huge screens straight away in the foyer. The eye-catcher in the center of the foyer was an expansive platform on which smaller teams can eat together, talks can take place or a DJ can do his thing at company parties. The area is enclosed by a bistro and a restaurant. To make sure that no one gets bored during working hours, a gaming area was also integrated in the lobby. During the tour, the project group also noticed a separate fitness room for staff. Next to all of these "wellbeing facilities" provided for employees, the sophisticated and individual offices, work rooms and quiet rooms almost seem ordinary. **Patrick Rogosch**, Experience Manager at Microsoft Deutschland GmbH, dedicated a lot of time to showing the students around the premises, answering their many questions and introducing the Microsoft concept of "Work.Life.Flow – workplace sovereignty as driver of innovation".

## IN DEMAND: DATEV LICENSE

The "DATEV license" project was offered in the summer semester and attracted a lot of interest from students. The DATEV license is a certificate for students that is given in cooperation between the Augsburg University of Applied Sciences and DATEV e.G., a software provider in the tax consultancy sector. At the beginning, an experienced DATEV speaker provided an introduction to the tax consultancy sector and explained all the important points relating to the tax advisor exam and the daily working life of a tax advisor. The students used the DATEV

software to prepare a year's accounts and end-of-year financial statement for a company based on a case study. Building on this, the corporate and private tax returns of the company and the owner were prepared. The participants had the opportunity to use and familiarize themselves with all DATEV software products for several months. The one-hour online examination was held in May. All students passed the exam – 36 % of them with a 'very good' grade – and received, in addition to the project grade, a certificate from DATEV that is recognized in practice. It is worth pointing out that all students of the Faculty of Business always have the

boxes with the aim of creating an informal atmosphere. Adjustable desks and flexible choice of workspaces round off the concept. Companies that practice the concept of "New Work" stand out due to their intellectual and technological advancement. They leave familiar patterns behind and design new and creative solutions to motivate employees themselves to improve their performance, bring hidden potential to light, and also make the overall work environment more attractive. Essentially, "New Work" means creating added value for oneself and the company.

*Information: Prof. Dr. Regnet*

*Results report under [www.hs-augsburg.de/Wirtschaft/Personalmanagement.html](http://www.hs-augsburg.de/Wirtschaft/Personalmanagement.html)*



Oliver Vogt, Managing Director of Team23 (far left) with the project group "New Work" and Prof. Dr. Erika Regnet (bottom right) in the large meeting room.

possibility to use the LEXinform research database for free via "students online" and to benefit from interactive e-learning in the field of tax law and annual accounts. Because it was not possible to offer a place to all interested students in the summer semester, the DATEV license was offered once again in winter semester 2019/20 as a block course and is now scheduled to take place regularly once a year at the start of the winter semester.

*Information: Prof. Dr. Coenenberg*

## NEWS FROM THE HUMAN RESOURCE MANAGEMENT MASTER PROGRAM

The Human Resource Management Master program continues to be one of the most popular study programs. We received 150 applications to start this program in winter semester 2019/2020. Over 70 personal interviews took place in July to get to know the up-and-coming human resource experts and to find out why they chose this program and what their expectations are.

Applications were sent from all over Germany, mainly Bavaria and Baden-Württemberg. Around 10 percent of the applications came from foreign countries. As in the past, the main study programs were Business Administration, International Management/Business and National Economics. There were also quite a few business psychologists and teachers. The high proportion of applicants from different fields such as tourism, health management, sociology, administrative science or sports management was also remarkable. A prerequisite is that these applicants have accumulated 30 ECTS points from business-related courses and can prove that they have HR experience from internships or writing a thesis on a HR-related topic. As usual, just under 90 percent of all applicants were female.

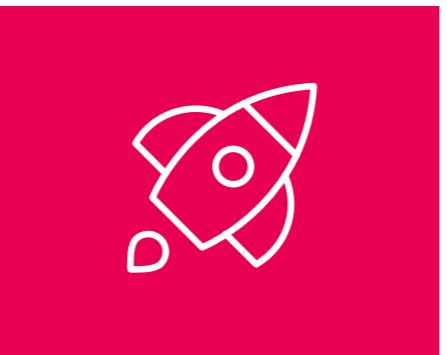
Some changes will be made to the Human Resource Management Master program next year. Kempten University of Applied Sciences will join us as a cooperation partner. Prof. Dr. Katrin Winkler will be the contact person from this university. New HR IT modules, in particular, will be integrated into the course and legal topics will be enhanced. Individual modules such as International Human Resource Management will be taught through English and Kempten University of Applied Sciences will offer online learning units. As of winter semester 2020/21, the lectures will take place at Augsburg University of Applied Sciences and some block courses will be held in Vöhlinschloss Illertissen.

*Information: Prof. Dr. Regnet, Head of the Examination Board*

*Julia Koch, Study Program Coordinator  
(pmg@hs-augsburg.de)*

## STAY AT THE TOP: CHE RANKING

As part of the Bologna process, universities of applied sciences have received more freedom to design and implement their study programs as they wish. This means that the alma mater of applicants has become even more important for human resource managers in companies. The reputation of the university has a direct influence on the "value" of an academic degree. When choosing their desired university of applied sciences, prospective students and applicants for advertised professorships carry out extensive research on the quality of the university. The CHE ranking of the Center for Higher Education provides an important indication of the university's reputation. This university ranking is updated every three years. The university's own documentation of their faculties and study programs are at the core of this ranking.



## BEER GARDEN CYCLING



On 18 June Prof Dr. Wolfram Schönfelder, students and the Dean, Prof. Dr. Michael Feucht, cycled to the Scherneck castle where they spent the evening in the beer garden, bringing a beautiful sunny day to an end.

For this ranking, students, lecturers and alumni are asked questions about their university. The survey is carried out at the start of the winter semester for the Bachelor programs of the Faculty of Business, followed by the Master programs.

The Faculty of Business received an excellent score in the last CHE ranking. In the Faculty's development plan from 2010, their mission was to become "the leading international and practice-oriented economic institution of research and education in Bavaria". The Faculty achieved this goal in 2017 when it was ranked the Top Business School in Bavaria and is perceived all over Germany as a top-class Faculty of Business with an international focus. The Faculty aims to secure this position again and to develop it even further in the upcoming ranking. To achieve this goal, it is important that as many students as possible take part in the survey.

*Information: Prof. Dr. Feucht*

## PILOT PROJECT: INTERNS GIVE INFORMATION ON INTERNSHIP OPPORTUNITIES

The first info market on internship opportunities took place on 25 July 2019. The idea originated in the "Process Management" practical seminar in winter semester 2018/2019, which all students must attend when they are doing an internship. The participants came up with a brilliant idea during the feedback session: The knowledge that each individual intern acquired about the



The first "Internship Info Market" was very well received.

company they worked at could be used to help other students looking for an internship.

Under the leadership of Academic Dean, Prof. Dr. Sabine Joeris, a detailed list with interesting questions about internships was compiled. This list included a wide variety of topics such as details about the site, contact persons, working hours, remuneration, other benefits of the position such as the use of a company phone or company car, possibilities for further education, opportunities

for working students to be offered a permanent position, etc. In the following summer semester, the participants of the seminar were given the task of finding out this information.

The interns were divided into groups based on the relevant corporate sector. The information was then clearly structured and outlined on posters.

There was information about internships in the fields of finance/controlling, customer service/after sales, logistics/SCM/production and procurement, marketing, bookkeeping/tax/accounting, HR and sales. Despite high temperatures of over 36 degrees Celsius (97 degrees Fahrenheit), a large number of second semester students attended the info market. The current interns took the time to answer all of the students' questions in great detail. As the feedback from students seeking internships was extremely positive, we now plan to hold an "internship info market" every semester.

The next date for International Management students is 6/7 February 2020. For Business Administration Students, the info market is planned for 10/11 February 2020. Students may also attend both events.

*Information: Prof. Dr. Joeris*

Applied Sciences welcomed **Caroline Mwangi** to present her newly founded organization to a 14-member delegation from the Technical University of Kenya.

*Information: Caroline Mwangi www.kgcen.com*



Caroline Mwangi (in front: second from left) with the Kenyan delegation and Antje Krumme, Managing Director of the Center for Languages and Intercommunication ZSI (far left).

## RECYCLING: TABLE TENNIS TABLE IS RESCUED



Just under a year ago, the student representatives expressed their wish to have a table tennis table near the W building. Almost all faculty members agreed. First of all, the construction requirements and the costs had to be determined. By chance the Dean, Prof. Dr. Michael Feucht, heard that there was an outdoor table tennis table on the Prinz Karl Campus that was supposed to be disposed of as part of reconstruction work. His Swabian heart could not let this happen as this historical piece was still in good nick. So for a small amount of money, a playing area was filled with bark mulch and the table was transported there at the end of the summer semester. This is a piece of sports equipment with history! The table tennis table was already in great demand over the first few days.

## MOUNTAINS R4 BIKING & HIKING



## PYRAMID 2019

On 29 May 2019, the 29th Pyramid careers fair took place at the Rotes Tor campus with the motto "On the Road to Success with Knowledge and Practice". This year, the University welcomed over 180 companies to promote dialog between students and companies, and to discuss opportunities for careers and further education within the companies. Employment contracts, internships and working student contracts were negotiated. Several workshops on current topics as well as short interviews as part of the "Catch-It-If-You-Can" program complemented this fair. "Using Virtual Technolo-

gies at MAN Energy Solutions" and the "ABCs of Applications" were some of the workshop topics this year. For the first time there was a "Startup Room" where new companies had the opportunity to introduce themselves.

Around 100 students assisted the seven-member student management board in organizing and running the event. The teams were mentored by Prof. Dr. Mahena Stief and for the 20th time, Prof. Dr. habil. Klaus Kellner.

*Information: Prof. Dr. habil. Klaus Kellner*



The student Pyramid Management Board 2019 with Prof. Dr. habil. Klaus Kellner (left).

## CONGRATULATIONS: GRIDX WINS STARTUP COMPETITION

The Faculty of Business warmly congratulates alumnus Dominik Ganswohl on receiving 1st place with gridX in the startup competition "FNN-InnovationHub" held by the VDE Association for Electrical, Electronic & Information Technologies e. V. (Forum Network Technology/Network Operation FNN). gridX offers a platform for decentralized energy management that can be used to monitor and control energy flows in buildings, charging devices and entire districts. It provides energy IoT solutions for independent homes, smart charging and microgrids.



Photo: VDEFNN

Dominik Ganswohl (middle) from gridX with Dr.-Ing. Tobias Falke (left) and Armin Fatemi from envelio.

## UNIVERSITÀ DI MODENA: INTERNATIONAL WEEK

The Dean, Prof. Dr. Michael Feucht, and coordinators for international affairs, Prof. Dr. Anton Frantzke, Prof. Dr. Wolfram Schönfelder and Diana Wong set off for



The participants of International Week.



Long-standing colleague, Prof. Dr. Tiziano Bursi (middle) was given an official farewell by Prof. Dr. Wolfram Schönfelder (left) and Prof. Dr. Pius Muff at the ICP Network meeting.



The delegation from Augsburg together with former students of Augsburg University of Applied Sciences in Modena.

## US CONSULATE GENERAL IN FRANKFURT: CELEBRATIONS IN RED, WHITE AND BLUE

This summer, the American Consulate in Frankfurt celebrated the 100th anniversary of women's suffrage – the 19th Amendment to the Constitution of the United States of America. The host, **Consul General Patricia Lacina**, invited Diana Wong, who is responsible for international academic affairs at the Faculty of Business, to represent Augsburg University of Applied Sciences. The guests were asked to wear something with a hint of red and blue to add a touch of color to the event and to express solidarity with the women's movement.

*Information: Diana Wong*



Diana Wong together with Consul General Patricia Lacina.

Italy in May. The International Week took place at the partner university in Modena and also included the celebration of a very special occasion: the 50th anniversary of the Departamento Economia Marco Biagi. The program of events comprised lectures, speeches and discussions with former stu-

dents of Augsburg University of Applied Sciences from Modena.

Modena was also the event venue for the annual ICP Network meeting. Prof. Dr. Wolfram Schönfelder currently holds the position of president of this network.

## REGGIO EMILIA: SUMMER SCHOOL

The University of Modena and Reggio Emilia (UNIMORE) together with the Centro Studi sulla Cina Contemporanea (CSCC) organized a summer school based on the topic of "EU-China Cooperation: Economic Trends and Perspectives along the New Silk Road". The Erasmus+ mobility program of Augsburg University of Applied Sciences made it possible for Diana Wong, International Coordinator of the Faculty of Business, to take part in this event based on



From left: Diana Wong, Prof. Cinzia Parolini, Prof. Sergio Paba from the partner university in Modena and Prof. Markus Taube, holder of the Chair of East Asian Studies/China at the Mercator School of Management in Berlin.

## DOUBLE DEGREES



The Dean, Prof. Dr. Michael Feucht (left) and Prof. Dr. Wolfram Schönfelder (right) congratulate **Francesco Incerti** and **Pietro Napoli** (Università degli Studi di Modena) as well as **Lukas Engelhart** (Luleå University of Technology) on receiving their certificates for double degrees.

## CURRENT TREND: MALAYSIA

Malaysia is a fascinating country that has been expanding for a number of years now. Its university sector has been growing at a particularly fast pace. Universities, both private and public, have recorded strong growth over the years – a development that continues to the present day.

They are particularly interested in entering into agreements with German companies, thus expanding collaborations even further. Five of the leading state universities would like to become even more significant research universities. Three of these universities – Universiti Malaya (UM), Universiti Kebangsaan (UKM) and Universiti Putra Malaysia – are located in Kuala Lumpur. Also part of this group are Universiti Sains Malaysia in Penang and Universiti Technologi Malaysia (UiTM), which is one of the largest in the country with several campuses and over 170,000 students.

Malaysia is an extremely popular country among German students. For many years now, Augsburg University of Applied Sciences students have been spending exchange semesters at Taylor's University. To further enhance contacts with universities in Malaysia, Dr. Anton Frantzke and Diana Wong took part in the Asia-Pacific Association for International Education (APAIE) conference in Kuala Lumpur in March. The APAIE is the largest conference and fair on the topic of third-level education, exchange and mobility in the Asia-Pacific region.

*Information: Prof. Dr. Frantzke*



Representatives of Taylor's University with Prof. Dr. Anton Frantzke (middle) and Diana Wong (right).



Representatives of UiTM with the coordinators of the Faculty of Business.

## GUEST LECTURERS: INCOMING & OUTGOING

**Prof. Dr. Mahesh Srinivasan**, who comes from India, visited Augsburg again this summer semester. For the third time, he mainly taught Erasmus students the subject decision making in supply chain management. Prof. Srinivasan



Prof. Dr. Mahesh Srinivasan

researches and teaches logistics and supply chain management in Akron, Michigan, USA and is a proven expert in quantitative methods in SCM. Mahesh Srinivasan will enrich the offering of international courses at the Faculty of Business not only with his teaching methods, but also with his cosmopolitan view of economic affairs. The HSA\_ ops plans to extend their cooperation with Akron University with more frequent lecturer exchanges and joint doctorate seminars.

**Prof. C.K. Patrick Hung** taught the subject "Global Information Systems - Robotics Business" at the Faculty in summer semester 2019. The students were amazed by Zenbo, a robot he brought with him to the lectures. Zenbo can speak, walk, laugh, express emotion and move his head. He can be used in various fields: for example, in hotels and museums as an information resource or as a language teacher in kindergartens.

Prof. Patrick Hung (fourth from left) with robot Zenbo and the group of students.



The participants did the necessary programming and demonstrated Zenbo's skills in their final presentations.

Patrick Hung is the director of international programs at the Faculty of Business and Information Technology at the University of Ontario Institute of Technology, Canada, which has been a partner university of the Faculty of Business since August 2017.



Prof. Dr. Georg Erdmann

In summer semester 2019, **Prof. Dr. Georg Erdmann** lectured as a guest professor at the partner university Università degli Studi di Perugia again. As part of the Master course "Finanziamenti d'impresa" (corporate financing), he spent five weeks working on plans for a startup with the participants and drawing up a business plan. The aim was to market the region of Umbria using a business-to-business-to-consumer platform (B2B2C).

Professor Erdmann also held a doctorate seminar on entrepreneurship and startup management during his time there. Together with the doctorate students, he compared various aspects of company formation in Germany and Italy.

## NEWS IN BRIEF

### Visits from Partner Universities

The Faculty of Business welcomed

**Wonyoung Baek**,

research assistant at the Korean Research Institute of

Vocational Educa-

tion and Training (Krivet). Krivet is a



global political competences under the leadership of the prime minister. The goal is to create a connection between general and professional education and employment. Baek conducts research on the topic of "Innovation in University Education for Future Talent Development - Lesson Plans and Employment Market Transition". At Augsburg University of Applied Sciences, her research interests lie in the system of applied sciences, in particular study programs with an integrated internship and cooperative work-study programs.



A delegation of employees from various departments of the **Soongsil University** such as the international office, research departments, the graduate school, etc. visited establishments and institutions in Switzerland, the Czech Republic and Germany, including Augsburg University of Applied Sciences.



**Katja Komulainen** and **Tuula Korhonen**, program directors for business administration degree programs at the Haaga Helia partner university visited the Faculty of Business in June. The reason for their visit was to hold in-depth discussions about possible double degrees in Bachelor programs. Both institutions plan to work on concrete agreements in the near future.

# INTERCULTURAL COMPETENCE AND BUSINESS FOREIGN LANGUAGES EXPERT GROUP



Prof. Dr. Wolfram Schönfelder,  
Alisa Kasle-Henke, M.A.,  
Prof. Dr. Sarah Hatfield

## Which lecturers are members of this expert group? What professional experience do they have?

Prof. Dr. Wolfram Schönfelder was born in Austria and is bilingual in English and German. After doing his PhD in pedagogy and psychology, he spent seven years working as a lecturer in German, history and cultural studies in Great Britain. He has been working as a professor for Business English at Augsburg University of Applied Sciences since 1993 and has been the International Faculty Coordinator of the Faculty of Business for 25 years now. In addition to holding a large number of Business English courses, he gives workshops on intercultural topics at the University and at partner universities.

Alisa Kasle-Henke is American and came to Germany while she was studying American studies, German studies and social studies. She has been working as a lecturer in communications (presentations, negotiation methods, intercultural competences and conflict management) at various German universities of applied sciences and universities, and has spent the last 10 years at Augsburg University of Applied Sciences. She regularly holds workshops and training courses at companies, as well as offering in-service training for teachers and pupil workshops at Bavarian secondary schools. She not only spent extended periods of time abroad in Austria and Sweden, but also gained professional experience in France and England.

Prof. Dr. Sarah Hatfield came to Augsburg University of Applied Sciences in 2016 and lectured in human resources and change management. She also gave presentations and workshops on dealing with diversity and fostering a global mindset. She has been an active member of the "Augsburg University of Applied Sciences International" work-group for the past year and leads the group's team for organization and processes. Professor Hatfield was born in Great Britain and is bilingual in German and English.

## Interdisciplinary collaboration plays a key role in this expert discipline. Can you describe this role in more detail?

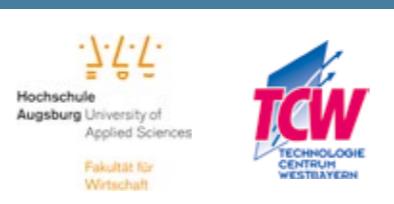
An interdisciplinary collaboration is vital if you want to offer students the best possible range of language courses and intercultural training courses. The members of this expert group, therefore, not only teach at the Faculty of Business, but are also members of the Center for Languages and Intercultural Communication (ZSI) team. It works the other way around too - teachers of ZSI courses give classes in the business and economics study programs. Prof. Dr. Svea Schauffler, Academic Director of the Center for Languages and Intercultural Communication, holds the "Intercultural Management" lecture in the International Management Bachelor program. Miriam Tõnismägi and Melanie Schopf-Schriefer, adjunct lecturers at the ZSI, are responsible for the intercultural offering for Erasmus students and the International Management and Engineering study program.

## Which courses are on offer? What skills and competences do the students acquire in these courses?

The subjects "Intercultural Communication" and "Intercultural Management" are taught in the International Management and International Management and Engineering Bachelor programs and in the International Business and Finance Master program. There is also a course called "International Human Resources" in the Human Resource Management Master program. In this subject, students analyze and try to understand the causes of their own behavioral patterns as well as those of others. Cultural differences are explained and students learn how to deal with intercultural encounters, for example when working in international teams. The goal is that students broaden their horizons and gain new perspectives.

In other courses offered by the ZSI, students can improve their intercultural skills. There are English-language courses on presentation techniques, international negotiation techniques, application strategies and assessment center training courses on offer. A social media course, also in English, was introduced in 2018. The students have their own Instagram account called #AuxStudents to exchange tips and tricks about living and studying in Augsburg.

Photo: Matthias Leo



## Controlling

This certificate course comprises a total of 14 seminar days from April 2020 to March 2021. It is also possible to only attend a selection of courses to refresh your knowledge in certain subject areas. The courses will take place at the TCW in Nördlingen. Prof. Dr. Sabine Joeris, Prof. Dr. Georg Erdmann and Prof. Dr. Nicolas Warkotsch of Augsburg University of Applied Sciences will hold the seminars.

**Target group:** Specialist and management staff from all company departments who want to improve or refresh their knowhow in the area of controlling and company control due to increased responsibility within the company.

Course information (in German) and registration under <https://tcw-donau-ries.de/weiterbildung/zertifikatskurse/>.

## Product Management

This certificate course comprises 16 seminar days from November 2019 to July 2020. It is also possible to only attend a selection of courses to refresh your knowledge in certain subject areas. The courses will take place at the TCW in Nördlingen. Professors from Augsburg University of Applied Sciences and experienced product managers will hold the seminar.

**Target group:** Specialist and management staff from sales, marketing and product management as well as project and department leaders for research and development, and representatives from these specialized departments.

## Current courses:

### Current seminars:

- 4 November 2019: Attracting University Graduates and Professionals (Prof. Dr. Erika Regnet)
- 6 November 2019: Contract Work, Fixed-Term Contracts and Temporary Work (Lawyer Armin Holnacher)
- Course information (in German) and registration under <http://tcw-donau-ries.de/weiterbildung/seminarschulungen/>.

## Certificate courses

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

## Business Administration in the Field of Healthcare and Social Work

This certificate course comprises 16 seminar days as well as a supervised seminar paper and a specialized colloquium. It started in May 2019 with the human resource management, law and marketing module. The second module on accounting, cost management and controlling starts in November. It is still possible to register for the second course module. The next certificate study program will start in April 2020 and continue until August 2021. It will take place at Augsburg University of Applied Sciences.

**Target group:** Management and specialist staff in the field of healthcare and social services who require business know-how and management competences due to increased responsibility, and who would like to take on more advanced tasks or qualify for senior positions.

## Current courses:

8/9 November 2019: Entrepreneurship, accounting, balance sheets, profit and loss accounting with examples (Prof. Dr. Hans Zangl)

13/14 December 2019: Cost management, cost calculation with exercises for negotiating with cost bearers (Ulrich Jakob, KJF Augsburg)

Information (in German) and registration under [weiterbildung.wirtschaft@hs-augsburg.de](mailto:weiterbildung.wirtschaft@hs-augsburg.de)

## Contact partner in Augsburg:

Prof. Dr. Erika Regnet, Coordinator for Continuing Education, Faculty of Business  
Nadine Vila  
Augsburg University of Applied Sciences  
An der Hochschule 1 86161 Augsburg  
Tel. +49 (0)821 5586-2921/2917  
[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-Straße 1  
86720 Nördlingen  
Tel. +49 (0)9081 8055-102  
[manuela.jenewein@tcw-donau-ries.de](mailto:manuela.jenewein@tcw-donau-ries.de)

You can find further information about continuing education at the Faculty under: [www.hs-augsburg.de/Wirtschaft/Inhouse-Firmenseminare.html](http://www.hs-augsburg.de/Wirtschaft/Inhouse-Firmenseminare.html).

**WITH STEVEN WENDER,  
SENIOR CONSULTANT  
AT ERNST & YOUNG AND  
ALUMNUS OF THE FACULTY  
OF BUSINESS**



Mr Wender, you work as a senior consultant at EY. Can you describe your typical working day at this auditing firm?

I work in transaction consulting, which means that we advise companies in relation to purchasing and sales decisions using analyses and estimations of company purchases.

Depending on the project, we support startups, SMEs, global companies and financial investors by developing decision-making tools and making recommendations for action in the form of financial due diligence.

As the teams are often international and multidisciplinary, my day-to-day work is very diverse and there is always a steep learning curve.

**Following your vocational training to become a bank clerk, you completed your Business Administration Studies at Augsburg University of Applied Sciences in 2013. Would you recommend that students do practical vocational training before starting their studies?**

I grew up in an environment in which people were not necessarily expected to follow an academic career path, meaning that the decision to embark on vocational training was an obvious choice. The things I learnt during this training were invaluable for both my studies and for starting my career. For this reason, I believe that doing vocational training before going to university can always be a good option.

During my Master studies I devoted my time to the area of finance again.

**When you look back at your time at the University, what are your fondest memories?**

There were so many great times such as a project with the Haaga-Helia University of Applied Sciences in Helsinki as part of my marketing specialization. We drafted a marketing strategy for an events agency and were then invited to Finland to present our results to the company. My fondest memory is of the graduation ceremony at the Stadttheater Augsburg. It was a wonderful way to end a great time at university.

**Did your studies prepare you for starting your career? Which subjects did you specialize in?**

My studies definitely prepared me well for starting my career. In the first few months of my job, I noticed that a lot of what I learned during my studies was part of the standard repertoire before reaching a certain level in your career. In addition to learning the absolute basics, the practical orientation of my studies was of great benefit to me when starting out: Problems and tasks in the workplace are often highly complex, which means that it is important to be pragmatic and have a solution-oriented approach.

Overall, the combination of practical aspects, application-oriented knowledge and a hands-on mentality form a solid basis for my current job.

In my Bachelor studies I specialized in marketing and human resource management. I then made a conscious decision to gain a comprehensive overview of how key functions in companies work. The factors I already mentioned played a vital role in gaining this overview.

During my Master studies I devoted my time to the area of finance again.

**You are currently setting up a startup to support companies when implementing the “workplace of future”. Describe what exactly you have planned. What inspired you to set up this company?**

The working world has changed: Employees expect more flexibility by working from any location at any time, for example working from home. At the same time, everyday working life is becoming more complex due to the increased automation of routine tasks.

Our solution addresses the gap between self-regulation and the increasing importance of collaboration and direct knowledge transfer within companies. Our digital application is known as the “Enabler of the Workplace of the Future” and focuses on the initiation of direct cooperation. We want to simplify the average workday of employees and help companies to benefit even more from their internal potential.

Together with one other team member, who had already worked at a digital startup in Silicon Valley and had the necessary technical expertise, we came up with a plan for implementing our strategy. Marjan Isakovic, doctorate student at the Faculty of Business, is still part of the team that directs the operational implementation. We are also supported by Prof. Dr. Michael Krupp and Prof. Dr. Peter Richard who are part of the research group for optimized value creation (HSA\_ops) at the Faculty of Business of Augsburg University of Applied Sciences.

**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, Sylvia Kreuzer 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.  
Julia Koch, M.A.  
Email: studiengang.wirtschaft@hs-augsburg.de

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

BEng International Management and 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:  
Denise Reitenbach and Florian Tinkhauser  
Email: swirtschaft@hs-augsburg.de

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

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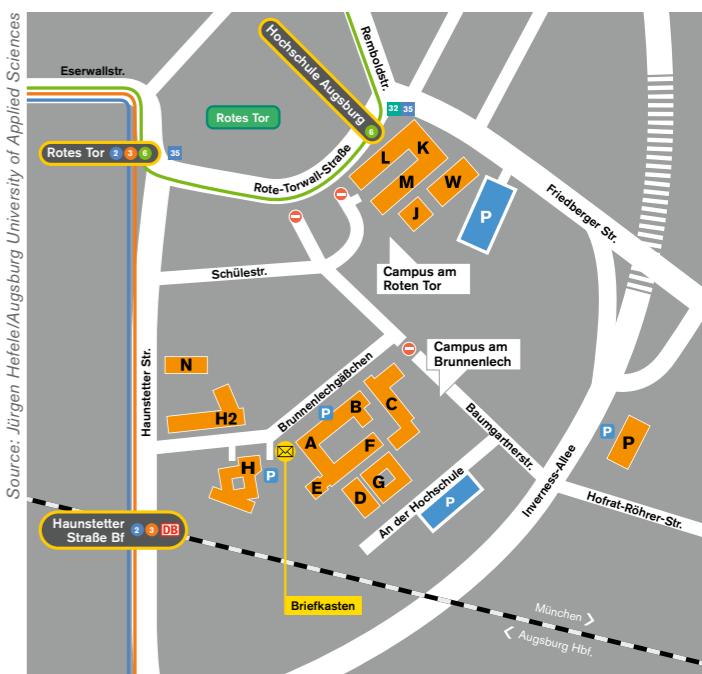
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auf neue  
Wege führen.**

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