
CAMPUSNEWS

FIRST ISSUE | 2014



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It’s my pleasure to introduce the first Campus News of 2014.

Looking back on the 2013 academic year I must say that it was outstanding for a variety of reasons. The IUBH was able to continue its strategy of strengthening its leading position in Germany, being a provider of choice for remarkable undergraduate and graduate study programmes. Last spring the IUBH opened a new chapter in its history with the start-up of a challenging restructuring project which included the establishment of the IUBH School of Business and Management under the IUBH umbrella.

What happened in 2013 and what are we planning for this year?

As the centre of competence for business administration and service management, the IUBH School of Business and Management focuses on teaching excellence, internationalization, and a variety of up to date campus services that prepare our students for an international career. To clearly demonstrate our ambitious goals we substantially enlarged our international partner network in 2013, increased the number of international students enrolled at our University, did many study programme re-accreditations and started several teaching and service quality initiatives on campus. In the 2013/14 winter semester we realized an all-time intake high and welcomed even more internationally experienced faculty. Additionally our students clearly demonstrated what they have achieved at IUBH and won several international prizes and awards. And we’re going to continue, because of our commitment to educational excellence in a future-orientated international teaching environment.

This Campus News truly demonstrates what we’re all striving for: an outstanding campus life, internationality and innovation.
Let’s focus on your future!

Prof. Dr. Kurt Jeschke, Dean
IUBH School of Business and Management



GREAT NEWS FROM FIBAA

Every few years each IUBH School of Business and Management study programme undergoes a reaccreditation process by FIBAA (Foundation for In-

ternational Business Administration Accreditation), which ensures that the quality standards for higher education are met.

Our faculty and administration, students, graduates and the IUBH Advisory Board all play important roles in the process, from providing documentation to being interviewed by the audit committee. The results of our most recent accreditation were overwhelmingly positive: our programmes Hospitality Management, International Hospitality Management, Tourism Management, International Tourism Management and International Event Management have been awarded a FIBAA Premium Seal. This distinction signals that a programme not only exceeds national quality standards, but has proven itself to be outstanding. So far, there are only nine study programmes in Germany with the Premium Seal; we have joined a very elite club. Many thanks to everyone who participated in this process. ■



From left to right: Prof. Dr. Claudia Bornemeyer, Prorector · Teaching Quality; Prof. Dr. Karsten Leibold, Prorector · Examination/Further Education; Prof. Dr. Kurt Jeschke, Dean IUBH School of Business and Management; Georg Ummenhofer, Chancellor IUBH; Prof. Dr. Peter Thuy, Rector IUBH; Prof. Dr. Helmut Wachowiak, Study Programme Manager Tourism Management; Daisuke Motoki, Managing Director FIBAA; Dr. Rosemarie Delgado-Krebs, Study Programme Manager Hospitality Management



CHE CONFIRMS IUBH'S TOP RANKING

With the highest score in the top flight for its Management Study Programmes IUBH positions itself as Germany's best private University of Applied Sciences

The current CHE university ranking confirms the International University of Applied Sciences Bad Honnef · Bonn (IUBH) as the best private university for Business Administration in Germany. No other private university attained more positions in

the top flight. The ranking therefore nominates IUBH as the leading private university in the areas International Orientation, Practical /Occupational Orientation, Involvement in Teaching Quality Evaluation, Offer of Study Programs, Library Equipment and Premises. IUBH also asserts itself in the competition with public universities in other German-speaking countries: It places among the top three institutions in Germany, Austria and Switzerland.

"The CHE ranking results clearly confirm IUBH's quality leadership", states Rector Peter Thuy. "IUBH is not only the German university awarded with most FIBAA Premium Seals, but was also declared Germany's best private university by the CHE ranking." ■



OPEN CAMPUS DAYS

Several times each semester, an Open Campus Day allows prospective students and their parents to attend mock lectures, explore the campus, meet staff and students and ask questions.

The success of these events relies on the support of students and staff – to act as tour guides and ambassadors, to pass on knowledge and experience and to highlight the welcoming, international atmosphere on campus. Without the commitment of these people, these events would not be successful. Thank you to all for your help and your time. ■



IUBH proudly welcomed over 800 OCD visitors in 2013 and 2014 to date

CAREER DAYS



Held once a semester, Career Days is a job fair that allow students to meet potential employers on campus. Companies answer questions about internships and careers, accept applications and even set up assessment centers and interviews. Last semester's Career Days took place in November 2013 with over 60 companies in attendance.

This event is also held on the Bad Reichenhall campus. Human Resources managers from leading companies from the tourism, hotel and gastronomy industries were present. The students were excited to hear about their career opportunities at organizations like Kempinski, Marriott, Käfer, Steigenberger Hotel Group and Hyatt. ■

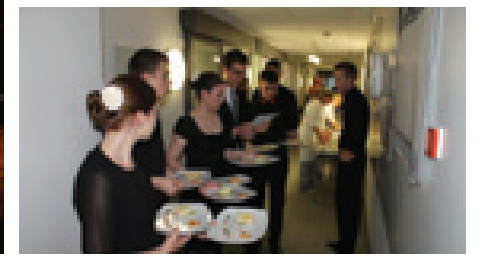




Hilton Worldwide & HOSCO Executives at Career Days on Campus Bad Honnef



Roaring Twenties come alive at IUBH Gala Dinner



GALA DINNER

For hospitality students, gala dinners give them a chance to learn some of the skills needed in the industry. All the details, from choosing a theme to cooking to service are organized, planned and executed by students. The winter semester featured numerous dinners with themes like Fusion Cuisine, the Great Gatsby and Thanksgiving. ■



BUSINESS +/- ETHICS

The lecture series created by the Katholisch-Soziales Institut (KSI – Catholic Social Institute) and the IUBH and organized by event management students, takes a closer look at controversial topics in the sometimes conflicting areas of business, society and politics. With the

assistance of prominent guest speakers, the series aims to meet academic and personal goals: to create awareness, examine issues from various perspectives, encourage reflection and open discussion and to find new answers for current issues. The latest event took place at the

end of November under the title "Television and the Future". The guest speakers were Mathias Fornoff, news anchorman and moderator, and Prof. Dr. Christian Schicha, Director of Studies at the Media Design University in Düsseldorf. ■



Business Ethics events organizing committee 2013

DEPARTMENT NEWS

AVIATION STUDENTS LEARN ABOUT AIRLINE SECURITY AT SCHIPHOL – AMSTERDAM MARECHAUSSEE

Milena Kalinitsch, Student in Aviation Management



In the winter semester 2012/13, a group of aviation students took a field trip to the Dutch Marechaussee – a police organisation with military status. The trip started off a little grey, cloudy, and of course way too early, but once on the road everyone got more and more excited. We were picked up by two members of the Marechaussee – Jaap & Marcel – at Schiphol airport and on arrival we were welcomed with a surprise lunch package.

Jaap & Marcel kicked the program of with an introduction round and a presentation

– but opposed to many other company presentations, this one was not a lecture on how great the company is and how superbly the Marechaussee functions; using movies, anecdotes, many examples and interactive discussions they showed us how they work. We really enjoyed it and we were definitely looking forward to the rest of the day. After a small coffee break Jaap and Marcel took us to a room where the weapons they had confiscated at the airport were displayed – naturally, we saw some of the ‘standard’ weapons like knives, pepper spray, etc. But on the other

hand they had weapons such as fans with sharp ends, grenades, etc.; you wonder how and why someone would ever take such weapons through customs.

Furthermore, Jaap and Marcel had a surprise for us: we were briefed about explosive sniffing dogs and how these dogs are trained. We did not know that an actual trained dog would come and show what he could do. It was amazing to see how excited he got when he discovered the ‘hidden’ explosives – this was definitely the highlight of the day.

Last but not least, we went to the gymnastics hall and received safety training; yet again, not through some long, boring presentation, but by actively ‘kicking butt’ – how to react towards aggressive passengers? What to do when confronted with a dangerous situation?

In the end, we learned a lot about the need for security and safety and how this is achieved at an airport such as Schiphol. Of course we are very thankful to Jaap, Marcel, and the Dutch Marechaussee who made this exciting day possible! Such a field trip shows how much students can expand their knowledge just by putting a little effort into organising a trip. ■



SYMBOLIC POLITICS AS A MATTER OF AIRPORT NOISE MITIGATION PROGRAMMES

Prof. Dr. Hansjochen Ehmer, Professor in Aviation Management

When writing a bachelor thesis, most aviation students prefer to work with a company that gives them a topic.

But another interesting approach can be to write in cooperation with a faculty member in one of their research areas. For years

I’ve been interested in noise mitigation programmes at airports, but the longer I’ve worked on it, the more I’ve come to realize that most of them aren’t very efficient – the complaints of residents living around the airports are still ongoing. In discussions with one of our students, Jana

Kromm, who’s helping me as a scholarship student, we realized that a thesis about this topic might be very interesting. When I saw quite early that it would be a rather good thesis, I proposed to her that we could present it at a conference. So we submitted it for the Air Transport

Research Society (ATRS) World Conference last summer in Bologna, and then to an international aviation conference in Bratislava. Jana herself also presented it at a student workshop about excellent student research in Cologne. Since the name of the student is always mentioned in the title of the presentation and later on also in the publication, this can be also benefit the student’s further career.

Though not entirely new in political science in general, the concept of symbolic

politics (SP) has so far never been applied to aviation. Elements of SP are found in nearly all fields of environmental legislation, and the paper focuses on examples of airports looking for better noise mitigation programs. The consequences of SP for companies are analyzed from two different perspectives. First, the airlines are examined as an addressee of SP and specific corporate consequences and reactions are discussed. Second, the airports are regarded as users of SP since they increasingly assume a role as political actors,

especially in their role towards residents living in the vicinity of the airport.

Jana’s paper briefly introduces the theoretical background of mitigation programs (Internalization of external cost and incentive setting) and then presents the idea of SP. Special emphasis is laid on the idea of SP as a tool of communication policy of an airport since the airports must play their role as corporate citizens. For this, the idea of corporate citizenship is also briefly presented. ■



Making noise about noise mitigation programmes at airports



A MAGICAL CHRISTMAS IN THE SIEBENGEIRGE



If you’ve driven towards Bad Honnef from Bonn or gone walking through the Siebengebirge, you may have seen the spires of a castle rising out of the trees. This is Drachenburg castle, a combination of mansion, castle and palace that’s well over 100 years old.

For three weekends in November, third semester IUBH event management students organized a magical Christmas world on the property. Over the past several years the event management students held Christmas markets on campus, so this year it was time for

something different. “Guests are taken on an extraordinary journey, far away from the hectic Christmas season,” explained the students, for whom the planning and organisation of this event was an integral part of their studies.

Wooden huts stood among the trees on the property and the smells of food and mulled wine made everyone’s mouths water. Visitors were greeted by hosts in fine velvet robes and here and there fire pits offered the chance to warm up chilly hands. An exhibition allowed visitors to experience the world of 1001 Arabian nights. Children visited Santa and whispered their Christmas wishes, rode the merry go round or made Christmas-themed crafts. At nightfall the castle, bathed in lights, towered over the festivities. Wild boar sausages, beautiful hand-made crafts, a choir singing Christmas carols and a theater play of a Charles Dickens Christmas classic all contributed to an enchanting atmosphere far removed from the bustle of bigger markets. ■



Magical Christmas Market at Drachenburg castle

ITB TOURS OFFER STUDENT PERSPECTIVE

The annual ITB (Internationale Tourismus Börse) in Berlin is one of the most important tourism fairs in the world, with over 10,000 exhibitors (including the IUBH) and over 150,000 visitors. The sheer mass of companies, themes and stands can be a bit overwhelming, so a group of IUBH event and tourism students have developed a system of navigating through it all.

ITB Student Tours are guided tours of the fair and look at it from a student perspective. They cover 6 major themes: hospitality companies, tour operators, adventure & responsible tourism, travel technologies, cultural tourism and wellness & cruises. All students attending the fair can participate but advance registration is required. A 15-minute presentation and is followed by a 45-minute tour, giving students a quick look into the industry’s latest trends and the events taking place at the fair.

The idea came from event management professor Astrid Mühlböck. The students jumped at the chance to gain more practical experience in trade fairs and exhibitions – and, of course, to not only attend but also to be a small part of the planning committee of a leading tourism trade

fair. Event management student Yolande Barker says: “The planning of this event has been tedious work as it’s a pilot programme, which means a lot of foundation work to be done... though we’re all excited

to be in Berlin this year and we expect fun times ahead meeting fellow students and building stronger networks.” The student tours will be launched at next year’s ITB in March 2015. ■



From left to right: Yolande Barker , Ieva Mazeikaite, Nina Bretthauer, Melissa Fry, Eileen Nagel

THE THRILL OF COMPETITION



the hotel industry. Competitors must be at least 21 years old, be doing a master degree and speak fluent English. Participating schools select their representative, who must assemble an application pack including a CV and a series of answers to questions on why they chose a hospitality career. Competitors then have several grueling hours of questioning by a jury - criteria for success include charisma, body language, oral expression, persuasion and listening skills, as well as how well the candidate reflects the values that characterise the hotel industry: humility, integrity, communication and team spirit. Alumnus Michael Bösch won the prize in 2011 and student Katharina Scharrer became third in 2013.

Worldwide Hospitality Award

For 14 years, the Worldwide Hospitality Awards have celebrated ideas and innovations. The international competition gives hotels and their employees the chance to compete in categories such as communication, human resources and social and environmental responsibility. The Hospitality Schools Awards portion of the competition highlights the link between education and industry. There are three categories: best professional success, best educational innovation and best hospitality management. Alumnus Christoph Heyn won best professional success in 2012 and alumnus Michael Todt was a finalist in the same category in 2013.

ICHRIE Restaurant Management Challenge

International CHRIE and Knowledge Matters join forces to offer students an online restaurant competition in which students compete against others around the world. Students manage Ella’s Place, a restaurant with a great location and a great menu. But it has a poor kitchen and dining layout, a poor staffing schedule and it needs some help with marketing. Students must design the kitchen and floor layouts, create a staffing schedule and send out menu flyers to promote the restaurant. They’re able to monitor the outcome of their decisions, and the restaurant that makes the highest cumulative profit during one year wins. ■

As you watched Olympic athletes skate, ski or jump their way to glory, you may have reflected on what drives people to compete. Competition motivates many of us to deliver our best, but it’s not just about winning. It allows us to improve our skills and when in done in a team, teaches us to cooperate with others. It’s no different in hospitality education, where competitions allow students to compare projects and ideas, develop professional skills and have fun with their peers.

As you’ll see in the celebrations section, we’ve been quite successful this semester. Certainly the competitors themselves are the biggest factor in this success. But passion for and dedication to hospitality is shared by many people. Preparation for competition involves teaching staff and alumni, who nominate students, coach them along the way and travel with them to the competition. Alumni can also rely on support from the department, with proud teaching staff spreading the word of their success to helping them prepare presentations for the competitions.

Some of the big competitions in this year’s hospitality calendar were:

Mise en Place

For the sixth year running, this competition among European hotel management schools not only gives students a chance to test themselves against their peers but also to gain experience, connect to the industry and network. Each school sends one team with a maximum of 4 members and one coach. Before the competition in Amsterdam, the team must prepare three assignments which count for 50% of the overall score. These are: using social media to create “rumour around the brand” by promoting their school, their team and the EMCup; a one-minute movie introducing the team (you can see our team’s video on their Facebook page at www.facebook.com/iubh.emcup14); and a paper of 3 pages, a summary of which is then pitched on stage during the completion. Two more assignments are done during the competitions, and the team with the best total score wins.

Hyatt Student Prize

A glitzy affair held annually at the Park Hyatt Vendome in Paris, the competition recognizes talented young people in

**HOSPITALITY MANAGEMENT STUDENT PROJECT:
ENABLING SUSTAINABILITY AT DESIGN HOTELS**

From classroom discussion to industry consultation

In light of continuous energy cost increases, improving energy efficiency has become the ultimate goal for many hoteliers with regards to investments for greater sustainability. However, energy efficiency is only one of the many fronts hoteliers must consider when engaging in sustainability. Beyond the environmental footprint of operations, many hoteliers are now considering how best to tackle the social pillar of sustainability. From involvement in community development projects to employing and training the underprivileged, initiatives with clear positive societal impacts are flourishing across the globe. Ross Harding heads the global initiative Finding Infinity, providing “out-of-the-box” advice and guidance in facing sustainability challenges in the hospitality industry, and runs the “Design Hotels is Finding Infinity” campaign.

Students taking the Sustainability in the Hospitality Industry course taught by Dr. Willy Legrand were given a task during the winter semester: to develop and present an inventive solution to a contempo-

rary societal or environmental challenge for one of the many properties within the Design Hotels portfolio. To make the task somewhat more challenging, the “now tested and proven” sustainability innovations already used in hotels (such as low-flow shower heads, motion sensors or water aerators) were excluded from the concept of inventive solutions. Students were encouraged to look at unique activities their chosen hotel could adopt that would make a difference in the local community. From a City Trees for Berlin Donation Program to the restoration program of the Schwedlerbrücke in Frankfurt to the Sustainable Diving concept along with the sustainable surfing certification in Portugal, each innovative

idea was linked to a particular hotel from the Design Hotels collection. Each student group was required to provide a final report including details about the rationale behind their initiative, explaining its implementation stages, providing a breakdown of the costs (if any) and/or return on investment figures (if relevant) as well as a complete list of benefits associated with the initiative for all stakeholders involved. Following the presentation, the full project reports from the student teams were handed to Mr. Harding at Design Hotels for further consideration. This was a valuable chance for hospitality management students to have in-class projects possibly turned into real-life sustainability initiatives! ■



HOSPITALITY DEPARTMENT HOSTS BRAZILIAN PhD STUDENT

The hospitality department is hosting a visitor from Brazil this year – Vanessa de Oliveira Menezes, a business management PhD student from Curitiba in southern Brazil. Her dissertation is on the relation between environmentally sustainable innovation and competitive strategy in global hotel chains. Her PhD studies gave her the chance to spend some time abroad, and after a bit of research she chose the IUBH. Working with sustainability experts Philip Sloan and Willy Legrand was very appealing, and she was also happy to accept their offer to help with her research. In her free time she’s helping with Mr. Sloan’s and Dr. Legrand’s upcoming handbook on sustainability.

Ms. Oliveira Menezes says it was a good choice. Everyone, especially the lecturers,

is very hospitable. She likes the structure of the IUBH and is amazed at all the activities that students have, such as gala dinners, hospitality competitions abroad, speeches with trade professionals and so on. She admits that at the beginning life in Germany wasn’t so easy – starting with the fact that she doesn’t speak German – not to mention different weather, different food, different habits and rules. But she’s starting to feel at home: “I know the basics to handle the silly things.”

In Brazil she’s a full time tourism lecturer at UNICENTRO, a public university in Irati in Parana state. It’s small but it is a university town and has one of the best tourism programs in the country. When she returns there in September, she’ll be eager to pass on to her students everything that she’s learned in Germany. ■



Vanessa de Oliveira Menezes, PhD student from Brazil

**CHRISTIAN MALCHER, GLOBAL DIRECTOR OF SALES & MARKETING
AT DESIGN HOTELS AG, ON BAD HONNEF CAMPUS**



It is not about brands, seldom about products, and less about service. It is about passions, journeys, adventures and deep-rooted and meaningful experiences.

For some it is about unique style and design, for others luxury service and for most it is about individuality. Founded in 1993 by Claus Sendlinger, Design Hotels is now a well-established player in the market of hotel representatives with 250 independent properties in 40 countries. The list of hotels wanting to be within the Design Hotels’ portfolio is long, but the entry requirements are high. This may be

part of their secret to success – not every ‘good-looking’ hotel can be member of Design Hotels. So what does it take? In November, Christian Malcher, Global Director of Sales & Marketing at Design Hotels AG spent a couple of hours discussing and re-defining the concept of luxury to a very attentive class of 50 hospitality, tourism and event management bachelor students. Invited by hospitality lecturer Dr. Willy Legrand, Mr. Malcher’s inspiring talk about the Five Stages of Luxury (Stage 1: Acquisition & Value; Stage 2: Discernment & Worth; Stage 3: Emotion & Experience; Stage 4: Responsible &

Aware; and Stage 5: Intellectual & Poetic) and the accompanying Luxury Matrix motivated many students to look beyond the average positioning of hotel brands in the very competitive global luxury industry. The IUBH School of Business and Management is proud to have numerous alumni helping to drive Design Hotels to new heights and current students gaining in-depth knowledge via internships. A word of gratitude goes to IUBH Hospitality Management alumnus Anabel Henneman, Director of Sales at Das Stue in Berlin, who established the contact to Mr. Malcher. ■

EXPERIENCING THE HOSPITALITY OF MUNICH

Nikolaus Brandl, Student in Hospitality Management



In September 53 mostly hospitality students endured a long bus ride to Munich, the capital of Bavaria. The purpose of the trip was to experience the hospitality industry and have a look at some leading hotel and catering businesses. Organized by students Nikolaus Brandl and Victoria Gerdes and supported by the Bayerischen Hotel und Gaststättenverband (BHG) and DEHOGA Bayern, the weekend’s agenda included many 5-star properties and one huge Oktoberfest beer tent. The program started directly upon arrival in Munich, with a visit of the Bayerischer Hof Munich. Mr. Chytraeus, Team Assistant Personnel welcomed the students to the prestigious hotel in which celebrities like Thomas Gottschalk stay in their own personalised suites. Afterwards, the group headed to

other properties in Munich. Mr. Basan, Sales Manager of the Sofitel Munich, Bayerpost and Ms. Hirsch, Director of Human Resources & Quality at the Charles Hotel conveyed their opinion of hospitality and explained the idea of selling a hospitality experience.

Axel Ludwig, Managing Director of the Vier Jahreszeiten Kempinski Munich personally presented Kempinski’s idea of managing hotel properties and certainly convinced several students to apply to contribute to Kempinski’s success. Ms. Müller, Human Resources Manager of the Mandarin Oriental Munich persuaded the visitors of the hotel group’s view on an intelligently-managed human resources. At the Theresienwiese, the buildup pro-

cess for Oktoberfest was in full swing. Thomas Roiderer, landlord of the Hacker Festzelt, answered questions for almost two hours – from basic ones like why the Theresienwiese is called “Wiese” (lawn), to specific ones like how exactly the loop wiring system for the beer supply works.

The students also had an appointment with two hotel properties in the Arabellapark. Ms. Balic, Complex Human Resources Executive of Starwood Hotels & Resorts, split the group into two to conduct tours of the Sheraton and the Westin Grand. Students exchanged impressions of the new Westin Executive Club and the presidential suite while enjoying a buffet provided by their host. At the Allianz Arena, the Arena One catering company, whose slogan is Intelligent Hospitality, guided the group through all the important facilities of this huge facility, which hosts thousands of people for soccer matches or other events. The practical and intelligent solutions to handle such a massive amount of services in an all in all relative limited space were impressive. Most of the students on the trip still had their internship before them and had many opportunities to ask questions about their specific interests. After a few hours to explore the city on their own, the tired but inspired future managers headed back to Bad Honnef, happy to have experienced some of the finest addresses and hospitality of Munich. ■

FIELD TRIPS



IUBH students at T-Gallery, Bonn

To Deutsche Telekom’s T-Gallery....

With their professor Susanne Böhlich, second semester master students visited

the T-Gallery, Deutsche Telekom’s Future Forum, at corporate headquarters. The Gallery tries to guide customers through an increasingly complex, digitalized and connected world and provide products that can be easily and intuitively used. It also focuses on issues such as the sustainability, energy and environmental compatibility of its products, services and networks, as well as energy, health, education and security issues. The students also listened to a presentation on corporate culture and career opportunities at Deutsche Telekom.



....and to Parliament

On an initiative of Professor Stephan Wimmers, a group of students took an excursion to Düsseldorf to spend an afternoon in the parliament of North Rhine-Westphalia. After a guided tour of the parliament, students heard two perspectives on lobbying and its impact on the political process – one from a member of parliament and the other from a business organization. ■

GUEST SPEAKERS

Visitors put classroom concepts in context...

This semester guest speakers included Dr. Wolfgang Adrian from corporate controlling at Bayer AG. The visit was part of the Extra Curricular Programme, which offers students an opportunity to see classroom concepts applied to real life.

Dr. Adrian discussed value creation at Bayer and the measurement of financial performance through an exact but complex approach called Cash Value Added.

Gunnar Elbers, Principal of CTcon, a consulting firm specializing in corporate management, was invited by Professor Joachim Sandt to talk to international

management master students about his experiences using the Balanced Scorecard Concept (BSC). Because it can integrate other management concepts, Mr. Elbers predicts that the BSC will continue to be successful, although it should be applied as a whole rather than in part.

...and faculty share expertise with the world

In October, Prof. Dr. Carl Welker spoke at the EMS European Manufacturing Strategies Summit, one of the leading international events for advanced manufacturing management. He spoke on customer value and shop-floor efficiency and reported on new research findings. He was joined by colleagues from St. Gallen University and Cranfield University.

Prof. Dr. Stefan Zagelmeyer was a co-convenor of the employment relationship track at the 2013 Dutch HRM Conference in Belgium in November. He presented his research on the impact of the global financial crisis on HRM in Germany. In September, at a workshop on comparative innovation systems in the EU, Prof. Dr. Zagelmeyer discussed Austrian research and innovation policies. The 2013/14 academic year has also taken him to CIFFOP (Centre Interdisciplinaire de Formation à la Fonction Personel), an institute of the Université Paris II Panthéon Assas, which is part of Sorbonne Universités in France. As a guest professor in human resource management, he teaches a workshop on human resources and mergers & acquisitions. ■



GOODBYE: PROF. DR. JOACHIM SANDT LEAVING IUBH

After almost ten years teaching at the IUBH, Prof. Dr. Joachim Sandt is moving to the Frankfurt area, where he will teach at the TH Mittelhessen Business School in Giessen. Professor Sandt taught courses in management accounting and control and performance measurement and

often brought in interesting speakers for his students. On behalf of the whole campus community, we thank him for his engagement and academic initiatives in the Business Administration department and at IUBH. We wish him all the best. ■



NEW FACULTY MEMBER: DR. THOMAS RANDHOFER

Dr. Thomas Randhofer studied psychology at RWTH Aachen University and Justus-Liebig-University in Giessen. After completing his degree in 1987 he worked as a junior consultant for a management consultancy firm and as a training manager and director of personnel and organisational development departments in service and manufacturing companies. In addition to giving behavioural training seminars the focus of his professional activities includes designing and evaluating personnel and organisational development concepts, implementing contemporary people-

management-tools and the representation and shaping of corporate culture.

Parallel to his professional work he received his PhD from the Johann Wolfgang Goethe University in Frankfurt in 2005 with a thesis about assessment centres. His focus as a human resources generalist is complemented by his extensive years of experience as a personnel manager in an internationally operating company that deals with the handling and storage of hazardous materials. In his free time he is an avid archer and coaches young archers. ■



NEW FACULTY MEMBER: DR. FRANCISCO TIGRE MOURA

As one of the new members of the Department of Business Administration and Economics, Dr. Francisco Tigre Moura taught bachelor and master courses in Marketing Research, Principles of Marketing, Consumer Behaviour and Current Issues in International Marketing in the winter semester.

Dr. Tigre Moura has a masters in business administration from the Universidade Federal de Pernambuco (UFPE) in Brazil, and his PhD in marketing from the University of Otago in New Zealand. His research looked at how websites can be customized to specific markets by adjusting them to the needs, preferences and cultural profile of an audience. Having gained a lot of lecturing and tutoring experience during his studies, he

then lectured full time in Darby, England. In between his academic work he also gained industry experience, mostly in tourism and internet marketing in DMO’s and private companies in Brazil and New Zealand.

The IUBH is the smallest university Dr. Tigre Moura has worked at, but he says this is fantastic – the smaller number of students allows faculty to build a closer relationship with students and engage with the staff – and it creates a wonderful overall atmosphere. He also appreciates the high levels of student ability and faculty experience because he can constantly learn new things.

Although he’d travelled through Germany before, it’s his first time living and working



here and he’s enjoying himself exploring the Rhine region and his new hometown of Bonn. He may get a bit homesick when the world converges on Brazil to play football later this year, but perhaps he can find some comfort in the German league? “As a Brazilian I feel I must choose a football team to support, and I have chosen Borussia Dortmund. Hope it was a good choice!” Time will tell ... ■

IUBH OFFERS A NEW FOREIGN LANGUAGE: ARABIC



العربية

It's spoken by over 300 million people, it's an official language in over 20 countries, and it's the fastest growing language on Twitter: Arabic. With the success of Chinese and Russian in the past, the IUBH foreign languages catalogue now has a new language and a new opportunity for students. Languages and Communication department head Claudia Schild-Franken explains she'd had several requests from students about an Arabic course so she decided to give it a try. The pilot course, taught by Omima Shibrain from the Sudan, had 12 students and was well received. ■

BUSINESS ENGLISH KEY TO COMMUNICATION IN BUSINESS



Although English is a language many people can speak (some better than others), far fewer can write accurately in English – and companies value this skill. Accordingly, each term an award is given for the best essay out of all the third semester Advanced English Writing courses. This term the prize went to aviation students Tobias

Darda and Marleen Lucks for their work on "FIFA World Cup 2022 in Qatar: Modern Slavery in the Land of Milk and Honey"? Using good research and argumentation, they wrote a convincing, well-structured and interesting essay, and proved that their writing skills can produce an academic text of high standard.

The importance of communicating effectively in English is underlined at the annual BESIG (Business English Special Interest Group) conference. At the 2013 meeting in Prague, lecturer Dave Roberts and Professor Hindley presented a paper entitled, "Business and Academic Skills – Incompatible or Complementary?"

Professor Hindley also presented with lecturer Lesley Anne Weiling on "Teaching Business Communication to Groups of Native and Non-Native Speakers". As

the practice of business communication is constantly changing, so too are the educational materials used to teach it. Professor Clare Hindley wrote several case stud-

ies for the 12th, global edition of Business Communication Today, and lecturer Magda Sylwestrowicz served as one of the book's reviewers. ■

NEW LECTURERS IN LANGUAGES AND COMMUNICATION DEPARTMENT

Besides Ms. Shibrain, there are several other new language lecturers. Rosa Diaz graduated in English Language and Literature from the University of Cádiz, Spain and then gained a Masters in Gender Studies. She has taught in England, Spain and the Czech Republic. In Germany she worked as a Spanish lecturer at the Sprachlernzentrum at the University of Bonn and as a lecturer in the Romance department at the university. Besides teaching, Ms. Diaz is also an author at Klett editorial, a DELE examiner and an AVE tutor through the Cervantes Institute. She is specialized in teaching Spanish as a Foreign Language and Methodologies in Foreign Language Teaching. She is also currently writing her PhD thesis at the University of Cádiz.

The newest French lecturer is Marie-Laure Bégué. She has a Bachelor of Arts in English Literature, Civilization and Language and a master's degree in French as a Foreign Language from the Université de Pau et des Pays de l'Adour in Pau, France. During her studies she worked as French assistant at John Leggot College in Scunthorpe, UK and she has work experience in the tourism and telecommunications industries. Since moving to Germany four years ago she has taught at the French Institutes in Bonn, Cologne and Düsseldorf, the United Nations, Bonn International School, Cologne Business School and the GIZ. She is also a certified examiner for DELF and DALF exams for the A1-C1 levels.

Both lecturers are impressed with IUBH's professionalism and modern equipment. The students are also great – communicative, respectful, motivated and hard-working. Ms. Bégué explains that she loves to share her enthusiasm for her country and her language, and the interest of her students allowed her to do just that. The lecturers enjoy teaching in small groups because it's more comfortable for the students, allows the lecturer to focus on each individual better, and it's easier to match everyone's interests. Ms. Diaz adds that all of this is of course only feasible if the students are very good...like those at the IUBH. ■

IUBH PRODUCES CHAMBER OF COMMERCE AND INDUSTRY REPORT ON REGIONAL TOURISM



Several years ago, the IHK (Industrie –und Handelskammer – chamber of industry and commerce) approached the IUBH with a proposal to work together to create an updated report on the tourism situation in the Rhine-Sieg area. The last market report had been published in 1994 and it was time for an update. The information gathered from the project was to serve as the basis for future recommendations. In cooperation with a regional working group from tourism and hotel industries, the IUBH did the research; four students even had the opportunity to write their bachelor theses around the topic.

Lead by the tourism department's head, Prof. Dr. Helmut Wachowiak, data on leisure travel, conferences, medical tourism and accommodation was collected in 2012 and 2013. Online and paper-based questionnaires and interviews provided a wealth of information. Among the findings:

- Slightly more women than men visit the Bonn/Rhine-Sieg area; the average age of German tourists to the area is 49,9.
- The largest number of leisure tourists is German (81,3%); the most international visitors come from the Benelux countries, followed by Great Britain and the US.
- The primary reason for travel is to visit friends or family, then cultural events, then for relaxation.
- The highest number of medical tourists is from the United Arab Emirates; visitors are on average between 30-39 years old and 44% of them are men.
- The most common procedures requested by medical tourists are oncological (such as cancer treatment) and orthopedic (such as hip replacements).
- The number of foreign business visitors to the Bonn/Rhine-Sieg area (11,5%) is above the German average (4,9%).
- In terms of demand, hoteliers see a rise in business travelers in Bonn, and a growing number of leisure travelers for the rest of the region.
- The biggest strengths of the region are the location, the combination of nature and culture, good infrastructure, and a large range of conference facilities. Weaknesses are mostly in marketing – no clear image, unsatisfactory value for money of hotels and restaurants, and few recognized hotel chains. While there is a trend towards "green" meetings, there are few offers in the region to meet this demand.
- Further target markets should be added, such as China, India, and eastern European countries; there should be

more focus on younger age groups to ensure a sustainable guest structure.

- For visitors who come to see friends and family, regular festivals and events could raise the attractiveness of the region. A mobile bicycle rental service, increased exhibitions, events and concerts along Bonn's Museum Mile, more indoor activities in the Rhine-Sieg area and a general improvement in quality and features of hotels would all contribute to improving leisure opportunities in the area.

- As medical tourism to Germany is grow-

ing, one of the report's suggestions is to communicate information to further markets such as Russia and Eastern Europe and to develop new marketing strategies, as consulates are doing less to organize such trips.

- For conference markets, the report recommends developing a single brand for the conference region of Bonn/Rhine-Sieg.

Based on the findings, the report makes several recommendations to sustain and develop tourism in the region. ■



STUDENT-RUN TRAVEL PORTAL PREPARING FOR TAKE OFF

The IUBH School of Business and Management will be the first private university in the field of tourism to task its students with the operation of their own booking portal for holiday travel. Tourism management and international tourism management students will be introduced to the challenges of modern IT systems, electronic distribution and e-marketing.

The cooperation partner on the project

is Aachen-based consulting company Hengefeld Solutions, which specializes in the integration of tourism and the internet. "The internet has become an integral part of the tourism industry. Especially young professionals must be prepared to meet current and future challenges," explains tourism department head Prof. Dr. Helmut Wachowiak. Rudolf Hengefeld adds that the industry needs experts who also have an understanding of IT: young talent only has a

chance if studies include innovative and practice-oriented content.

From its technical development to its branding and sales, the portal aims to provide travel products in live and real conditions. The setup of the portal will be a compulsory subject in the third semester of both study programmes, but its actual operation will be an elective subject. Initially, travel products will be offered to a selected group of interested people. ■



TOURISM STUDENTS ATTEND FIRST UNWTO.TEDQUAL STUDENTS' ADVISORY BOARD MEETING

The UNWTO.TedQual certification is given to the world's leading tourism programmes by the United Nations' World Tourism Organization. The IUBH is the first university in Germany with the certification, and the head of the tourism department, Helmut Wachowiak, regularly participates in UNWTO.TedQual meetings to discuss tourism issues.

In September, the organization welcomed students for the first time as it held the UNWTO.TedQual Students' Advisory Board at the University of Bournemouth, UK. For three days, students from UNWTO.TedQual institutions from around the world gathered to share their opinions on two key topics: the tourism labour market and the future sustainable development of the industry. IUBH tourism students David Reudenbach, Charlotte Brand and Christina Nobis took part in these discussions.

The organization wanted to explore students' thoughts, aspiration, worries and commitments in their role as future tourism professionals, and to help them develop their own personal and professional

talents. David says, "The UNWTO Students' Advisory Board was a once in a lifetime event for me. I was amazed by all the extraordinary people I met during those three days, and all the experiences we had together." A recruitment workshop gave students tips on job applications as well as information on recruitment processes of several public and private tourism organizations; mock job interviews were held. Students were offered the opportunity to apply for a UNWTO Themis Foundation internship and were interviewed before an audience. In groups, they were asked to develop ethical principles for tourism professionals. They discussed technology and communication in tourism, especially the role of social media in tourism marketing. David highlights the mock interviews and the code of ethics as especially useful for his career, although of course the social events and great conversations were excellent as well.

For the student participants, the meeting offered opportunities for mobility, internationalization, cross-cultural understanding and exposure to the tourism industry at the highest level. ■



STUDENT CONSULTANTS AT SEAT4A

With a large number of industry cooperation partners, the IUBH always has interesting projects for students to work on. One of them is with VIR (Verband Internet Reisevertrieb – association of German online travel portals). Every year during its Online Innovation Days in Berlin, the VIR holds the Sprungbrett (springboard) competition to support online travel startups and innovative ideas. The winner receives a cash prize, marketing, industry, financial and legal support, as well as research support from the IUBH. The research is done by students, and this consultancy work is part of the tourism curriculum. Student David Reudenbach says, "The market research project was a great opportunity for me to apply the knowledge I gained in classes about research and current tourism trends. It was very inspiring to work together in a team and solve

the research question in the best possible way together.

The 2013 Sprungbrett winner was SEAT4a, a startup from Hamburg that aims to "bring the elegance and panache back to today's flying experience", in part through its Flying app. David says that working with an innovative start-up and seeing how it differs from other companies was an enriching experience. Using an online questionnaire, students gathered data on market and technology use, focusing specifically on business travelers and smartphone use. The class was divided into competing teams; each team presented its results to a panel of their lecturer, Janka Kensik and representatives from SEAT4a and VIR. The best presentation was awarded a € 500 prize sponsored by Panos Meyer, founder of SEAT4a.

Ms. Kensik says, "This project offered a great opportunity to learn about the facets of technological trends in air travel and, once again, our students have given proof of their good education and impressed our business partners with their creative potential". ■

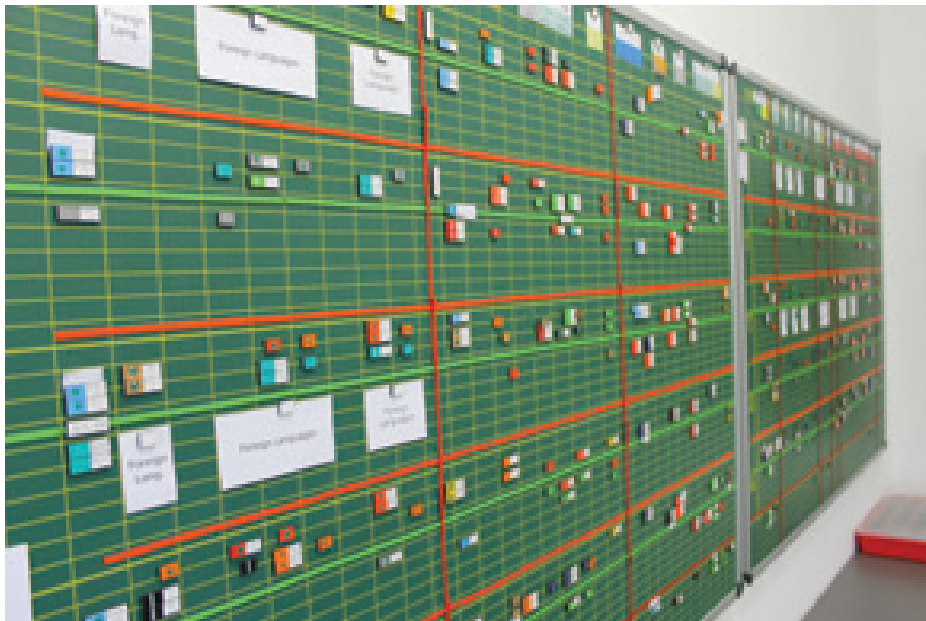




This time:

Ms. Katrin Lüth · Head of Organisation Study Programmes

Katrin Lüth has worked at the IUBH for the last ten years. After performing various responsibilities at the university she is now responsible for the organisation of the study programmes, a position in which she is primarily concerned with the operational planning of the entire (!) study programme. She ensures, for example, that lecturers and rooms are scheduled for the courses students need to take as outlined in the curricula for students who are enrolled in the standard periods of study. In a personal interview she gave us insight into the enjoyable and challenging aspects of her day-to-day work.



In the photo are, from left, Prof. Dr. Svetlana Ashmarina, (SSUE’s Vice-Chancellor for Research and Innovation), Prof. Dr. Gabibulla Khasaev (SSUE’s Chancellor), Prof. Dr. Peter Thuy (IUBH’s Rector), Svetlany Komorova (SSUE’s International Office Director) and Prof. Dr. Susanne Böhlich (Department Head, IUBH’s Master International Management).

Ms. Lüth, what are the biggest challenges of your job?

The IUBH is a small university with a comparatively wide range of course offerings. The often intensive, individualised support we provide is very time consuming. The high proportion of guest lecturers who provide our students with valuable insights about relevant professional practice is great for the students, but coordinating all the appointments is a challenge for me. It is my job to integrate a large number of lecturers into the study programme schedules. But the lecturers are not available all the time because they obviously also have a variety of other commitments that I have to take into consideration. This requires well coordinated planning with all parties involved. In the majority of cases, we find solutions with which all parties are satisfied.

What do you enjoy about your job?

I specifically wanted to work at a university because I find the academic environment exciting and enjoy the kind of people one meets in a campus setting. In the educational administration profession you learn something new every day and can work with lots of interesting people. I highly appreciate my colleagues and the input from students and faculty – it is never boring.

Samara State University of Economics on Campus

The IUBH was honoured to welcome a high-level delegation from Russia’s Samara State University of Economics (SSUE) to the Bad Honnef campus. The aim of the visit was to reach further agreements on the exchange of students and professors. Earlier this year Prof. Dr. Peter Thuy, the IUBH’s rector, was in contact with the university and signed a cooperation agreement. Starting in fall 2014, SSUE and the IUBH will also be able to offer their master degree students a dual degree.

Students in the International Management master programme who complete their third semester at the Russian partner university will receive a Master of Science and Economics degree from SSUE in addition to the IUBH Master of Arts degree. A similar programme is being developed for the undergraduate level; further information will follow.

Samara State University of Economics is a one of the most prestigious universities in Russia in the field of economics. Samara itself is an industrial city with a population of over one million and is located on the banks of the Volga River

about 1,000 km from Moscow. It has many academic institutions and is considered a centre of Russian aviation and aerospace technology. ■

IUBH CAMPUS LIFE: SPORT CLUBS AND SOCIETIES

Handball

Are you looking for a sport which demands your condition, strength and coordination on a high intensity level? Increase your abilities in these areas and join the IUBH Handball team. Founded in the winter semester 2013/2014, the IUBH now offers another team sport next to volleyball, rugby, soccer and basketball. **Where & When:** Wednesdays in Schloss Hagerhof: 21:30 - 23:00 h
Saturdays in Siebenbergsgymnasium: 10:00 - 12:30 h
Contact/Team leader: Nicole Batke, Svenja Siltmann, Jonas Lutz
Facebook: IUBH Handball

IUBH Soccer Team

Our training sessions mostly consist of short, 10 minute games and in total we train for about 1,5 to 2 hours. We enjoy the team spirit and take this to tournaments, as, for example the Cup der Privaten in Berlin as well as the Nikolaus-turnier in Münster. **When & Where:** Tuesdays from 18:00 - 19:30h at Hagerhof in Bad Honnef, Menzenberg 13 (outdoor)
Contact/Team leader: Stefan Kalt: stefan.kalt@iubh.de

Basketball

For all of those students, who are interested in playing some ball, having fun and enjoy a relaxed atmosphere while doing some sports, you all are more than welcome to join the IUBH-Shooters. It doesn't matter if you are a professional or a beginner. We are a totally mixed team in which we try to have some fun and practice our basketball skills. **When & Where:** Wednesdays from 21:00 - 23:00h & Fridays from 20:30 - 10:30h at Hagerhof or Siebenbergsgymnasium
Contact/Team leader: Kim-Nils Ernst: kim-nils.ernst@iubh.de

IUBH Dancing Club

We're offering dance courses : from international ballroom dancing to international Latin, from Latin swing to swing boogie - we want to try everything!
Where & When: Wednesdays from 19:30 - 21:00h in the IUBH cafeteria
Contact/Team leader: Nina Kappallo: nina.kappallo@iubh.de



IUBH Kickboxing

Where & When: Mondays from 19:00 h - 21:00 h in the cafeteria
Contact/Team leader: cem.kartal@iubh.de
Please note: as for all IUBH sports activities there is no health insurance by the university in case of injuries. All participants train at their own risk and have to make sure that individual and personal health insurance covers potential injuries.

IUBH Rugby Teams

The IUBH Barbarians and Barbarinas are a team of international students who train twice weekly. Throughout the last semesters we've competed in various tournaments, winning the Eurokonstantia 2013, with the women's team in third place. **When & Where:** Tuesdays and Thursdays 18.00 h on the Grafenwerth Island (meeting point: stone gate)
Contact/Team leader: Mr. Roberts: d.roberts@iubh.de or Georg Fidschuster: georg.fidschuster@iubh.de
The Rugby Captain (men) is Jens Natelberg and the Vice Captain is Georg Fidschuster.
The Rugby Captain (women) is Lara Placzek and the Vice Captain is Natalie Krempec: natalie-lara.krempec@iubh.de

IUBH Tennis Club

You don't want to lose your tennis skills and are looking for a partner? Or maybe find a new talent inside of you? Join our IUBH tennis club and we'll make sure

you have a good time after classes! We are a group of students with mixed levels: beginners, amateurs and professionals. You're welcome to practice with us during the whole week. **When & Where:** Just follow us on Facebook (IUBH Tennis Club)
Contact/Team leader: Yana Vasilyeva: yana.vasilyeva@iubh.de

IUBH Volleyball Team

We are a mixed team of international students tailored to fit those that are novice and/or intermediate in volleyball skills but professionals are more than welcome. We have tryouts at the beginning of each semester, and individual tryouts may be scheduled on an extra occasion. We practice 2-3 times a week depending on the week and season.



When & Where: Mondays from 21.30h - 23.00h and every second Wednesday from 21.30h-23.00h at Schloss Hagerhof GYM, Menzenberg 13, 53604 Bad Honnef
Contact/Team leader: David Stollenwerk: david.stollenwerk@iubh.de, Facebook: IUBH Volleyball

The Chef Society

Are you interested in food, cooking and want to know how to rate a good meal? Then you are more than welcome to join the Chef Society. The mission of the Chef Society is to educate its members in all culinary aspects and to establish an advanced knowledge about cooking procedures within different cuisines. **When & Where:** 12 meetings, themed cooking, excursions, discussion about cooking and gastronomy
Contact: Eduard Müller: eduard.mueller@iubh.de

Grape(s)ociety

You're interested in wine, its origin and want to learn something about how to rate a wine? Then you have to join the Grape Society. The Grape(s)ociety is the university's wine club and was founded in 2002 by lecturer Willy Legrand. With a

general goal of bringing wines and wine knowledge closer to students, faculty and administration, the Grape(s)ociety has organised over 50 small and large tastings with the world's best sommeliers and winemakers. **When & Where:** 4-5 meetings within the semester, themed tastings, discussions of tasted wines, seminars, excursions
Contact: Alexander Kessler & Gloria Metzler: alexander.kessler@iubh.de, gloria.metzler@iubh.de

Leo Club Bad Honnef

The Leo Club is the youth organization of the Lions International Club and we engage in social activities that involve fun events to promote good causes, true to the slogan „we serve“. The club was founded in 2007 and since then we are a great group of people doing several activities such as the „One-Piece-More-Activity“ or our famous „Leo Party“ each semester. **When & Where:** various events throughout the semester
Contact: leoclub@iubh.de & www.facebook.com/leoclubbadhonnef

IUBH Toastmasters

Toastmasters International is a world leader in communication and leadership

development. Our membership is 270,000 strong. These members improve their speaking and leadership skills by attending one of the 13,000 clubs that make up our global network of meeting locations. The IUBH Toastmasters Club Bad Honnef was founded by students in 2011 after a lecturer recommended that they develop and increase their speaking skills. Through Toastmasters support it is easier to train those skills. Plus, it's a worldwide organization: once you've joined Toastmasters there are a lot of international contact points in the whole world. **When & Where:** various events throughout the semester
Contact: toastmasters@iubh.de

Sober - Society Of Beer Expert Representatives

„Hops and malt, they never get old.“ This German saying perfectly reflects our opinion about beer and this goes beyond the excessive drinking of this wonderful and diverse beverage. Join the SOBER community at the kick-off event at the beginning of every semester and learn more about the fascinating world of beer. **When & Where:** 4-5 „Beetings“ each semester
Contact: Nikolaus Brandl & Norman Bechler: sober@iubh.de; www.facebook.com/sober.iubh



EXPLORE YOUR PASSION FOR FOOD

Hospitality students on campus are very familiar with the anno kitchen as it's where they prepare their gala dinners. But the Chef Society opens the kitchen to anyone with an interest in good food – no matter what study programme.

Each meeting is lead by society head Eddy Müller and other chefs. The focus of the meeting is different each time – for example, paleo or vegetarian cusine food. The chefs create four courses and cook them with the participants – and then everyone sits down to eat their creations, along with accompanying wines. The idea behind the society is to create new dishes, learn something about cooking and nurture or develop a passion for it. The most recent session took place in October, with the theme of seasonal food. After toiling in the kitchen for 5 hours, 24 people sat down to great food, great wine and great fun. ■



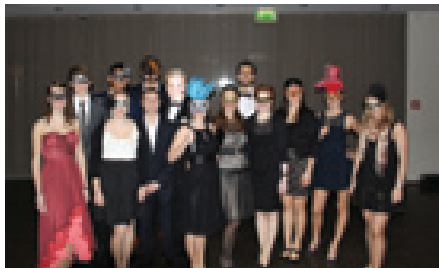
Menu planning, preparing and enjoying with IUBH Chef Society



KICK UP YOUR HEELS

"Dance is the hidden language of the soul" Martha Graham

When hospitality student Nina Kappallo began her studies in Bad Honnef, she was happy to see that the university had a dancing club... but there was nobody in charge. Faced with the choice of teach-



ing judo or dancing, Nina recruited her fellow student Marlen Krause to help organize and run the club and pass on their love of dancing. After organizing a flash mob in the cafeteria and a summer ball in the anno, the club gained a good number of regular members.

In the past winter semester the club featured regular dancing lessons on Wednesday evenings and included international ballroom to international Latin, swing boogie to Latin swing and everything in between. Nina and Marlen say that their goal for the club has always

been to bring every participant to the same level, so lessons included basic steps and more difficult ones for those with more experience.

The dancing club also held two balls: one for club members at the start of the semester that included a potluck dinner; and the other for the whole campus in the form of a masquerade ball. The evening was unforgettable, with a champagne reception, an opening Viennese waltz, and a choreographed dancing performance, followed by piano and guitar music. ■



Hitting the dancefloor at IUBH

FACULTY DJS SPIN TUNES FOR CHARITY

LEO is an acronym for leadership, experience and opportunity, and these are the guiding principles of the campus Leo Club, the youth organization of the Lions Club International. Club members are committed to charitable and social involvement, true to the motto "we serve". In November the Leos, in cooperation with Bad Honnef's

Heinbar, organized Profs @ Turntables, a charity event to raise money for victims of Typhoon Haiyan in the Philippines. Five faculty members spun tunes during the evening, covering everything from Motown to heavy metal. Dave Roberts, a lecturer in the Department of Languages and Communication, says, "It was a great night

playing music from my time as a student – it made me feel young again. And feeling young for a good cause made it all the better." The event raised €750, and with an additional donation of €250 from the owners of the bar, a total of €1000 was donated to Misereor, the Catholic bishops' association committed to fighting poverty. ■



IUBH Leo's are always creative for a good cause



SOBER SAVOURS A SUCCESSFUL YEAR

One year has passed and SOBER (society of Expert Beer Representatives) will soon celebrate its first birthday. Founders Nikolaus Brandl and Norman Bechler are happy to tell you: the show will

go on! David Kiwitt replaces Nikolaus Brandl, who is on internship, as second organizer of the well-known Beetings. IUBH students, staff and alumni have participated in SOBER's programme in

which over 150(!) different beer brands were eyed, tasted and judged. That's about 120 liters of beer! You may be thinking, "That's nothing – I can drink that much in 3 weeks of Oktoberfest."

However, in contrast to similar societies at other universities, SOBER's primary goal is not drinking but rather tasting and enjoying a good beer with friends while also exploring unfamiliar types or brands. Nikolaus Brandl thanks everyone who for their help in achieving this goal. To those who'd like to participate: Feel free to join us at the Society Day at the beginning of this semester!

SOBER talks to Jens Geimer, CEO of Hachenburger Brauerei:

SOBER: There's currently a movement in the beer industry to set quality standards for beer similar to wine so that this high class beer can be sold in higher gastronomy. It's striking that this is largely promoted only by smaller breweries. Is there a chance that this movement will change beer's image? What do major breweries think of this?

Mr. Geimer: Today, more than 75% of mass-produced beers from large brewer-

ies are, unfortunately, sold at the lowest retail prices and used as a frequency bearer, according to GfK's (Germany's biggest market research firm) latest figures. This affects the image of the entire beer industry. We're convinced that not only gourmet beers, but also classic pilsner, like the Hachenburger pils, which is brewed with the utmost care, craftsmanship and selected raw materials, can convince the true beer enthusiast. Excellent quality is worth its price. Primarily large breweries think primarily at sales volumes. However, like many other medium and small breweries, we passionately pursue an exceptional quality philosophy. We are convinced that the conscious acting consumer and beer lover also will recognize and appreciate this. The wise consumer knows that price wars counteract good product quality.

SOBER: How can the consumer recognize high-quality beer, and what is the difference to the mass-produced product?

Mr. Geimer: This isn't easy for consumers,

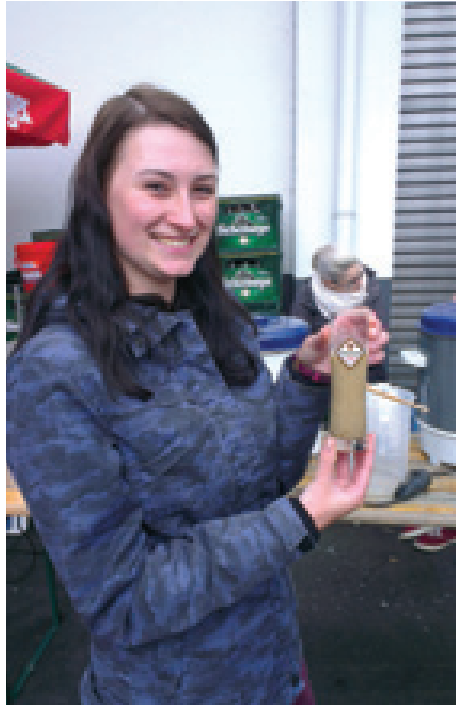
because very often there's no difference in the packaging. We therefore recommend that you find out about the brewery's holistic brewing process and the selection of raw materials. In our brewery, we've been offering brewery tours with different themes for several years. Our trained beer sommeliers enthusiastically explain how sophisticated and complex the brewing process must be to brew excellent beer. Over 15,000 visitors arrive every year in our Hachenburger Erlebnisbrauerei to see, smell, feel and taste what distinguishes Hachenburger beer specialties from mass beers. Oftentimes on these tours, they experience beer in a whole new way.

SOBER: In your opinion, is Germany a promising market for high-quality beer? Are there other interesting international sales opportunities?

Mr. Geimer: Recurring food scandals demonstrate the importance of good quality. We live our corporate philosophy of the highest possible quality with absolute conviction and believe that there'll be true beer lovers also in the future in Germany. We are strengthened positively at the moment because in particular young consumers very explicitly ask for high-quality regional beers. Our brewery's had a nice increase in sales volumes in this area. Nevertheless, due to demographic changes we can assume that beer consumption will continue to slightly decline in Germany. Therefore, we're also interested in other markets - currently this is represented by our very successful export to China. ■



Sober Society member in traditional Bavarian outfit



Beer tasting and brewing in full swing



THE VOICE OF IUBH - STUDENTS COMMON ROOM (SCR)

In the tradition of the many sports and student clubs started by students on campus, a group of students began exploring the idea of a students' union in the fall of 2012. After careful research and discussions with the administration, the Student Common Room was born.

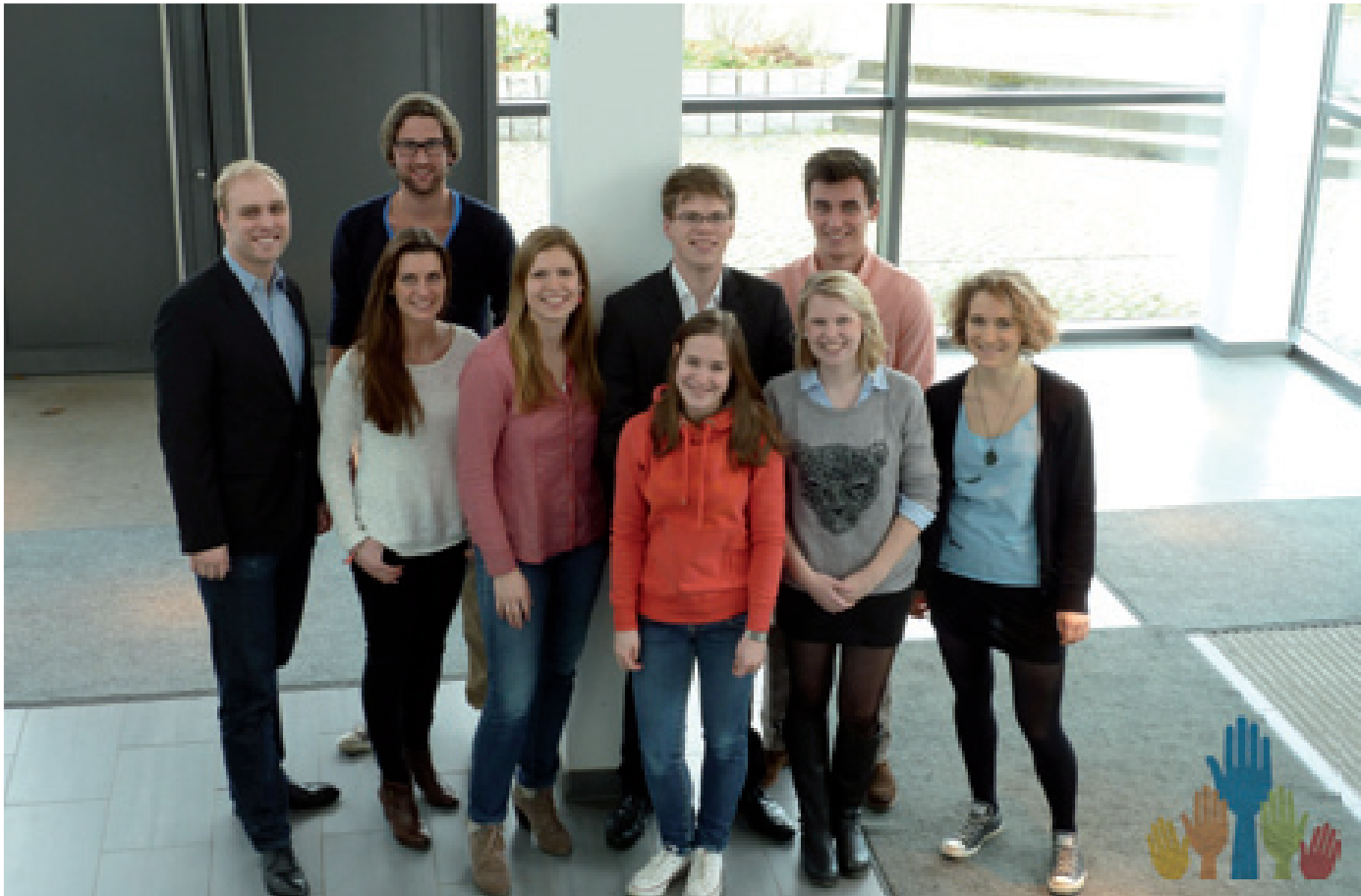
Guided by the core values of independence, democracy and transparency, the SCR now represents over 1500 students at the IUBH School of Business and Management. As the voice of the student community, it addresses problems and

communicates with IUBH staff and management.

In its support function, the SCR's role is to make campus life more enjoyable - this means providing logistical, financial or organizational support for student activities, societies and events. The SCR has itself organized many activities this semester, including a kicker tournament at Charly's Lounge, a society day to introduce campus student societies, free coffee, movie nights and even wallet calendar cards with important dates. In the future the

SCR also plans to extend its activities to creating networking activities for students and providing alumni talks.

Taking on a role in the organization also provides an opportunity to practice leadership and teamwork skills. If you want to get involved, have an idea or just want to know more, don't hesitate to get involved. In the words of David Klein, outgoing president: "Let's make this the best days of your lives, let's seize the days and believe in what we can achieve, because the SCR is for everyone, it's for YOU." ■



IUBH Student Common Room members in Summer Semester 2014



Passion. Innovation. Excellence: Hospitality lecturers Dr. Willy Legrand and Philip Sloan have been recognized with the Laureate Hospitality Achievement Award for their decade of research on environmental management and sustainability, which has been key in developing university education on this topic around the globe.



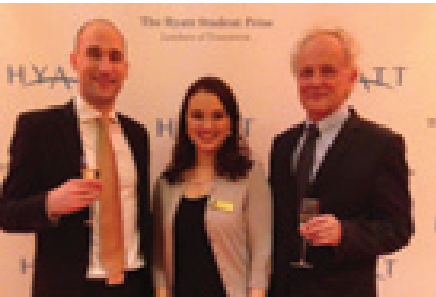
Hospitality alumnus Michael Todt, currently manager of the Motel One Wien-Prater in Vienna, was one of the top 3 finalists in the Best Professional Success category at the Worldwide Hospitality Awards 2013 in Paris.



IUBH Bad Reichenhall student, Dominik Tumminaro, competed in the finals of Accor`s student challenge, entitled Rebranding Novotel for the Asian Pacific Region.



Marlen Krause, David Klein, Nikolaus Brandt and Torben Kock are the winners of the EM Mise en place Cup 2014 competition in Amsterdam. 24 major European hospitality schools competed for the prize over two days, and in each round the IUBH team came out top.



Katharina Scharrer placed third in 2013's highly prestigious Hyatt Student Prize, which can be likened to the Oscar awards in the world of rising stars of hospitality education.



Each year the Bad Honnef campus participates in the Gifts of Hope's Christmas in a Box campaign, which prepares shoe boxes filled with Christmas surprises for kids aged between 2 and 14. Last year we collected almost 70 beautiful packages, a new record.



In the 2013 winter semester we recorded our highest intake ever – 280 students, with over 60 nations now represented on campus. We also had our highest number of international students.



IUBH rugby teams celebrate Eurokonstantia success: the Barbarians (men) were crowned rugby champions, and the Barbarinas (women) placed second behind winner SG Konstanz.



This year's German Young Hotel Professionals Award, which is awarded by the Allgemeine Hotel- und Gastronomie-Zeitung (AHGZ) and the Hoteldirektorenvereinigung Deutschland (HDV), goes to IUBH Hospitality Management Graduate Friederike Harms.



In April 2014 IUBH said farewell to around 100 graduates. The ceremony was held at the Beethovenhalle in Bonn. We wish them all the best and hope to see them back on campus one day.



Ms. Müller
Employee & cashier
Cafeteria
Campus Bad Honnef

On Campus Bad Honnef most students will know Ms Müller. She is the friendly face behind the register at the cafeteria. Ms Müller has worked in Food and Beverage for the past 13 years and has been a part-timer at IUBH for the past three years. She particularly enjoys working with students and even though she doesn't speak any English, she says that she never has any real trouble understanding or making herself understood. With a little help from the students all language issues are usually solved quickly.

Why are you working at IUBH?
I work here because I like to work with young people.

When was the last time you've learned something- and what was it?
I last learned something new 7 years ago, it was working the cash desk at a motorway service area.

What makes you laugh?
A good joke.

What did you want to become as a child when you grow up?
A nurse.

What do you always keep in your fridge?
Milk, butter and homemade beauty crème.

Are you an owl or a lark?
If I have to wake-up, then I wake-up.

What makes you proud?
I am proud of what we have accomplished

The greatest invention of all times?
Computer, mobile phones

Your motto?
Stay healthy.

If you could make a wish...
Win the lottery.

Buchprojekt von
Katharina Weiß & Johanna Dreyer

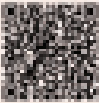
„Maybe you should go fuck yourself“

Maybe, das ist ein Lebensgefühl. Immer mehr Menschen teilen es. Es geht um Unsicherheit, um Lähmung, um Blockade. Der Maybe wurde in einen ungewollten Stand-by Modus versetzt. Aber wovon eigentlich? Was hindert ihn daran, Entscheidungen zu treffen? Aktiv zu handeln und zu leben? Vielleicht die Leistungsgesellschaft, die unser Hamsterrad anschubst? Vielleicht die befristeten Arbeitsverträge, die uns zu einem Routenlauf quer durch das Land zwingen? Vielleicht die wahnsinnige Geschwindigkeit, in der unsere Welt funktioniert? Oder sind es doch einfach die unendlichen Möglichkeiten, die uns dank der Globalisierung zur Verfügung stehen?

Im Interview:
Oliver Jeges, Wolfgang Gründinger,
Jan Böhmermann, Nina Pauer,
Prof.Dr. Klaus Hurrelmann,
Dr.med. Gisliind Wach-Leibl,
Sophie Utikal und Christopher Lauer

Mit Essays von:
Johanna Maria Knothe und
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OPEN CAMPUS DAY

MAY 24
Campus Bad Honnef

OPEN CAMPUS DAY

MAY 24
Campus Bad Reichenhall

ALUMNI EVENT

MAY 24 & 25
Campus Bad Honnef

BUSINESS +/- ETHICS

JUNE 17
KSI Bad Honnef

SUMMER FESTIVAL

JUNE 22
Schloß Drachenburg

OPEN CAMPUS DAY

JULY 4
Campus Bad Reichenhall

HONNEF BUSINESS TALK

SEPTEMBER 18
Kent Hahne, Vapiano

OPEN CAMPUS DAY

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Campus Bad Honnef

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EDITORIAL

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