



International University
of Applied Sciences

Internationale Hochschule

**School of Business
and Management**

CAMPUS NEWS

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BURJ AL ARAB
Jumeirah



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The winter semester started with several new faces on campus, including a new campus director and a new rector.

Sandra Bokel has worked in the international financial industry in various leadership positions and has experience in project management, sales, marketing and international business development. She succeeds Sven Schütt as the campus director of the Bad Honnef campus. Ms.Bokel lives in the Bad Honnef area and is very pleased that the campus is only a half hour bike ride from home.

Ingo Dahm, the new rector of the IUBH, began his career with learning technology. As Head of Academic Relations at Microsoft Germany, he not only developed software for education purposes, but also managed relationships with universities in research and education. At Deutsche Telekom, he was responsible for developing corporate study courses and for general strategy in academic education which includes Telekom's private university, HTL. As a vice president at T-Systems, he was responsible for the strategic development of a new business in the education domain.

Whenever you start something new, you have to deal with mixed feelings. There are new people to meet, many faces and names to remember, different ways of doing things, and many, many new impressions.

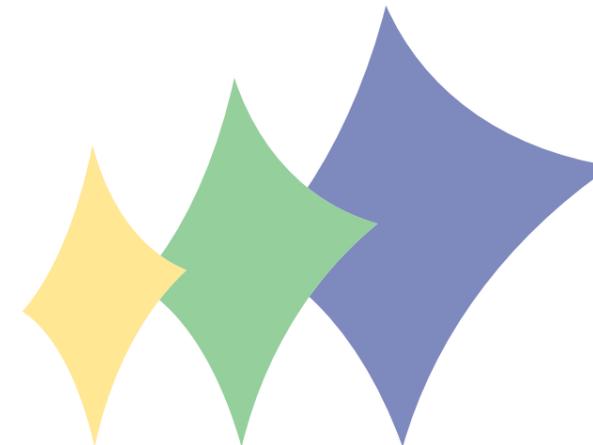
Ms. Bokel and Professor Dahm shared their thoughts with us:

Ms.Bokel: For me this has certainly been the case, but in the months since I've started my experiences have been overwhelmingly positive. The internationality of the campus combined with its beautiful surroundings makes for a great atmosphere for living, teaching and learning."

Professor Dahm agrees: "I know that education is a precious thing and our students count on us to give them an education that not only provides knowledge but also the practical skills they'll need as they begin their careers in a world that is constantly changing. I'm impressed with the commitment and passion of the faculty to deliver an education that keeps its promises. And the administrative staff answers endless questions and helps students in hundreds of ways - without them our university couldn't function."

Ms.Bokel: "Going to university also includes developing personal skills, and I see endless opportunities to do that. From opportunities to meet industry professionals in extracurricular activities, to living on campus, spending time together at Charlys, from sports like football and rugby, to societies like film or debating, to support groups like the Student Common Room and the International Society... I'm inspired by the energy and ideas of students as they work to make the university experience a fulfilling one."

Professor Dahm: "I feel very honored to be part of this fantastic institution. According to the renowned CHE ranking, IUBH is still the best German private university. However, we live in a fast-changing world that's well-connected and beginning to blur the borders between real life and the digital world. Educators of many universities have ignored these opportunities for too long, sometimes even seeing them as a threat. In contrast to them, we should develop and apply more modern methods on using social media and digital content and incorporate sophisticated concepts such as flipped classrooms or peer evaluations to provide Germany's finest education at IUBH."



Sandra Bokel
Campus Director

Ingo Dahm
Rector

WHAT HAPPENED, WHAT'S NEW?

PROJECT WEEK - "ADVANCED COMMUNICATION FOR STUDENTS"

Carsten Kiess, guest lecturer IUBH special week

For 2 days, project week turned into a public speaking lab for 10 students.

Elevator pitches, debating, presenting, speaking – the goal was to enable students to **communicate confidently in any given situation**.

On Monday morning the students started the day by introducing themselves. Everyone built, refined and presented their short introduction – their **elevator pitch** – three times. After each pitch the audi-

ence and the tutor, Carsten Kiess, gave extensive and practical feedback. Overall we heard 30 elevator pitches before lunch! Top on the list for the "what do I want" part was "an internship".

After lunch the seats were rearranged from a U to tables facing each other – **debating** time! The first topic was "This house believes that study fees for public universities should be abolished". Starting with a simple exchange of statements supporting and opposing the mo-

tion we delved deep into the rhetoric, tactic and strategy of the debate. The students built and presented their arguments for their position and challenged the other side. A final round on a different topic marked the highlight of this first day: "This house believes that alcohol should be banned on the campus".

The students were asked to bring their own **presentation** for the next session on Tuesday morning. Local culture, airline schedule management, business strategy – ten presentations were given, analysed and improved. Issues given consideration ranged from owning the stage to using compelling visuals, from building a story to body language.

Finally it was time for a **speech**. Equipped with an outline each student wrote a speech from scratch and delivered it. And the hard work paid dividends – after two days totally focused on communication, with massive feedback and a lot of **stage time** everyone pulled off the speech with ease and amazing results!

Public speaking is not a spectator sport. Two days of practice were just the beginning, now it's time to go out and use the new skills. ■



NEW STAFF MEMBER: JANA SADIROV

As a new team member we welcome **Jana Sadirov**, who has been working as Assistant to the Rector and Dean of IUBH since the spring of 2014.

After her Abitur in Germany, she completed her Diploma in IR (International Relations) with a focus on politics, law and economics in St. Petersburg. Additionally, she passed her exam as a certified Russian/English translator.

Back in Germany, she became Master of European Studies at the University

of Bonn (also with a focus on politics, law and economics). In the past years Jana has gained professional experience in institutions such as BMU, UNO, NGOs and private enterprises, where her open mindedness and international background (not only professionally but also because she had to leave her Caucasian home when the military conflict escalated) always played an important role. She especially appreciates the multicultural environment and pleasant working atmosphere at IUBH and is open for new challenges. ■



THE 1ST JOB KICK OFF ON THE IUBH CAMPUS

In the course of the first JOB KICK OFF organized by Career Services on the IUBH Campus Bad Honnef students and graduates had a chance to talk about employment opportunities with the companies' representatives.

Mr. Göran Göhring, CEO of Stagg & Friends GmbH presented the company and answered questions for the Event Management students. Mr. Martin Meux, IUBH alumnus and project manager at the VIR Verband Internet Reisevertrieb talked about careers in the tourism industry. Mr. Matthias Wirth, managing Partner from Konen & Lorenzen (Hospitality Headhunters) answered questions in Hospitality Management. Our alumna



Ms. Rosery, HR Manager from AHS Aviation Handling Services GmbH took part in the round table with the Aviation Management students. On June 12 and 13 stu-

dents were able to train their application and interview skills with Career Services. ASI Wirtschaftsberatung discussed salary negotiation strategies on June 12. ■

VISIT BY ENGLISH DESCENDANTS OF THE OWNERS OF THE BISCHOFSHOF, BAD HONNEF

In March 2014 an unusual request reached the IUBH rectorate. Descendants of the former owners of the Bischofshof asked to visit the campus. On June 10, Richard Rowland and Philip and Melanie Gibbs visited the IUBH Business School, whose campus contains the Bischofshof, the family home of the Ditges family.

In 1839, their relation, Alexander William Rowland married Henriette Ditges whose father Friedrich Ditges, a merchant from Cologne, had acquired the Bischofshof, after it was secularized in 1826. Alexander William Rowland was the proprietor of Rowland's Macassar Oil, a business

founded by his grandfather in about 1800. It made and sold one of the first hair oils and was credited as being one of the first nationally advertised products. Like the Hoover, its name became associated with the product.

By the 1840's the hair oil was being used by the Royal Family and nobility of England, as well as by several sovereigns and courts in Europe. The business was sold to Beechams, now part of Glaxo Smith Kline, in the 1940's. Alexander and Henriette lived in London and had eight children. Henriette died in 1851 giving birth to a daughter, Henrietta who became a

celebrated social reformer and founder of Hampstead Garden Suburb and the Dame Henrietta Barnett School for Girls in North London. So Henriette's name lives on. Richard has recently published his family history, Fifteen Generations of the Rowland Family. It is available online at www.rowlandgenerations.org. ■





ON MY BOOKSHELF

Prof. Dr. Willy Legrand, Professor in Hospitality Management

What book are you currently reading?

I am currently reading a book by Michio Kaku titled *The Future of The Mind*. One of the most well-known U.S. physicists, Dr. Kaku's book explores the mysteries of our brain. Will we be able to record our memories? Will we be able to videotape our dreams and communicate telepathically? Technologies already help us to control robots with our thoughts; can we then upload our brain to a computer? I find those questions extremely interesting for various reasons. Most notably, understanding the mind has tremendous applications in education – think about the advantages of backing up your brain after a long day at university and recalling the information whenever it is needed...

What motivated you to read this book?

I have always been interested in phenomena related to the earth and the universe. I started by reading Stephen Hawkins' celebrated work titled "A Brief History of Time" and Hubert Reeves' "Chroniques des Atomes et des Galaxies". Both books discuss the mysteries of the infinite 'large' (e.g. universe) and the very small (e.g. quarks). I think the very first sentence of Dr. Kaku's book

best describes my motivation to read this book: "The two greatest mysteries in all of nature are the mind and the universe." (Kaku, M. (2014) *The Future of The Mind*, New York: Doubleday)

What is your all-time favourite book?

I have many favourite books, so what about an all-time favourite author instead? Then, I would have to say Jules Verne. The 19th century novelist is known for his adventure novels which include some science fiction genre. Of course, beside "Journey to the Center of the Earth", "Twenty Thousand Leagues Under the Sea", and "Around the World in Eighty Days" which are amongst his most famous novels, I remember being fascinated by Verne's story titled "The Fur Country" (in French: *Le Pays des fourrures*). At university, I studied geography and one of my professors had asked for an analysis of a novel based on characteristics of physical geography – since Verne's many characters in *The Fur Country* travel through the Northwest Territories of Canada to the Arctic Ocean on a mission to create a fort at 70 degrees, north of the Arctic Circle – this was the perfect novel for the assignment. Jules Verne is my all-time favourite novelist.

If you were to write a book what would it be about?

I am very lucky to have already co-authored a few academic books. If I were to write a non-academic book, it would be a historical novel following a European family through the struggles of the 20th century – this would loosely be based on my own family story.

What book do you consider to be an essential read for your students?

Considering that my students are all hospitality and tourism majors, I would recommend Alain de Botton's *The Art of Travel*. How and why do we travel? Considering the increase in the number of international arrivals, year after year, de Botton philosophises about this wonderful activity which is: travelling.

What is your favourite children's book?

By far, my most favourite book as a small kid was (and still is through my own kids) *Le petit Nicolas* (in English: *Little Nicholas*) written by René Goscinny and fabulously illustrated by Jean-Jacques Sempé – an all-time favourite! (Try: *Nicholas on Holiday* – laughter guaranteed.). ■

INTRODUCING THE NEW HEAD OF LIBRARY INFORMATION SERVICES



Ms. Ulrike Wunder started at IUBH in September 2014. She graduated from the University of Applied Sciences in Cologne as a qualified librarian. For the past years she worked as Head Librarian of the European University of Applied Sciences in Brühl.

In the course of her work, which encompassed 12 months leading the library at the Cologne Business School, she familiarized herself with dual, extra-occupational und full-time study programmes in

an international context. She especially enjoys the various requirements of the different study forms.

At IUBH she is looking forward to gain more experience in a highly international environment and to get to know the characteristics and challenges of the distance learning study programme.

Ms. Wunder is particularly grateful for being part of a great team, which made the start at IUBH very easy for her. ■

INTAKE SEPTEMBER 2014



Semester start at the IUBH School of Business and Management: Around 260 national and international students started degree programmes in Bad Honnef and Bad Reichenhall

In September around 260 students started their studies at the IUBH School of Business and Management in one of the bachelor degree programmes in

Hospitality, Tourism, Event and Aviation Management, as well as International Management. The master degree programmes in International Management and Transport and Logistics also started at the same time. All students were welcomed by the IUBH rectorate. IUBH Dean Dr. Ingo Dahm was enthusiastic: "We can all be very proud. Our students are not just from the region and trained

for the region. Many come from really far away, for example from Mauritius, Cameroon or even Vietnam. Across such distances, the word is apparently out that in the Bonn-Rhine-Sieg economic region one can get an excellent education and shape the future. Our university is like a vitamin supplement that fights against the omnipresent shortage of qualified workers." ■

EVENTS ON AND OFF CAMPUS

IUBH GIVES ABI EVENT AWARD 2014

"Graduation ceremonies are special events. A good concept requires a lot of commitment – on top of studying for exams." With this message, Dieter Jäger from the Department of Event Management honoured the three best participating schools in the presence of jury members at the official awards ceremony on May 15th 2014. Once again the IUBH School of Business and Management gave the "Abi Event Award". The concepts of the high school graduates were evaluated according to creativity, feasibility and professionalism. Particular attention was given to the event's concept, integration and applica-

tion of a motto, ideas for finding sponsors, financial planning, scheduling, advertising and detailed personnel planning. The jury was comprised of David Ruetz, Head of ITB Berlin – the world's leading tourism trade fair, Christian Funk, editor of the European journal Conference & Incentive Management and Joachim Odenthal, managing director of Schloss Drachenburg GmbH in Königswinter.

The jury, as well as Dr. Bernhard Steinmetz from Cologne-Bonn Airport GmbH and Christian Mässen from the 2nd division basketball team Dragons Rhöndorf, participated in the festive awards

ceremony at the IUBH campus in Bad Honnef. On behalf of the university, the winners were congratulated by Prof. Dr. Kurt Jeschke, Rector of the IUBH School of Business and Management, Dieter Jäger of the Event Management Department and Lydia Heinen, a student advisor at the IUBH. In praise of the participants Lydia Heinen said, "It's always exciting to see the precision with which the graduates develop their Abi concept. A lot of graduating classes made submissions and scored well for the innovativeness of their ideas and professionalism of their presentations. The financing was well thought out and the variety of mot-



tos submitted, such as "NSAbi – We know Everything!" or "It's gonnABI Legendary" point out the creative quality of the concepts and their relevance to current global issues". The winner was the Municipal Engelbert-von-Berg-Gymnasium

in Wipperfürth. For the submission of their concept with the motto "It's gonnABI legendary" they received a cash prize of 2,000 euros. Graduates from Max-von-Laue-Gymnasium in Koblenz won second place with a cash prize of 1,000 euros sponsored

by the Cologne-Bonn Airport GmbH for their concept with the motto "NSAbi – We know Everything!" In third place, with the motto "Abikini – Small but it fits!" the Eichendorff-Gymnasium in Koblenz received a cash prize of 500 euros. ■

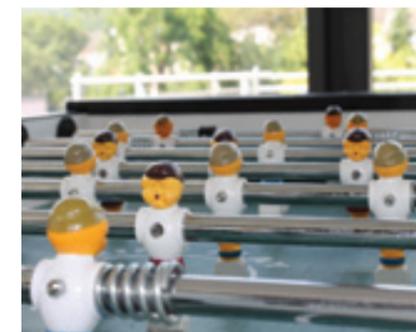
WORLD CUP POOL

Prof. Dr. Francisco Tigre-Moura, Professor in Business Administration and Economics

During the FIFA 2014 world cup, IUBH also had a huge competition of its own. Organized by Prof. Dr. Tigre Moura, the competition involved 20 staff members who had to predict scores for all 64 games. During the initial stages of the competition, Gabi Klein from Students' Office had a comfortable lead and seemed to be on an easy ride for the win. However, the knock-out stages saw a constant change in the lead and at the final game Dave Roberts took first place and was champion of the competition! The podium of winners also included Dr. Delgado-Krebs (2nd Place) and Prof. Dr. Bornemeyer (3rd Place).

Overall the in-housel competition was a wonderful excuse for everyone involved to watch all the games, have informal chats about subjects other than IUBH related issues and have great laughs. Also, the IUBH World Cup Staff Pool showed two ground breaking findings: First, considering that 2 of the final top 3 were females, the competition contradicted paradigms that suggest that males have greater football knowledge. Secondly, and more surprisingly, the competition showed that an Englishman can win a competition that is somehow football related! So congratulations again to first place winner Dave Roberts!

The next competition will be the 2016 EURO CUP! ■



IUBH CAREER DAYS 2014

Zinaida Dikushina, Career Services



Two-day on-Campus Job Fair

- 60 Companies and 160 Company Representatives
- 53 Company Presentations
- Interviews on Campus
- Free CV-Checks

On November 5th and 6th IUBH hosted 60 companies in the course of Career Days 2014, an annual career event organized by Career Services on campus in Bad Honnef.



Career Days is an excellent opportunity for students and alumni to network with companies, establish new job contacts, and find internship or full-time employment. As every year students, graduates and colleagues of the IUBH met with employers and learned more about job and internship opportunities from companies. We were especially proud to meet our alumni who came back to campus as company representatives and shared their experience with students.

In the last years the positive attitude of our students and alumni, the smooth organization of the event by Career Services, the catering in our anno-restaurant and the efficient service support provided by our scholarship students always left a lasting positive impression on the guests. Some of our students and graduates even got commitments for an internship or permanent job position on the spot. Many other made valuable contacts for their future careers.

The event is growing every year and we look forward to welcoming our partners to the Career Days next year. ■

OPEN CAMPUS DAYS

Choosing a university: Orienting oneself and reaching a decision - school has been finished successfully, but where does it go from there?

"With Open Campus Days our goal is to present IUBH in all its vibrant diversity, not just to provide information about the different degree programmes, but also about career prospects, financial issues, and, on the basis of individual consultations, to figure out which degree programme best fits the interests of the prospective students. Once again, sincere thanks to all participants who have taken the time to make our previous OCDs such a great event," said Lydia Heinen, Project Manager for Open Campus Day and IUBH Study Advisor.

"In the last 3 OCDs in 2014 (Jan 18th, March 3rd and May 24th) a total of 472 guests had a look around campus, including 263 direct leads for bachelor and master degree programmes. Visitors were able to attend mock lectures, explore our

facilities as part of a campus tour, and talk individually to professors and students about degree programmes. Furthermore, during "Alumni Talk" IUBH graduates were available to answer questions about job entry and career paths. In particular, the practical and international orientation of our programmes as well as our action-oriented learning attracts prospective students to our campus again and again."



Open Campus Days are always a great opportunity for prospective students and their parents to get informative insights about the variety of study programmes offered and the career prospects of our graduates.

We look forward to the next Open Campus Days! ■



REPORTS FROM CAMPUS BAD REICHENHALL



Shared happiness is double the happiness – Steigenberger Academy donates to Hohenfried

After the sensational success of Open Campus Day in May with about 1,000 visitors, notification of retained earnings could be announced: A total plus of 2,700€ from the practice-based project. True to the motto, happiness is the only thing that doubles if you share it, the organizers decided to donate this revenue. In the region, with the region, for the region – In retrospect of the event "Dahoam is Dahoam" can be identified as a living philosophy. At the ceremonial presentation of the donation, the Hohenfried team expressed their gratitude for the support and positive cooperation. A sequel is already planned for the next Autumn Festival at Hohenfried on November 15th and 16th.

Semester start: Sweet and salty

Together with Mayor Dr. Lackner the International University team welcomed the new students and gave them best wishes for a successful start in their study programme under the motto "Sweet and Salty". To help the newcomers feel comfortable and at home, in addition to attending lectures they also started off with a city tour, explorations of local places to eat and drink, and visits to the major sightseeing attractions in Bad Reichenhall. True to the hospitality and tourism management field of study, the students discovered the advantages of the region. ■

Savoir-vivre with Gerolsteiner at the Steigenberger Academy – water and wine for the right lifestyle.

Life is not only about work, but also about enjoying the pleasures of living – In this spirit Mr. Alexander Kohnen from the International Wine Institute and Mr. Franz Gruendel from the Gerolsteiner Company held a Campus Meets Business seminar. A good glass of wine is part of today's lifestyle. A good glass of water too? At a seminar at the Steigenberger Academy, future hotel managers were able to figure out a connection between their own sense of life and the lightness of water and wine and the fascinating WeinPlaces initiated by Gerolsteiner. Out of 200 wine gastronomies, a jury selected the best places. The two representatives talked with the future restaurant and hotel managers about what is important and how one can profit from gastronomic competence.

Bavarian Television visits Steigenberger Academy

It is often said "Learning years are not earning years" when describing apprenticeship years. Why apprenticeship years at the Steigenberger Academy also mean being a "guest" was shown in a live Bavarian television broadcast on October 7th. It was exciting!

Bavarian style welcome for the start of school

It was quiet at the Steigenberger Academy for long enough! After the long semester break the new academic year started at the Academy. Once again, upper level business students organized a Bavarian evening to welcome the new students. With pretzels, white beer, lederhosen and dirndl dresses they gave a great welcoming party.





IUBH AND LUFTHANSA CELEBRATE 10 YEAR ANNIVERSARY OF ST.I.P AVIATION



Since 2004 the IUBH School of Business and Management and the German Lufthansa AG have successfully cooperated in implementing the **Study and Intensive Practice Aviation** programme, known as **st.i.p Aviation**.

On Friday, September 5th, the tenth anniversary of this programme was duly celebrated at the Lufthansa Training and Conference Centre in Seeheim near Frankfurt. About 50 graduates and participants of the st.i.p programme as well as the programme's managers from IUBH and Lufthansa joined together in a relaxed atmosphere where they were welcomed on behalf of Lufthansa by Åsa Lautenberg, Head of Corporate Talent Management. After the welcoming addresses, an impressive selection of the different career paths st.i.p graduates have taken within the Lufthansa Group was presented to the participants, attesting to the consistently high level of the programme's attractiveness.

Each year, up to 15 students can be admitted into the collaborative programme. Parallel to their degree programme in aviation these students complete systematic practical assignments for a total of 36 weeks in operational areas such as Cargo and Check-in, as well as two assignments in commercial departments of the Lufthansa Group in Germany and abroad. Preparatory and accompanying training, lectures and tours complete the programme. Admission requirements include matriculation in the Bachelor study programme Aviation Management and successful completion of Lufthansa's application and selection process.

Prof. Dr. Karsten Leibold acknowledged the longstanding collaboration: "With the st.i.p programme IUBH and Lufthansa have succeeded in combining a top-class university education with a comprehensive practical

programme in which the career paths of its graduates underscore the spectacularly high quality of the programme. Even today, we are already looking forward to the next milestone anniversary of the programme. ■

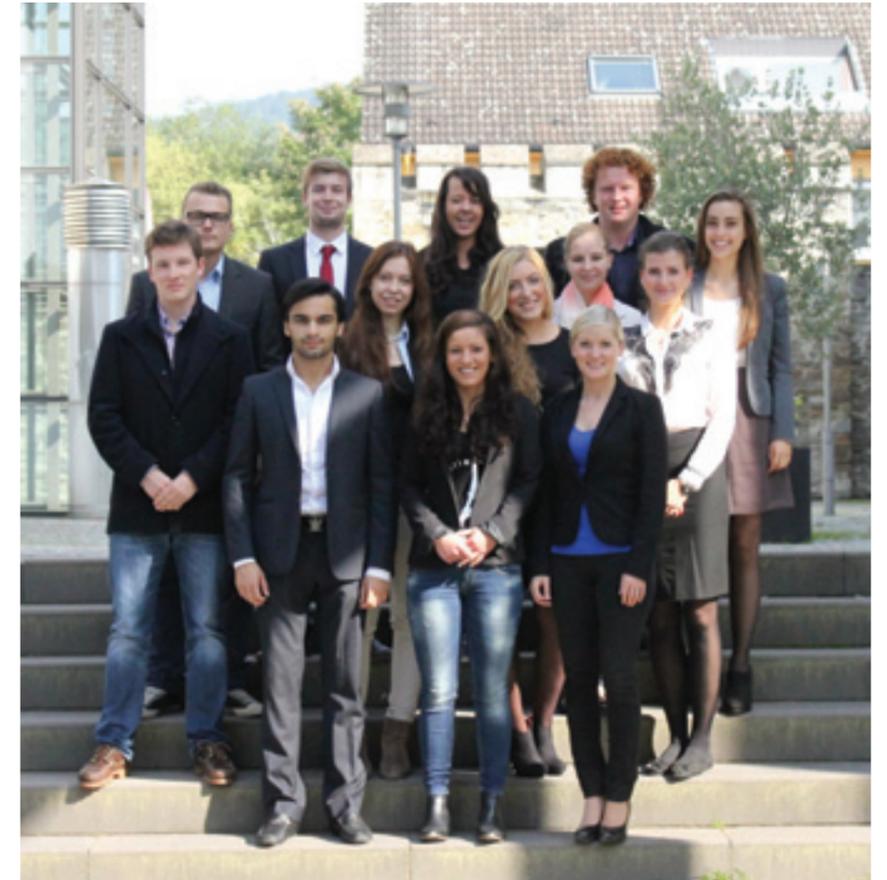


In 2015, the Business +/- Ethics Series will go into its fourth year and continue to contrive new approaches to pressing issues of our time by debating and reflecting upon them from different perspectives with the assistance of prominent guest speakers.

On June 18, 2015, we will be discussing the implications of the digital revolution. Are we all going to be 24/7 nerds? What does that mean for our professional and personal lives?

Last year the Business +/-Ethics Series discussed issues of ethical management under the topic "Moral, Management, Money – Leadership in Conflict between Profit Maximization and Value Orientation" (guest speakers: Prof. Dr. Elisabeth Jünemann and Dipl. Ing. Peter Kuhne) and approaches to sustainable tourism with Petra Thomas, managing director of "forum anders reisen" and Prof. Dr. Nicolai Scherle of BiTS Iserlohn.

The event series is supported by IUBH School of Business and Management, KSI (Katholisch-Soziales Institut) and Bonn/Rhein-Sieg Chamber of Commerce and Industry. The event is organized by IUBH International Event Management students. ■



S.O.A.P - STUDENTS ON AIR PROJECT

Over the last four years, editors at NRWision, NRW's educational TV station, have developed various themes for shows. One of them is Event ABC, for which IUBH event management students produce short films about the event industry. At the beginning of the year a group of students created a film about how to plan a wedding. NRWision editors chose it as the "Tip of the Week" and repeated it several times in the programming schedule. The latest Event ABC production, "Warum Produzieren Wir Filme (Why Do We Make Films)" began airing in mid-November.

IUBH students produce the films through the Students on Air Project (SOAP), started in 2010. The editorial of-

office is managed by students for students and provides education in film media as well as practical experience in creating short films. Professor Astrid Mühlböck supervises the project and notes that such media skills are important in the event industry, where most companies have films on their websites. Knowing how to produce them offers a clear job advantage.

With the financial support of the Media Institute (LfM) of NRW, students conceptualize film and edit their work using the television facilities of the Katholisch-Sozialen Institut (KSI) close to the Bad Honnef campus. The facilities are impressive, with a green screen and the possibility to control things using an

iPad. SOAP is open to all students, so if you're interested in learning how to create professional films, get in touch with Susanne Östergren, who runs SOAP, at susanne.oestergren@iubh.de. ■



SUMMER FESTIVAL FOR BEGINNERS

Dieu Huong Nguyen, Student in Event Management

Practice makes perfect! The best teacher for learning event management skills is experience. Being that IUBH is a practice-oriented university, third semester Event Management students are responsible for organizing an event.

This summer five students planned a summer festival from scratch. The first step was doing research, and then developing a suitable concept. After that it was all about implementing the idea 'A culinary trip around the world' and getting in touch with the right people and exhibitors. In cooperation with Schloss Drachenburg in Königswinter, the students had an excellent chance to work at a professional event location. On the day of the event the weather was perfect, the food delicious and the guests enjoyed themselves. It was quite a challenge, and not always easy, but with great team spirit and a lot of enthusiasm they were able to hold their first successful event – learning by doing! ■



PRACTICE MAKES PERFECT



Hospitality is about service, and students entering the hospitality management programme are expected to have this mindset from the start. They learn the business side of working in the industry in the classroom, and gain hands on experience through the practical programme. It may be a break from textbook learning but still brings many challenges.

For the various gala dinners held each semester the students begin planning months in advance and assigning responsibilities for deciding on the theme, planning the menu and the corresponding wines, the marketing, the logistics, the financing of entertainment, the food preparation, the service, and so on. Most realize pretty quickly that restaurant and hotel businesses are not easy. Dividing up the tasks effectively allows each student to put their existing knowledge to use as well as learning some new skills along the way.

At some point in their early careers or during internships students will spend time in hotel receptions and sales departments. In the campus Fidelio lab students learn and practice using all the necessary hotel reservation software. This means they are fully operable from the start of their spell in the Front Office. Skills like food production, wine science, restaurant and bar service, event planning, and the "art" of win-

ing and dining are learned by doing under the supervision of lecturer Philip Sloan. In addition to industry skills, students must also develop teamwork and communication skills. Working with a large number of people with varying levels of knowledge can become stressful so commitment and a strong team spirit must be established from the start. Time management is critical too as preparing and serving several courses to a large number of customers can become a bit chaotic.

Another part of the practical programme is the culinary arts cookery class, in

which students must plan and prepare 4-course menus in the anno kitchen under the guidance of French chef David Baillet. The results are judged on design, appearance and taste by a panel of IUBH faculty and staff. The spots on the judging panels go quickly and for the judges it's a nice change to be on the receiving side of the service exchange. Besides the skills and the sense of achievement and pride that students gain from this programme, they often find that their motivation and passion for the industry becomes even stronger. When they finish, they are truly "hospitality people". ■



BUILDING A CAREER IN THE UAE: IUBH ALUMNI TAKING ADVANTAGE OF THE EXPONENTIAL GROWTH AHEAD OF THE WORLD EXPO 2020 IN DUBAI

Prof. Dr. Willy Legrand, Professor in Hospitality Management

Dubai is known for its extravagant hotel properties, attention to personalised service, detailed amenities and delicious food. Every hospitality professional or hotel aficionado will want to visit the destination if only for the sake of learning something new about our industry (or spending some time watching the sun set at one of the many sandy beaches...). With this in mind, and shorts and t-shirts in their luggage, a group of IUBH hospitality management professors and master students visited Dubai and Abu Dhabi at the beginning of October 2014. Premise for the visit was the annual EuroCHRIE Conference (CHRIE: The Council on Hotel, Restaurant, and Institutional Education) which took place at the Emirates Academy in Dubai. Prof. Dr. Willy Legrand, Prof. Dr. Clare Hindley, Ms. Beverley Wilson-Wünsch and Mr. Philip Sloan all presented various research papers during the 2-day conference, an event which brings together leading universities in Europe, Middle East and Africa that have a focus on hospitality management education.

Three students of the Master in International Management programme completing their major in Hospitality Management, Ms. Katharina Scharrer, Ms. Jennifer

Böckmann and Ms. Bianca Breucker, decided to join the trip to the UAE with the goal of completing a broad range of hotel site inspections and networking with

these include IUBH Alumni and thus the visits were quickly scheduled and included the following:



Monday, October 6th:

Atlantis the Palm, Dubai - visit led by IUBH Alumni Ms. Janet Blasius (formerly Assistant Manager Learning & Development)

Tuesday, October 7th:

Pre-Opening Sheraton Grand Hotel Dubai - visit led by IUBH Alumni Mr. Jacob Frisch, Vita Futura Mgmt Trainee-Pre-opening Team

Wednesday, October 8th:

Royal Catering Abu Dhabi & Yas Marina Circuit Abu Dhabi F1 Racing Track - visit led by IUBH Alumni Mr. Hubertus Meyer-Kuhlenkamp, General Manager Operations

Wednesday, October 8th:

Emirates Palace, Abu Dhabi - visit led by Ms. Ms. Irina Beloshchuk, Leisure Sales Manager

Thursday, October 9th:

Grand Hyatt Dubai - visit led by IUBH Alumni Ms. Christine Bohn, Sales Coordinator and Mr. Alan Sorensen, Learning & Development Manager

Thursday, October 9th:

Burj Al Arab, Dubai - visit led by IUBH Alumni Mr. Peter Lederer, Human Resources Manager

Friday, October 10th:

Emirates Aviation College - Crew Training, Dubai - visit led by IUBH Alumni Ms. Laura Kickartz, Cabin Crew and Ms. Mary G Carr-Murray, Training Specialist- Service



Welcoming IUBH at Royal Catering & Yas Marina Circuit Abu Dhabi F1 Track, Abu Dhabi - left to right: Ms. Jennifer Böckmann, Ms. Laura Kickartz, Ms. Katharina Scharrer, Ms. Bianca Breucker, Ms. Beverley Wilson-Wünsch, Mr Hubertus Meyer-Kuhlenkamp, Prof. Rose Delgado Krebs, and Prof. Dr. Willy Legrand



Welcoming IUBH at the Burj Al Arab, Dubai - left to right: Ms. Jennifer Böckmann, Ms. Katharina Scharrer, Mr. Peter Lederer, Ms. Bianca Breucker, Ms. Laura Kickartz, Prof. Rose Delgado Krebs, Ms. Beverley Wilson-Wünsch, and Prof. Dr. Willy Legrand



Perhaps one of the most famous views of Dubai - Overlooking the Jumeirah Beach Hotel (location of the 2014 EuroCHRIE gala dinner),

the Burj Al Arab and the Jumeirah beach in between



The sheer amount of information, visual impressions and discussions about the world of hospitality during these visits would amount to a book! So here are only a few examples of questions that were discussed during those visits:

- **How do you ensure that agreed upon service standards are met when you have a team of more than 3500 for one hotel property?**
- **As an average in the region, the yearly employee turnover ranges from anywhere between 30% and 35%. This could mean that for a large property (for example the one above), the training department welcomes 100 new team members per month. How and where do you recruit so many new employees?**
- **How do you organize catering for a wedding with 7000 guests where men and women are served separately?**
- **Catering requests in the UAE are often on short-notice. How do you organize and operationalize these short-notice demands (for example a banquet for 500 guests within the next few days)?**
- **How do you plan and execute the catering for an event where more than 50000 visitors are expected within a two-day period? It is not uncommon to find anywhere from between 50 to 70 different nationalities in the hotels or airlines in the UAE. How are the differences managed?**
- **Dubai is planning to double hotel capacity by the World Expo in 2020 – what does this mean in terms of opportunities for future IUBH graduates?**

Finally, on Thursday the 9th of October, IUBH professors organized an Alumni gathering at the Belgian Beer Café located in the souk of the Madinat Jumeirah. With an evening breeze and temperatures of roughly 33 degrees Celsius and views of the beautifully-lit Burj Al Arab, a dozen IUBH Alumni gathered for an evening of talks and networking, some even flying in from Qatar and Oman for the occasion. The evening was an opportunity to tie the networking knot for all present.

Upon returning, I did the following experiment:

Ask anyone the following question: **“Please name some of the most famous hotels in Dubai”** and the standard answers will be: The Burj Al Arab, the Atlantis Palm and the Emirates Palace (although the latter property is located in Abu Dhabi).

Everyone was thrilled to have the opportunity to enjoy individually-tailored visits to the properties mentioned above, as well as many other equally astonishing properties, and to gain valuable inside knowledge about daily operations – thanks to everyone who participated and made the UAE trip so unique. ■



IUBH Alumni gathering at the Madinat Jumeirah

DUBLIN FIELD TRIP

Ann-Kathrin Rau, Student in Hospitality Management



In May, IUBH students from different fields of study went on a trip to Dublin to take a closer look at numerous companies, including SAP, Google, Primark, Guinness, Jameson, and Ryan Air. We got a deeper understanding of how a giant software company works in the face of the challenges posed by cloud computing and how an airline like Ryan Air is able to offer such low prices to its customers. Primark’s managers in Dublin talked to us about the company’s philosophy and outlined the logistical issues related to high product turnover.

At an excursion to Jameson and Guinness, we had a tour of their beverage production facilities and saw how much work as well as technology it takes to produce them. Google was particularly interesting for all of us since this company is basically everywhere: they have expanded their activities to include more than just the google search engine. It was both fascinating and frightening to see how much power one single company holds!

The Dublin trip was an excellent opportunity to get a deeper understanding of how each company operates, to learn more about each market in which they operate and to take a closer look at the companies as potential employers for us. The time was not only an exciting opportunity to visit companies, but also an outstanding chance to meet great people and make friends with the other students on the trip. ■



BUSINESS SAILING TRIP WITH PROF. DR. WARNING

Gabriel Kürten, Student in International Management



The annual Business Sailing Trip, organized by Prof. Dr. Hans Olaf Warning, took place once again on the weekend of July 4th to 6th, 2014. Together with four IUBH students (Maximilian Ahlbrecht, Marvin Grünsfelder, Gabriel Kürten, Jochen Müller) the experienced sailor Prof. Warning planned the sailing trip from Lelystad to Amsterdam not only as a unique way to discuss important management issues, but also as a chance to learn sailing skills.

The management issues revolved around the theme of leadership, in the broader sense, and the trip aimed to give soon-to-be IUBH graduates a chance to acquire soft skills in the context of "real life experience". Being that it is difficult to teach leadership in a classroom setting with regular curriculum, confronting the challenges of mastering a sailing yacht was a great chance for students to get first-hand experience with "delegating successfully", "time management", "managing teams" and "motivating people". Each student prepared an interactive presentation about one of these issues, which was then enriched and illustrated by Prof. Warning's own practical experience.

For the Business Sailing Trip the sailing yacht itself was seen as its own small organization in which every sailor had to fulfil certain tasks. For example, the helmsman announced the sailing manoeuvres and the rest of the crew then had to work the rigs and sheets in accordance. Even in the evening, when not sailing, the group sat on deck and had long discussions about management issues, career prospects, master degree programmes etc. All in all it was a very enriching experience that required and actively encouraged teamwork. ■



INTERNATIONAL EXPERIENCES ON CAMPUS

Magda Sylwestrowicz, Lecturer Languages and Communication Department

Just over ten years ago, I bid farewell to the freezing winters of Canada and made the journey to the more tropical climes of northern Europe. For much of that time I've been in Germany and working at IUBH. One of the things I love about my job is the international environment I work in. My departmental colleagues in Languages and Communication are a German with a sunny Spanish soul and two transplanted Brits whose biting humour has remained intact.

When I began teaching Business Communication, I would spend several lessons discussing the differences and similarities between cultures and providing various anecdotes from my own experiences. Now I find that I can ask the students themselves for examples. So many of them have travelled to work or volunteer or simply to feed their sense of adventure, and in my classes I see more and more international faces - this semester in just one course I have students from Greece, Belgium, Finland, France, and Luxembourg in addition to the German ones.

I asked two international students about their experiences so far. Susanne Oester-

gren worked as a phone operator at Karolinska Hospital in her native Stockholm, Sweden before coming to Bad Honnef to start her degree in event management. For her one of the benefits has been gaining an understanding of different cultures. IUBH course projects are often done in groups and these groups reflect the diversity of the student community. Brandon O'Connor, a tourism management student on exchange from Niagara University in the US, chose IUBH because it gives him the chance to earn a second bachelor degree. He believes one of the biggest benefits of going abroad will be apparent once he begins looking for work. Dr. Gary Praetzel, the dean at Niagara University told him that some employers specifically look for students who have the "guts" to go abroad, because this shows flexibility. "It definitely sets you apart from the thousands of other students," says Brandon.

Both agree that the biggest challenges of going abroad have to do with language and culture. Patience and an open mind are needed for dealing with bureaucracy and learning some of the cultural norms. Brandon explains that as a native English

speaker it's difficult to come to another country with language skills that can't be used. And although she's in her sixth semester, Susanne says that she still gets homesick, especially around the holidays.

Susanne and Brandon recommend new international students start preparing before they even leave home. "Learn some German before coming here, even Google translate phrases will help when food shopping," advises Susanne. It's also important to know a bit about the way things are done, including paperwork, being on time and celebrating Carnival. Brandon advises coming with a fresh slate: "What I mean by that is to come here with an openness to learn and discover a new culture. At first, the move was difficult for me in terms of cultural norms I had back home. However, once you really look out and see what Germany and the university has to offer, it can be very rewarding." Susanne has a practical solution for homesickness: "Don't sit around at home, invite your friends over for some of your traditional culture, food, entertainment: IUBH students enjoy experiencing other cultures!" ■



IUBH TOURISM MANAGEMENT STUDENTS SUPPORT MYLOCALSCOUTS WITH MARKET RESEARCH

Janka Kensik, Lecturer in Tourism Management



In June 2014 the competition "Sprungbrett 2014" for innovative business ideas within the tourism industry took place in Berlin, an annual initiative of Verband Internet Reisevertrieb e.V., as an integral part of VIR Innovationstage.

Jessica Brockmann, charismatic founder of mylocalscouts.net, easily convinced the jury of tourism experts with an innovative online business concept for "world discoverers" looking for like-minded people at a destination to act as local leisure activity scouts. Out of seven finalists the Hamburg based company mylocalscouts

took the lead. Special about the concept presented was, in any case, the "pay what you want" method as a profit and growth strategy that got controversially discussed among business experts. The IUBH Tourism Department was again part of the jury and sponsor of a student research project to support the winner. The research will be carried out in WS 2014/15.

mylocalscouts decided to focus research on content and attractiveness factors of scout profiles that are favourable for a target group of people aged 20-40, as well as key factors influencing the scouts' tips.

Tourism Consultancy Project students will carry out a study and develop a scout tutorial based on their findings. The results of the students' research will be presented to Jessica Brockmann in January 2015.

"..I really appreciate having the chance to work together with a group of young, motivated students! The market research will help us to improve mylocalscouts and the insights and ideas we created during discussions and brainstorming are extremely helpful for us. I'm quite curious to see what the results will be at the end of the semester!" ■



WHAT DOES ... ACTUALLY DO?

This time:

Ms. Silke Söhnle · Head of Examination Office

Silke Söhnle started at IUBH in October 2001. She has made her way through various departments, including the students' office and the chancellor's office. She now leads the examination office at the IUBH School of Business and Management and is responsible for examination policies on the Campus Bad Honnef and Bad Reichenhall.



What do you actually do at IUBH?

Since October 2001, I have witnessed how a small university with about 120 students has become a place with nearly 1600 students. I started in the Students' Office, was temporarily in the Chancellor's Office and since 2004 I have been working in the Examination Office. This is where we process all requests for recognition of credentials (year abroad, semester abroad, change of study programme, credits from other universities or CCI-training). We also update and maintain the curriculum and grades in CARE and manage the entire organisation and implementation of examinations (three times per semester). We prepare the documents and diplomas as well as certificates that our graduates receive on their graduation day.

Ms. Söhnle, what are the biggest challenges in your job?

Setting up the examination schedule is one of my biggest challenges. Every student has the right to take all regular examinations in an examination phase. It must therefore be ensured that individual courses don't overlap. The examination schedule is very complex due to the fact that in some cases there are three different examination regulations in one degree programme and thus different examination forms for the same subject. The ever growing number of exchange students who are enrolled in courses in all degree programmes and taking exams makes planning all the more challenging.

What do you enjoy the most?

It is always something very special to see how, within just three years, a young high school graduate becomes a mature, responsible university graduate. At the graduation ceremony when our graduates hold their diploma in their hands, this also fills us with a sense of pride – we feel that we have been a part of their success.

IUBH NETWORK

VIVE LA FRANCE, VIVE LA COOPERATION

Sebastian Viehhofer & Nina Minderjahn-Stein, Students in International Management

According to the website of La Rochelle, this small port city in western France has attractions like the largest marina for pleasure boats in Europe and the FrancoFolies, one of the biggest music festivals in France. The École Supérieure de Commerce de la Rochelle (LRBS - La Rochelle Business School) also has some interesting study abroad opportunities for IUBH international management and tourism students.

Students and lecturers are quite enthusiastic about living the French lifestyle while studying in English; several IUBH students, among them Sebastian Viehhofer, Nina Minderjahn-Stein and Adrian Kaiser are already in La Rochelle. Nina Minderjahn-Stein says the structure of the courses is a bit different but like at IUBH there are group projects, presentations and tests during the semester. Apart from its location on the Atlantic, La Rochelle is

also appealing because of the large number of students, which means that cafés and bars are quite lively in the evenings. It is also easy to take the train to Paris, Bordeaux and Nantes, although in the city itself a bicycle is quite practical. Sebastian Viehhofer is also at LRBS this semester and points out the sense of choosing this school: "France is historically one of the biggest trade partners of Germany and I can also improve my French language skills. The school is also part of the Grande École system in France." Sebastian is impressed with the internationality of the program, as there are about three times more international students than French ones.

Marketing professor Claudia Bornemeyer participated in the International Partners' week at the university earlier this year as part of the Erasmus lecturer exchange program. Lecturers from LRBS' partner

universities from all over the world met to present short lectures in French, English or Spanish on the topic of innovative business and management practices with old and new markets. The program was very diverse, including topics like sports sponsorship, tequila imports and exports and lean management in everyday life. Social activities allowed participants to get to know the city and of course its restaurant scene. All three agree that La Rochelle is a great city to visit and to live, with wonderful leisure opportunities, especially in summer – the beaches are beautiful and summer lasts into the middle of October. The quality of life in the city combined with LRBS' international AACSB accreditation and its status as the only French school with TedQual accreditation, make it an excellent option for students who want to want to experience studying in another culture. ■



IUBH CAMPUS LIFE: SPORT CLUBS AND SOCIETIES

NEW IUBH COMMUNITY ADVISOR: DAVE ROBERTS

At the beginning of May, lecturer Dave Roberts took on the new responsibilities of the IUBH Community Advisor. This role aims to increase the sense of community on campus while providing opportunities for the student body to enhance their social education. Mr. Roberts helps to start and develop new clubs and societies while also supporting the Student Common Room in its activities. A key aspect of Mr. Roberts' job is to help international

students gain the most from their education at the IUBH and their time in Germany. He has several projects in development that will facilitate and encourage their integration on campus. One of these is the newly formed International Society, a support and information group for new and existing international students. The Society organized the Germany vs Rest of the World football match, which the host country won. ■



EUROKONSTANTIA 2014

As in every year, IUBH sports teams participated in the Eurokonstantia in the town of Constance on Lake Constance. A total of five teams, with over 60 participants including supporters, competed for trophies. The IUBH Barbarians & Barbarinas, the IUBH Soccer Team, the IUBH Volleybats (Volleyball) and the IUBH Shooters (Basketball) sent their teams to participate in the tournament. After a 9 hour bus ride the teams arrived Thursday night and set up tents at the campsite.

The competitions started on Friday morning for all teams. Unfortunately the Barbarinas only had the chance to play four friendly games against the University of Constance Rugby Girls as their tournament was cancelled due to a lack of teams. All other teams played the full tournament. Although the IUBH Shooters, Volleybats and Soccer Team did not make it to the semifinals, the IUBH Barbarians made it to the finals but were unfortunately then beaten by the University of Karlsruhe.

All the teams had a great time over the weekend not only enjoying fantastic sports but also Lake Constance, the Rock Night and other parties organized by the event teams. Many say that this trip to Constance is a must go for every IUBH student who wants to have a great time during their studies! Supporters and players are welcome to join in 2015! ■



SPORTS ROUNDUP

Rugby

Since starting up on campus at the beginning of 2009, rugby has become an IUBH fixture. The IUBH Barbarians now have a female team, the Barbarinas, and have racked up an impressive list of accomplishments and a dedicated fan following, which comes to cheer on the team no matter how miserable the weather.

In November, on a rain-sodden pitch nearly as wet as the neighbouring Rhein, the IUBH Barbarians finally managed to beat RC Bonn-Rhein-Sieg (2. Bundesliga) by 17 points to 16 -after six years of trying. Despite a few knocking themselves unconscious and sending some of the opposing team to hospital, the IUBH team played well and even won praise from the coach of the opposing team.

In July the NRW squad was announced for the national and international rugby sevens season. While 11 of the 12 players come from clubs in Cologne and Aachen, one player, Daniel Freistedt, has just finished his aviation studies at IUBH.

The Barbarinas, in only their second year of competitive rugby, demonstrated great skill and determination finishing in a very creditable 7th place (out of 16) in the Deutsche Hochschulmeisterschaft in Göttingen in June.

Also in June, Pitt Reiter played for the Luxemburg national team at the European 7s tournament in Prague, where he scored twice and Luxemburg finished 3rd overall.

Alumnus Björn Pettersen was a member of the Norway Rugby League Squad that opened their Nordic Cup campaign with a match against Denmark.

At the Eurokonstantia tournament the Barbarinas received the Team Spirit trophy for their success against RC Konstanz. The Barbarians became the first team to reach the rugby final two years in a row, but were unfortunately beaten by a strong Karlsruhe side in a very close game. The IUBH itself received the Best Supporters award.



Boxing

In July, Vsevolod Bashylinn, one of our international management students, represented the IUBH in boxing at the annual Deutsche Hochschulmeisterschaften in Kiel. Despite dislocating his shoulder in the semi-final, he still won third place in his light welterweight class.

Football

Just after the start of the semester the inaugural IUBH international football game was played on the island in Bad Honnef. The well-drilled and tactically organised "Germany" team (managed by IUBH Chancellor Georg Ummenhofer) faced the technical brilliance and unpredictable skills of "The Rest of the World" (managed by lecturer Dave Roberts). The internationals did their best but Team Germany took the game.

A slightly more formal game was played by the IUBH football team at Eurokonstantia, in which the team won the second division competition.

The international Eurokonstantia Tournament takes place in Konstanz each year and features various sports. This year over 60 IUBH students proudly represented the university in the volleyball, football, handball, basketball and rugby competitions. We also had plentiful support from alumni, students on internship and the many families of those competing.



LEO GIVES DONATION TO SUPPORT CHILDREN WITH CANCER

At the end of July, the LEO-Club Bad Honnef, the youth organisation of the Lions Club International, gave a donation of 2883€ to a social institution in Bonn that supports children and adolescents with cancer („Förderkreis für krebskranke Kinder & Jugendliche - Bonn e.V“).

The LEO-Club launched their promotional campaign days in advance, and invited people to come to a benefit party at Rhein-substanz, a discotheque in Bad Honnef. All income from this event as well as many other motto parties was given to the charity.

Miriam Röttger, former president of the Club, and Fabian Lehmann, current president of the Club, delivered the donation together: “We are passionate about giving our best to help young people in need. With this donation we hope we help many children and that we will be able to continue providing support in future.” ■



ONE PIECE MORE

On May 31st the LEO Club Bad Honnef, including student members from IUBH School of Business and Management, held another “One-Piece-More” activity in front of Hit-Market in Bad Honnef.

As an established event organized once every semester, the LEO Club works together with the German organization ‘Die Tafel’. This organization helps people to cover their essential costs of living by providing them with food supplies. Honnefer residents in need can get a so called ‘Tafelausweis’ which qualifies them to receive basic provisions. The issuance of food parcels is carried out in the former youth centre behind St. Johann Baptist church. The ‘Tafel’ supports the LEO Club at the “One-Piece -More”

event not only with extra man power but also with their expertise about needed goods and by transporting the collected supplies in their ‘Glücksritter’ van.

During the day, members of the LEO club approach customers to encourage them to buy an additional piece in their purchases and donate it. Hit-Market contributes support by providing beer tent tables to store the goods and a pavilion to ensure a successful event independent of weather conditions. Hence, it is not surprising that the gratifying amount of 61 boxes of food and 243€ in cash donations could be collected. “We are very pleased with the results”, said Josephine Beutnagel, currently Vice President of the Leo Club, and added, “Without the

support of all our fellow members, ‘Die Tafel’ and Hit-Market this would not be possible and a lot less fun – thank you all.” ■



THE LEO CLUB

The Leo Club is the youth organization of the Lions Club International. Our purpose is to unite people who share a commitment to charity and want to help children, elderly, disadvantaged, disabled or sick people in the community under the motto “we serve”.

The club was founded in Pennsylvania USA in 1957 and came to Germany in 1970. Today we can proudly say that there are 6,400 clubs and 160,000 members around the world.

Leo stands for:

- **L = Leadership**
- **E = Experience**
- **O = Opportunity**

We bring a spirit of dedication to do whatever we can to help those in need. Furthermore we care about diversity and community and bring an open curiosity for new challenges and ideas. Last but not least, it is self-evident for us to show respect and tolerance for everybody with whom we come in contact.

LEO ACTIVITIES

Graduation (April & October)

This is one of our smaller activities where we help out in the coat room at the ceremony and the evening party and donate part of the money collected to a good cause. It’s also a nice way to get cheaper tickets to the party and celebrate with alumni and club members at great locations like Godesburg, Kameha Grand, or Petersberg.

Prof@Turntables

Prof@Turntables is one of our new activities that we started in 2013. It takes place in the Heinbar and is a great opportunity to experience your professors in a different atmosphere. So far professors like M.A. David Roberts, Dr. Tigre Moura, Prof. Dr. Warning, Prof. Dr. Assmus or Dr. Randolph, Prof. Dr. Claudia Bornemeyer, Prof. Dr. Susanne Böhlich, Prof. Dr. Hans-Olaf Warning and MSc Beverley Wilson-Wünsch have taken charge of the music. The entrance fee is later donated to different institutions or to help victims of, for example, the Typhoon in the Philippines in 2013.

Icebreaker

The Icebreaker is our Leo intake event at the beginning of each semester. On this occasion we introduce and integrate all new members and organize great activities. (New members are actually called “guests” until officially voted into the club after one semester.) Icebreaker activities have included a scavenger hunt on campus, a fun photo challenge around the university, and a black light bowling event, always in combination with an amazing buffet arranged by the members. (This is a member only event)

Leo Party

This party takes place twice a year, always under a different motto to enhance the fun. In cooperation with Rheinstubstanz, one of the Leo’s task forces organizes a whole night with music, drinks and little surprises. We have already hosted amazing parties under the motto Great Gatsby, Fire vs. Ice and Woodstock. The party is not restricted to IUBH students, so take the opportunity to meet new people by dressing up and dancing through the night.



One Piece More

This is one of our most successful activities and always takes place at HIT-Market in Bad Honnef.

The goal: get people that are grocery shopping at HIT to buy one piece more for charity purposes. Later the "Tafel" counts all the boxes with canned food, bath items and other long life products and hands them out to people in need. The record is 81 boxes and many happy faces.

X-Mas Market and Summer Festival at Drachenfels

We are usually asked to paint children's faces, read story books, and supervise handicrafts or other kid activities while their parents enjoy Christmas punch and music. In the summer it is also nice to take a tour of Drachenburg and enjoy international cuisine.

Become a member

Take part in our regular meetings and

activities and show your commitment. We are happy to have you! ■



TWO BARS, SIX PROFS, LOTS OF FUN

Professors become DJs as Leo Club Bad Honnef hosts 'Profs@Turntables'

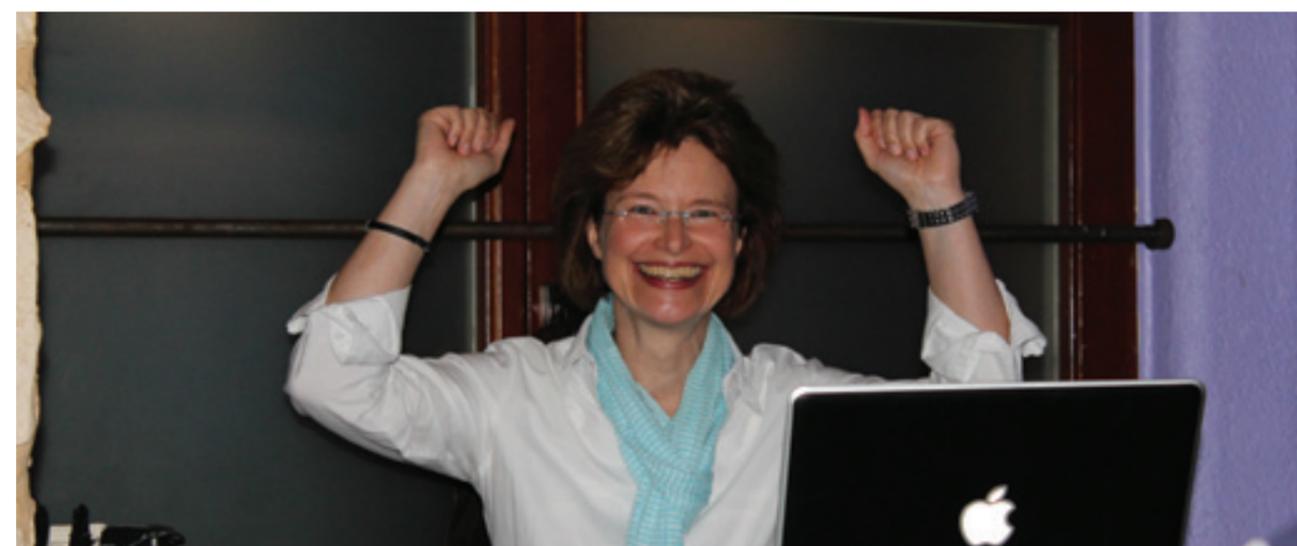
After the overwhelming success of the first edition of Profs@Turntables one year ago, the Leo Club Bad Honnef hosted the party for the second time on June 4th. IUBH students joined 6 Professors at Heinbar and Scheinbar as they became DJs for a night. It was an unusual picture. Prof Kurt Jeschke, known to most of the students as a respectable gentleman in suit and tie, was standing behind the DJ desk at Heinbar in Bad Honnef in a casual shirt and a base-

ball cap. As one of six professors brave enough to join Profs@Turntables he celebrated together with students.

The second edition of Profs@Turntables was even bigger than the first one: In addition to joining Mr. Jeschke, Ms. Böhlich, Ms. Bornemyer and Mr. Taheri at Heinbar, students had the possibility to walk over to Scheinbar and watch Mr. Warning and Ms. Wilson-Wünsch present their DJ skills.

As for all Leo events, the proceeds were collected for charity. This time the money went to 'Wolkenburg', an integrative kindergarten for disabled and non-disabled children in Bad Honnef.

The result of the night: Six DJs and more than 150 students partying together for a good cause – Profs@Turntables will definitely be continued in coming semesters. ■



IUBH CELEBRATES

GRADUATION OCTOBER 2014

For the second time this year IUBH graduation ceremonies were held to honour the success of its students! Since the graduation celebration in May, another 267 students successfully completed their studies at the International University of Applied Sciences Bad Honnef · Bonn. On October 11th 106 of them attended the graduation ceremonies in the Kurhaus Bad Honnef.

They were congratulated by the new dean Dr. Ingo Dahm, who after an emotional speech, which used the movie "A Knight's Tale" as a metaphor about possible life achievements, wished the students a great future with a quote from the movie: "A man can change his stars".

Accompanied by musical intermezzos performed by HfMT Cologne, inspirational speeches filled with advice for the future followed. The "IUBH Best Thesis Award" was then given to Guillaume Bourgain and Jochen Müller.



After all graduates personally received their degree certificate, student speakers Milena Kalinitsch and Christian Köhle thanked their friends and family, the professors and staff at IUBH, and said good bye with a wink: "Thanks to the student common room we didn't just

study but also enjoyed our campus life". This emotional farewell was put directly into action with a celebratory reception under beautiful sunshine at the anno restaurant on campus.

Congratulations to all Graduates! ■

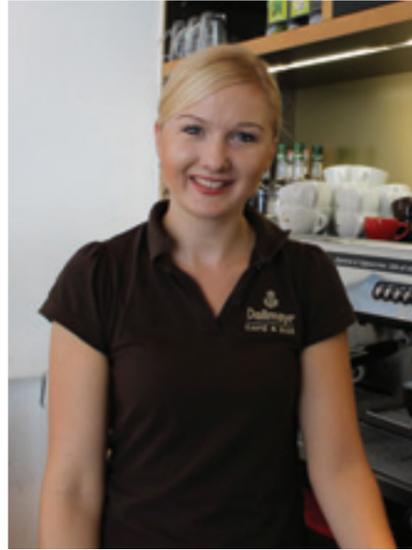


CHME AWARD

In May 2014, Prof. Dr. Tigre Moura attended the CHME (Council for Hospitality Management Education) conference in England and was awarded "Best Theme Paper" in the section of Technology and Innovation for the presentation of the paper entitled "The Perception towards Mobile Application Features of the Hotel Industry: A Comparison between Hospitality Professionals and Guests".

The study, involving over 100 participants, warns managers of medium-small size hotels about the extreme low acceptance guests have towards hotel branded apps, despite a positive perception of its features which are intended to enhance the guest experience before, during and after their stay. ■





Kamila Pyskaty
Dallmayr Café & Bar
Campus Bad Honnef

Kamila Pyskaty has been working at the Dallmayr Café & Bar since March 2014. With her friendly smile and good spirit she is a real asset to the Bad Honnef Campus and manages even in the biggest rush to keep her calm. Before starting at IUBH she completed her Abitur and finished an apprenticeship in a bank. In her free time she loves to spend time with her three-year old daughter, chat with friends and play volleyball.

Why are you working at IUBH?

I like working with young adults and having a job in the service industry. At Dallmayr it's possible to coordinate my working time with time for my family.

When was the last time you've learned something- and what was it?

Learning is part of my day-to-day life.

What makes you laugh?

I laugh about nearly everything. It's important for me to give happiness back.

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

As a child I wanted to become a princess but now it's more important for me to grow old.

What do you always keep in your fridge?

Water and milk for my child.

Are you an owl or a lark?

I am an owl.

What makes you proud?

First of all I am proud of my daughter, but also the fact that I can easily combine my daily life with my job.

The greatest invention of all times?

For me it's probably the coffee maker and the good Dallmayr coffee.

Your motto?

The early bird catches the worm.

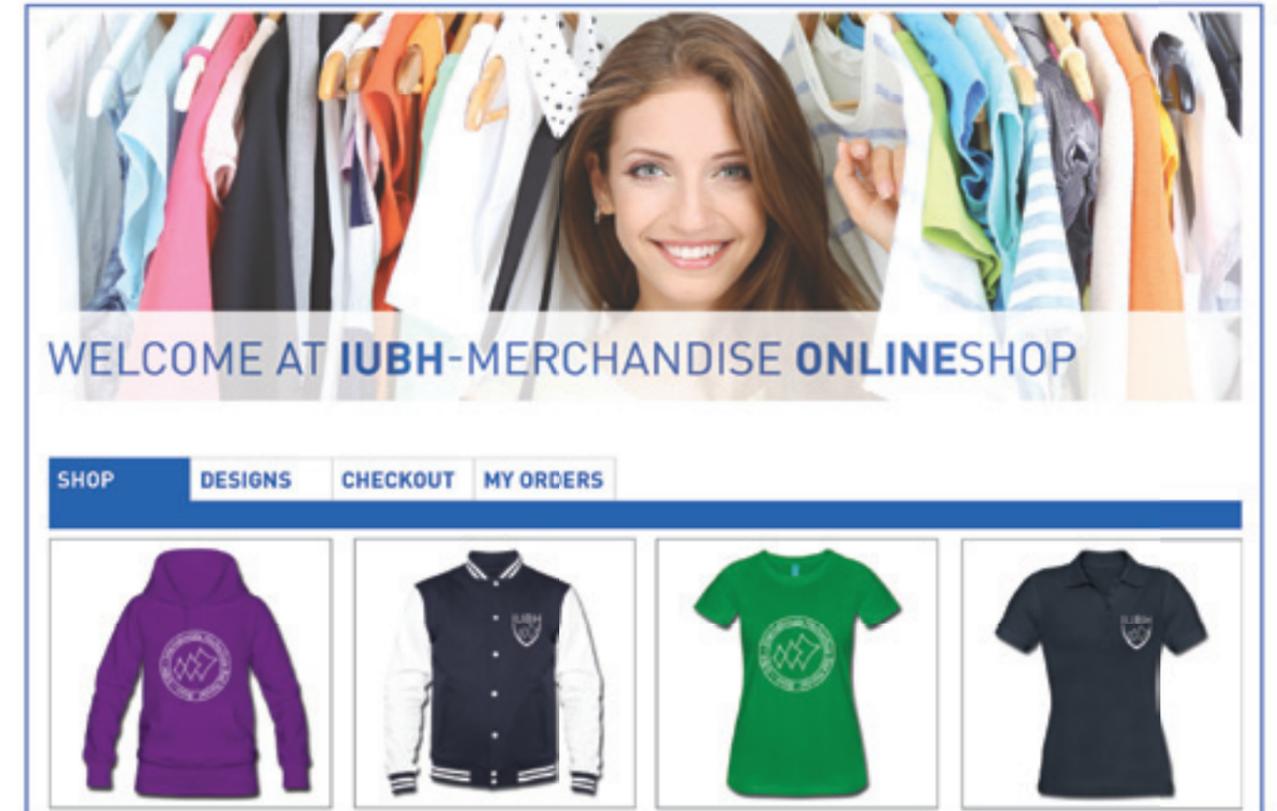
If you could make a wish...

I don't want to share my biggest wish but I want my whole family to stay healthy.



We Are Family

VISIT OUR **BRAND-NEW**
IUBH MERCHANDISE **ONLINESHOP!**



„IUBH - We Are Family“ is the motto of the new IUBH Online Shop.

And why? Because this shop is aimed to everyone who feels connected to the IUBH and wants to show it.

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MARK YOUR CALENDAR

Upcoming Events

CHRISTMAS MARKET

DECEMBER 6 & 7

Schloß Drachenburg, Königswinter

CHRISTMAS MARKET

DECEMBER 13 & 14

Schloß Drachenburg, Königswinter

OPEN CAMPUS DAY

JANUARY 17

Campus Bad Honnef

OPEN CAMPUS DAY

JANUARY 17

Campus Bad Reichenhall

ORIENTATION WEEK

MARCH 4–6

Campus Bad Honnef

ALUMNI MEETING

MARCH 5

ITB Berlin, Messe

ITB BERLIN

MARCH 4–8

Messe, Berlin

OPEN CAMPUS DAY

MARCH 14

Campus Bad Honnef

OPEN CAMPUS DAY

MARCH 21

Campus Bad Reichenhall

GRADUATION

APRIL 18

Beethovenhalle, Bonn

TRIAL STUDIES

MAY 20 & 21

Campus Bad Honnef

OPEN CAMPUS DAY

MAY 30

CAMPUS BAD HONNEF

More information:
www.iubh.de/dates



COMING SOON

- IUBH@ITB 2015
- New IUBH Campus Berlin
- Partnerships and Cooperations
- Alumni reports
- and more ...

EDITORIAL

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