

CAMPUS NEWS

SECOND ISSUE | 2015



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Dear students, partners, friends and staff of IUBH,

15 years ago we started a new chapter of higher education in Germany by launching the first student intake at what is now IUBH School of Business and Management Bad Honnef. We had the ambitious goal of establishing excellent management education for the service industry and wanted to educate the leaders of tomorrow. Today, IUBH is well established, our quality education is recognized around the world and we see many of our graduates pursuing great careers.

We are happy that all of you are part of this journey – You can be proud to be part of IUBH. Nowadays, educating global citizens is more important than ever and IUBH is playing a vital role in this field. Almost 1,500 students from almost 90 nationalities are enrolled on campus – all of them striving to become experts in their field. In order to support our students in seeking their goals, IUBH fosters four major aspects: **Our education is close to the industry!** In this issue of the campus news you can for example read about our new cooperation with Lufthansa Consulting, a returning project with the Verband Internet Reisen e.V. (VIR) and a multi-company field trip to Dublin. In addition our Career Services constantly offers value added workshops and events for our students such as the Job-Kick Off and the "Next Stop Job" events organised last semester.



We want to achieve a plug and play modus for our students! With graduation all needed tools and techniques to kick-start a professional career are at hand. We are looking back on many successful careers and many of our early graduates now come back to campus and tell us how IUBH shaped them in their early years. For current and future students the question is: how can I start my professional career? Some alumni give their first hand insights on the following pages – read about Yi Gao from China who is now working for the Bank of China in Germany and Tim Hoffmann-Keining who started his career at Sixt as management trainee.

However, **it is not only about tools and techniques. Attitudes and personality are equally important.** Thus we are proud and happy to celebrate the achievements of our students: Our students have successfully participated in several competitions and/or won awards, from the Accor Take Off Competition and the student challenge of Aéroports de Paris, to the WiWi Talent Programme. Our students are representing IUBH at challenges around the globe. We are proud of you! **Last but not least, life on campus should be a fun life.** Our International Society, the Greeters as well as the Guardian Angels once again played a big part in showing our freshers how (fun) life at IUBH works and what passion means. Also all the on and off campus events organised by the Student Common Room and the Leos play a vital role in the social life on campus.



We have great fun seeing you altogether striving with passion for excellence and success. We – students, faculty and admin – make the university!

Prof. Dr. Peter Thuy
Rector IUBH

Prof. Dr. Patrick Geus
Prorector IUBH Campus Programmes

WHAT HAPPENED, WHAT'S NEW?

IUBH CORPORATE PROGRAMMES

Prof. Dr. Kurt Jeschke, Prorector IUBH Corporate Programmes

In Germany the market for academic training and professional education programmes has undergone dynamic changes in recent years. In view of the progressive introduction of academic standards for entire industries and professional fields and the need for companies to attract and retain qualified specialists and managerial staff, more and more personnel managers are offering customised staff development programmes for their employees. In this context, IUBH has proven to be an effective and reliable partner for occupational academic education. In close consultation with their partner, programmes have been

developed, accredited and implemented into the training and professional development concepts of companies such as Althoff Group, Compass Groups, Motel One, Zurich Insurance Group/Bonner Academy GmbH, BNP Paribas and Deutsch Post DHL.

In order to systematically develop this educational sector of corporate programmes at IUBH, in the winter semester of 2014/15 the IUBH rectorate was expanded to include the new position of Prorector of Corporate Programmes. In this capacity Prof. Dr. Kurt Jeschke is now responsible for the academics of this in-



novative educational field at our university. Hand in hand with this restructuring is the creation of an IUBH Corporate Programmes team that is dedicated to the academic, technical and business aspects of developing, accrediting and implementing corporate programmes.

IUBH Corporate Programmes distinguishes itself with innovative, flexible and company tailored solutions for academic training and professional development programmes. Every programme has a unique combination of classroom and online courses that is developed on the basis of training needs. ■

IUBH OPENS CAMPUS IN BERLIN

From October 2015 the International University Bad Honnef · Bonn (IUBH) will start study programmes on their new campus in Berlin. At the study location on Rolandufer 13 (Berlin-Mitte district) it offers an MBA in International Business and a Master in International Management (M.A.) as English-taught programmes on a full-time basis.

There is also the possibility to pursue dual studies in Marketing Management (B.A.) or Tourism Management (B.A.). IUBH is the only university in Berlin where dual students rotate between theory and practice on a weekly basis, and where the university assumes responsibility for finding a suitable placement in a company for prospective students. ■

For further information visit:
www.iubh.de/berlin
www.iubh-dualesstudium.de/berlin



STIMULATION FOR ALL YOUR SENSES AT OPEN CAMPUS DAY

Steigenberger Academy and IUBH present the hotel and tourism industry in an entertaining way

"More for your senses" was the motto of the open campus day at the Steigenberger Academy and IUBH in Bad Reichenhall in June 2015. The programme offered a range of activities including a presentation about spices by TV cook Alfons Schuhbeck, a blindfold obstacle course and a series of mock lectures: around 800 guests from all over Germany took advantage of this opportunity to get to know more about the hotel school and university. Proceeds from the event were donated to a centre for blind and visually impaired in South Bavaria, a centre under the patronage of Alfons Schuhbeck.

"We were really pleased that we could attract the attention of so many people of all ages – it was important for us to show what we have to offer, especially for the region", said School Director Johann Hierl. The biggest attraction was Alfons Schuhbeck, a former student of the Steigenberger Academy. With a cooking show and lecture he abducted the guests into the world of spices. In the school's kitchen Steigenberger students cooked for the guests using recipes from star chef Schuhbeck. Under the slogan "Use it or Waste it" the idea of slice and dice disco was introduced. This refers to the use of foods that cannot be sold in super-

markets due to standards and would end up being thrown in the trash. Perspective students got insights into the various degree, vocational training and further education programmes offered by the Steigenberger Academy and IUBH. Guests also got a sense for Bavarian culture from the Grossgmainer Brass Band, performances by the Reichenhaller Home and Mountain Costumes Association ("Saalachthaler") and tasty Bavarian specialties. Children enjoyed jumping in a bouncy castle, goal-shooting games and face painting. The blindfold obstacle course made it possible to gain insight about lives of people with visual impairments. ■



START OF NEW SEMESTER AT IUBH SCHOOL OF BUSINESS AND MANAGEMENT



At the IUBH School of Business and Management around 320 new students started a bachelor degree programme in the field of hospitality management, tourism management, event management, aviation management or international management in September 2015.

At the same time the MBA and master degree programmes, with specialisations in international service management, also started up. Students at the campus in Bad Honnef were welcomed by the Rectorate of IUBH and participated in a three day orientation programme

that included team-building activities, and numerous introductory lectures and informational sessions about campus infrastructure, for example IT, library and cafeteria services. ■



NEW STAFF MEMBER: SABINE HAASE

Director Marketing & Sales



Sabine Haase has joined Career Partner in May 2015 as Director Marketing & Sales holding responsible for marketing and sales initiatives across IUBH units and locations. You can find Sabine on Campus in Bad Honnef usually every other week. Key focus of future marketing and sales activities at IUBH is to balance the mix

of online and offline, that is to keep the vital personal contact to students and partners in the industry whilst exploiting the abundant new options provided by increasing digitalisation.

Sabine is an internet pioneer with over 20 years of professional experience in the sector. She has developed a variety of online businesses, focusing on managing Marketing/Sales as well as Product-management/IT. In her last role as CEO of Scout24 Services she held responsible for FinanceScout24 as well as Scout24 Group's incubation operation.

Prior to Scout24, she was responsible for the Marketing/Productmanagement and Internationalisation of affilinet (Germany's No1 affiliate network within United

Internet Group) as Director Marketing & Performance Technology. From 2001 she headed up Marketing & eCommerce at Bertelsmann's portal Lycos in her role as Director Marketing & eCommerce. The role as Director Marketing for British retailer J Sainsbury's lead her to Cairo, where she developed the online platform for the region Middle East. She started her career 1997 in the early days of German eCommerce at Retailer Otto Versand as marketing manager.

Sabine Haase studied international business administration via the IPBS Programme at FH Reutlingen and Middlesex University London. Together with her husband the passionate Western rider lives outside of Munich on a little farm with three horses and a dog. ■

NEW STAFF MEMBER: NINA KORNIYENKO

Students' Office



As a new team member we welcome Nina Korniyenko, who joined IUBH in May 2015 and started working in the Students' Office in July 2015.

In her home country of Ukraine, she earned a Diploma in Teaching English, German and Literature. After graduating she moved to Germany to continue her studies. Last year Nina successfully completed her studies in Multilingual Communication (English & Spanish) with a specialisation in Business Studies at the Cologne University of Applied Sciences.

During her studies she worked as an interpreter at international trade fairs in Cologne and Düsseldorf and as a student assistant for the International Office of her home university in Cologne and a partner university in Valencia, Spain. "The best thing about this," says Nina, "was working with international students. New cultures inspire and enrich me." Nina is pleased to be a part of the IUBH team and looks forward to gaining new experience in the Students' Office and supporting our students in the best way possible. ■

NEW STAFF MEMBER: GABRIELA CESAR

Study Advisory Services



Since July 2015 I have been working as a study advisor on our Campus in Bad Honnef. Having always enjoyed living and working in an international atmosphere, the IUBH is the perfect place for me!

As a child of Croatian immigrants, I grew up in the multicultural city of Cologne. I developed a passion for not only living

but also working in an intercultural environment and thus decided to study Regional Sciences of Latin America at the University of Cologne. During my studies, I spent nearly two years in Spain at the Universidad Complutense de Madrid taking classes and doing research on migration and gender as the basis for my diploma thesis.

After working with immigrants in Spain, I did an internship at an information and counselling centre for female migrants and refugees in Cologne.

It has always been important for me to find a profession I feel comfortable with and one that is meaningful.

NEW STAFF MEMBER: MICHAEL VOIGT

Events & Recruiting



Continuing along the lines of combining intercultural perspectives and advisory work, I then worked as Management Assistant in a language school in Bonn. Here I focused on academic advising and mentoring of international university applicants enrolled in pathway programmes to study in Germany.

Albert Einstein once said, "Personalities are not shaped by fine speeches, but by work and one's own accomplishments." I have always tried to live according to this motto and have, by in large, been able to fulfil it. For example, during my apprenticeship as an event manager – the point

in time where I discovered my passion for organising and carrying out events – I quickly realised that my performance was the basis for how others valued me. For me personally, my driving motivational force has always been to reach for my highest potential. After working in sales and customer support, I am excited to once again land in the field of event management. It's energising to be in dialogue with students, colleagues and external partners and I look forward to contributing my own ideas and creativity.

At IUBH I see great potential for being able to successfully fulfil my responsibilities and look forward to carrying out my first projects to the satisfaction of all parties involved. ■

ON MY BOOKSHELF

Philipp Schulte, Trainee



What book are you currently reading?

The Future: Six Drivers of Global Change by Al Gore

What motivated you to read this book?

I have always been very interested in politics, economy and globalization which is why I really enjoy reading it.

What is your all-time favourite book?

My all-time favourite book is Into the Wild by Jon Krakauer.

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

It would probably be a study about how listening to and making music influences our everyday lives.

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

I definitely consider Into the Wild an essential read because it deals with values a lot of people in our modern society seem to have forgotten.

What is your favourite children's book?

I guess I have to go mainstream here and say Harry Potter. The series has accompanied me when I was young and it was always easy to identify myself with the main characters because they were my age when I read the books. ■

EVENTS ON AND OFF CAMPUS

ABI EVENT AWARD 2015 CONFERRED

With the Abi Event Award the IUBH School of Business and Management and the IUBH Dual Studies honor the three most creative concepts for prom parties among all German applications.

The winning concepts were selected by an event industry jury and awarded with a total of 3.500€ on the IUBH Campus Bad Honnef. The expert jury consisted of David Ruetz, Head of ITB – the world's leading Tourism Trade Show, Stephan Merkens, Head of Advertising Cologne Bonn Airport, Christian Funk, Editor at cim Conference & Incentive Management as well as Christian Mäßen from Basketball Bundesliga Team Dragons Rhöndorf.

were happy about 1.000€, sponsored by Flughafen Köln-Bonn GmbH.

Last but not least, third place worth 500€ went to the team from Maximilian Kolbe Gymnasium from Wegberg for its concept "ABIsuit – Vom Hugo zum Boss", which was sponsored by Bechtle GmbH & Co. KG IT-Systemhaus Bonn/Köln. In addition they received a brunch voucher for Kameha Grand Hotel Bonn. ■



CAREER SERVICES NEWS

Job Kick Off at IUBH for a successful transition from a university into a career

On June 11 & 12 Career Services organized a Job Kick Off Event for soon-to-be graduates for the second time at IUBH. Over the course of two days, students and soon-to-be graduates had an opportunity to talk to professionals from their industry and to take part in special trainings and seminars.

For Aviation Management students Ms. Nadja Fischer and our IUBH Alumnus Mr. Aslam Khadaroo took part in a round table discussion with students and gave tips for a successful start at Lufthansa Consulting GmbH. Ms. Gisela Willmes from LHC International GmbH shared her expertise with Hospitality Management students. Our Alumna Katrin Horn Marketing and Event Manager from T-Systems Multimedia Solutions GmbH and Human Resources Manager Mr. Johannes Kotzur gave a company presentation and presented job and internship opportunities for Event and International Management students.

On the same day Mr. Robin Ruschke, Director Brand Strategy at Sixt, gave a marketing lecture "Marketing = Above-



the-line Advertising" for all IUBH students. After the lecture Human Resources Managers from Sixt were open to all questions about careers at Sixt SE. On June 12, ASI hosted a "Salary Negotiations Plus" seminar and Career

Services did an Application and Interview Trainings to prepare students for a successful job entry. We look forward to seeing all soon-to-be graduates next year in June again. ■



"NEXT STOP: JOB"

Students learn about career opportunities from employers

The Bonn region has one of best academic and scientific infrastructures in Europe. The universities and their alumni contribute substantially to ensuring that local employers can find enough highly qualified employees to survive the tough competition in innovation. In this context it is important that graduates are well informed about interesting and attractive employers, job opportunities and career prospects in the area so that as many students as possible who study here also stay in the region after graduation. As part of activities aimed to reach this goal, the action "Next Stop: Job" took place for the first time.

Around 200 students from the Bonn/Rhein-Sieg/Ahrweiler area were organised into groups and took advantage of the opportunity to visit large and medi-

um-sized companies in the area. In the premiere of this region-wide action entitled "Next Stop: Job" companies and institutions such as Deutsche Post DHL, Cologne Bonn Airport, Freudenberg, Kameha, Art and Exhibition Hall of Germany, SER, GKN Sinter Metals, Knauber opened their doors to the groups of students and, with commendable effort, informed them about the company, recruitment and career prospects for graduates.

Sophisticated logistics and nine shuttle bus lines made it possible for students to travel to and from their university and the companies they were personally interested in visiting. On site they were taken care of by company representatives. The University of Bonn, Bonn-Rhein-Sieg University of Applied Sciences, Rhein Ahr Campus Remagen, International University of

Applied Sciences Bad Honnef, and Alanus University participated in the event.

To finish off the day many of the participants got together in the evening for a relaxed barbecue at the International University of Applied Sciences in Bad Honnef.

The "Next Stop: Job" programme was jointly organised by the five universities and the three business development institutions in Bonn, Rhein-Sieg and Ahrweiler. The aim of the campaign was to raise the awareness of local graduates about job opportunities in the area while at the same time giving interested employers the chance to have direct contact with students and graduates and make themselves better known at the universities. ■

Here are some of comments after the event:

"Looking ahead to the end of my degree programme the event was an ideal opportunity to learn about and make personal contact with various companies in the area, contact that may also develop into something more in the future."

Julia Gläser, student

"The event proved to be a valuable chance to get to know companies in Bonn and their corporate culture. The event was very well organised and I was able to visit Knauber and Deutsche Post DHL. It was fascinating to see how, prepared right down to the very last detail, the mid-sized family business Knauber and the large international company presented themselves."

Klara Kuhlmann, student

"I think "Next Stop: Job" was great. I am studying for a master in business administration and in the near future I will finish my degree and start working. So for me it was perfect timing to have the chance to meet with companies in the area. Although

the time frame for each visit was a bit tight for the presentations, tours and open invitation to ask questions, I still got valuable insights about the companies I visited."

Sandro Hein, student

"The organisation, bus transportation and wide spectrum of companies were very good. The collaboration of several universities in "Next Stop: Job" brought together a diversity of students and gave us a chance to make direct contact with potential future employers. A successful event that also has great potential for the future."

Franz Dahmann, Mahan Zolghadr and Nikolai Mutz, students

"Big compliments to all parties involved with "Next Stop: Job". I think the whole project was a huge success. This applies not only to the students who got to know different business, but also to the companies who had the chance to meet future graduates for personnel recruiting purposes and to present themselves as committed employers."

Georg Ummenhofer, Chancellor of the In-

ternational University of Applied Sciences Bad Honnef Bonn

"For us "Next Stop: Job" proved to be a very promising event. Although we participate in job fairs at the universities on a regular basis, for example Praxis@Campus and Company Day, and will continue to do so in the future, this was an even more personal and intense way to make contact with students and provide vivid impressions of our company and corporate culture. We are quite certain that we ignited enthusiasm for our company in a few students and that we will hear from them in the future – and then maybe come together for internships, thesis topics, or direct employment."

Peter Leitzbach, Head of Human Resources, Freudenberg Sealing Technologies – Integral Accumulator GmbH & Co.KG

Further information: <http://www.wissenschaftsregion-bonn.de/next-stop-job.html> ■

DEPARTMENT NEWS

SAVE THE DATES

Aviation Management Seminar on Current Issues in Aviation

In the course of the running winter semester the Aviation Management Faculty for the first time runs a series of open seminar sessions on »Current Issues in the Aviation Industry«. Seminar sessions are part of the Aviation Management Bachelor curriculum. However, sessions will be open to the public. Sessions will take place December 2015 and January 2016 Tuesdays and Fridays in the afternoon (2:00 p.m. – 15:30 p.m.).

Each seminar session will focus on a specific topic including:

1. Impact of Prospering Middle East Global Network Carriers on Global Airline Alliances
2. Strategic Opportunities and Threats from Airline Sales & Distribution via Global Distribution Systems
3. Strategic Opportunities and Threats from Corporate Disintegration of Airline Network Management and Operations
4. Strategic Perspectives of Ryan Air's Entry into Business Traveler Markets
5. Strategic Opportunities from Network Cooperation of Airlines with Rail and Bus Carriers in the German Market
6. Current Trends in the Development of European Leisure Carriers
7. Strategic Perspectives of Low Traffic Regional Airports in Germany
8. Future Perspectives of Single European Sky
9. Future Perspectives of Ground Based Cockpit Operation at Commercial Airlines



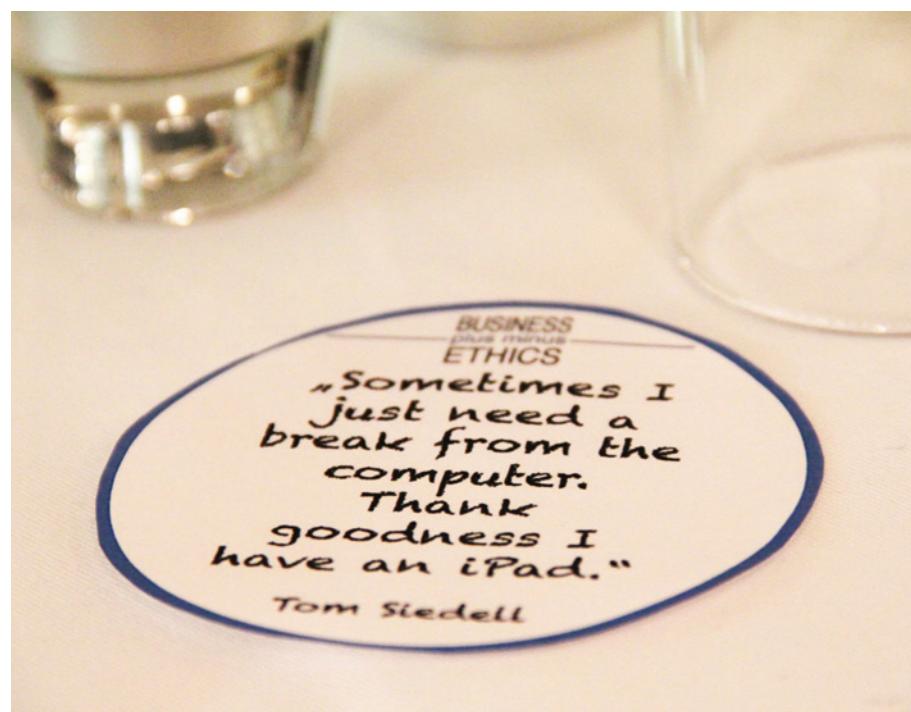
Guests from the Aviation Industry have been invited including executive management representatives as well as experts in order to contribute industry insight and to discuss topics.

Each session will start from a short introduction to the topic and to the guest by Prof. Dr. Brützel followed by a presentation of students who prepared a research paper on the topic before.

The guest from the industry will then add insights and contribute additional aspects. Based on this an open discussion will conclude the sessions.

Final schedule and location as well as guests from the industry will be announced late November. ■

PROMINENT SPEAKERS DISCUSS ECONOMICAL, ETHICAL AND MORAL ASPECTS OF DIGITISATION: SEVENTH "BUSINESS +/- ETHICS DIALOGUE" HELD IN BAD HONNEF



On June 18th 2015 the seventh "Business +/- Ethics Dialogue" was held at the Catholic-Social Institute (KSI). The event was held under the motto "HOMO DIGITALIS – Does the brave new world deliver what it promises?" As guest speakers, the discussion was led by Prof. Dr. Wolfgang Prinz, Deputy Director of Fraunhofer Institute for Applied Information Technology (FIT) in St. Augustin and member of the ICT Committee of the Chamber of Industry and Commerce Bonn/Rhein-Sieg, and by Dr. Bernd Villhauer, Managing Director of the Global Ethics Institute in Tübingen. The discussion focused on the digitalisation of our lives, and in particular the digitalisation of our work environments. It looked at the opportunities and risks that arise from this technological revolution, and its impact on individual employees, companies and ultimately on the economy as a whole.

Dr. Bernd Villhauer focused attention on

ethical questions: "A new global understanding of our ethical foundations must be a part of the digitalisation of production, trade and service. No industry 4.0 without economy 4.0!" Prof. Dr. Wolfgang Prinz commented on the current situation of digitalisation: "Computer programmes, apps and internet services transform themselves from tools to assistants that via wearables observe, accompany and support us." He critically questioned, "Will we soon be calling out with the sorcerer's apprentice 'The spirits I summoned, my

commands ignore'? Or will we become the old master who can send the broom to the corner?"

In her greeting comments, Vice President of the Chamber of Industry and Commerce Dr. Ines Knauber-Daubenbüchel looked at the opportunities and risks of the digital revolution from the business perspective: "These days traditional business models are being put into question. Companies will be successful if they creatively combine products from the

real world with the technical possibilities of the virtual world, and thereby let new, previous unknown business models unfold. One of the most important challenges for our companies in Germany and Europe is therefore to be active shapers of the digital era, and not just spectators watching from the side lines."

The event series "Business +/- Ethics" is sponsored by the Catholic-Social Institute, the Chamber of Industry and Commerce Bonn/Rhein-Sieg and the IUBH School of Business and Management and aims to stimulate public discourse about controversial issues at the interfaces between business, civil society and politics. The event was broadcast as a live stream on Domradio and will be available for viewing in July on www.medientube.de. Sixth semester IUBH Event Management students were responsible for organising the event. This gave them the chance to apply theoretical knowledge acquired from their studies to a real event project, and to collect practical hands-on experience in organising events. The students were supported by Prof. Dr. Astrid Mühlböck, employees of the Catholic-Social Institute and the Chamber of Industry and Commerce Bonn/Rhein-Sieg. ■



ITB BERLIN STUDENT TOURS

by Marie Maternus, Beate Lenzen

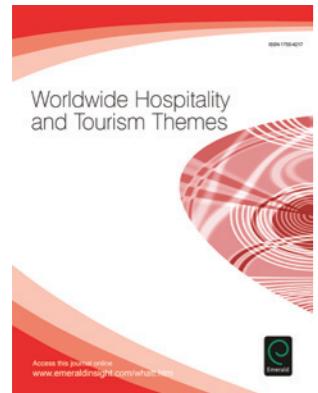
For the students by the students

Last October, 5th semester Event Management students designed and planned Students on Tour at ITB 2015. In cooperation with ITB Berlin, the concept was developed to give students visiting the ITB 2015 during the three professional visitor days the opportunity to inform themselves about the tourism industry and have direct contact with various exhibitors.

During these tours the respective groups visited the various booths of participating exhibitors. Each exhibitor had the opportunity to make a presentation about themselves as a company and potential employer to the students in about 10 minutes.

The Students on Tour at ITB 2015 was launched not only to give students a general overview of the trade fair but also to give them targeted support during their first trade fair visit and show them the many benefits and opportunities of ITB Berlin. ■





Published in Worldwide Hospitality and Tourism Themes (WHATT), Profs Sloan, Simons-Kaufmann and Legrand's paper titled "A survey of social entrepreneurial community based hospitality and tourism initiatives in developing economies: a new business approach for Industry" was selected by the journal's editorial team as a Highly Commended paper in the

2015 Emerald Literati Network Awards for Excellence.

A complete listing of awards is to be found here: <http://www.emeraldgroup-publishing.com/authors/literati/awards.htm?year=2015>

Congratulations! ■

FIELD TRIP TO DUBLIN, IRELAND

by Jennifer Geier & Amelie Otting

After a few info sessions, departure day finally arrived: we took the train to Cologne Airport and flew to Dublin. After checking into a small hotel ideally located in the city centre, Jesse, our sightseeing guide, gave a great tour of many interesting spots in Dublin.

Fortunately the tour ended in the Temple Bar pub district, where we had our first beer and began our first night... The second day started with a visit to Primark's headquarters, an Irish clothing retailer, where we had an interesting yet critical discussion about Primark's business strategy. Next stop was a tour of Powerscourt Hotel, an impressive five star

hotel resort about 30 minutes outside of Dublin. The last visit of the day was DHL Express and Freight, where they gave us insightful information about their day to day operations.

The third day started off with a trip to SAP, a multinational software company, where two speakers gave us a good overview of the company and we then had the opportunity to enjoy lunch in their cafeteria. Of course a trip to Dublin isn't complete without a whiskey distillery, so we visited Jameson. We were invited to enjoy the experience of a whiskey tasting while talking with a Jameson Brand Ambassador.

After being in Ireland for two days we were already quite familiar with Guinness beer, but also wanted to see where it is made. At the Guinness Brewery we enjoyed a great view over Dublin and of course a great pint of Guinness. Still a bit thirsty, we spent the evening at Temple Bar enjoying great live music and one or two more pints of Guinness or cider. On our fourth day, our excursion to Google was accompanied by two IUBH alumni and gave us a really fascinating perspective on how different a working environment can be in comparison to what we are used to in Germany. Until our flight home on the next day, we had time to explore Dublin on our own. It was an awesome trip, so we highly recommend all to join next year. ■



TRIVAGO MEETS IUBH: A BUSINESS AND MARKETING RESEARCH PROJECT

by Nikolaus Brandl



TRIVAGO is the market leader in the field of metasearch engines focusing on hotels and is gaining in popularity all over the world. Founded in Düsseldorf in 2004, the company quickly evolved from a promising start-up to a multi-million Euro company with more than 500 employees and platforms in nearly 50 countries and 30 different languages. In the meantime, IUBH alumni are also working for TRIVAGO at its headquarters in the heart of Düsseldorf: Definitely a very interesting company in the sphere of tourism and hospitality.

For the summer semester 2015, Prof. Dr. Francisco Tigre Moura decided to establish a cooperation between TRIVAGO and IUBH. Together with David Pinto, Marketing Research Director at TRIVAGO, and Johannes Maes, an IUBH alumnus working at TRIVAGO, Mr Tigre Moura created a direct link between the academic purpose of his Business and Marketing Research course and a real life business project. Nearly 50 students from two separate course groups conducted a highly professional and valuable research project from March to July 2015. In the end, comprehensive presentations were given at the TRIVAGO headquarters in front of a small jury consisting of organisers and some interested TRIVAGO employees. The research entailed three parts. In the first part, students conducted a comprehensive literature review about travel patterns in several European countries. Afterwards a detailed consumer survey was sent out in order to get insights about channel and device usage when searching and booking a business or leisure trip. Last but not

least, a field experiment was conducted with the objective of comparing different metasearch engines with TRIVAGO on self-defined variables. After the students carefully analysed the collected data, they came up with several interesting managerial implications.

On July 2nd a bus to TRIVAGO headquarters was organised. The students, accompanied by Prof. Tigre Moura, were given a tour of the corporate offices, situated on various levels in three neighbouring high-rise buildings. Afterwards, the best eight groups (nearly 30 students) had the opportunity to present their findings and implications to the curious TRIVAGO team. The hospitality of TRIVAGO's whole team was incredible. While recovering from 37° Celsius outside temperatures with snacks and cold drinks, everybody had plenty of time for networking. More importantly, for the students who are already interested in working for TRIVAGO, this day was prob-

ably a big and important step toward their desired workplace.

All in all, the project cooperation served a lot of purposes. Firstly, academic material was linked to real life business projects which improved learning efficiency immensely and our ability to use tools relevant to our professional futures. Furthermore, the TRIVAGO team received an out-of-the-box view on marketing research objectives by motivated hospitality, tourism, event and business students. And as students we gained a lot of insights about the workings of metasearch engines and, of course, great networking opportunities for those whose career paths develop at - or in companies like - TRIVAGO.

As one of the students who participated in this project I think I can speak on behalf of all my fellow students: Thank you very much for this interesting, hands-on, educational course and project. ■



WHAT DOES ... ACTUALLY DO?

NEW STAFF MEMBER: PROF. DR. PATRICK GEUS

New Prorector IUBH Campus Programmes



At the beginning of the orientation week to welcome new incoming students for this year's winter semester IUBH also welcomed a new colleague on campus: Prof. Dr. Patrick Geus is the new Prorector of IUBH Campus Programmes and thus assumes responsibility for the academic management of the bachelor and master degree programmes for both the School of Business and Management and IUBH Dual Studies.

"I am looking forward to the tasks ahead and the international atmosphere here in Bad Honnef", said Dr Geus in his welcomes address in Bad Honnef. Patrick Geus draws on many years of management experience in both academia and private enterprise.

After completing his doctorate, he worked as a strategic consultant and advised international clients on key issues related to corporate management and market

development. In 2009 he co-founded IMPACT IRC, a management consultancy based in Nuremberg. Since 2013 the business economist has been a professor for IUBH's marketing management degree programme in Munich. Dr Geus is also responsible for IUBH marketing programmes for both dual studies and online master degree programmes and is chairman of the board of examiners.

In his new role Prof. Dr. Geus takes over the responsibilities of the former Prorector Stefan Marx. "We are pleased to welcome Patrick Geus as an IUBH colleague in our leadership team", said IUBH Rector Prof. Dr. Peter Thuy. "With his teaching expertise and expertise in strategic management issues he brings the right qualifications to successfully develop our degree programmes at both the national and international level." ■

What do you acutally do at IUBH?

I have the pleasure of being the Prorector of IUBH Campus Programmes. As Prorector I am responsible for our academic on-campus programmes: Our international study programmes in Bad Honnef, Bad Reichenhall and at our newly opened campus in Berlin as well as for our dual study programmes in Bad Reichenhall, Berlin, Dusseldorf, Erfurt and Munich.

What are the biggest challenges in your job?

Our "IUBH world" is constantly growing. We now offer three different forms of higher education: IUBH online study programmes, our international IUBH bachelor and master programmes and our German speaking practice oriented dual study programmes. Bringing together the experience and knowledge from each of these academic sectors in order to constantly improve our academic programmes is certainly one of the biggest challenges in my job.

What do you enjoy the most?

I always like the contact and discussions I have with the national and international students at all our campuses in Germany. It is always a great experience to witness how different people from different backgrounds and cultures (students as well as faculty and my colleagues in the administration) come together and enjoy living, studying and working together here at IUBH.

IUBH NETWORK

IUBH & LUFTHANSA CONSULTING SIGN COOPERATION

Bad Honnef, September 23rd 2015 – The International University of Applied Sciences Bad Honnef · Bonn (IUBH) and the aviation consultancy Lufthansa Consulting will be collaborating in the areas of teaching and knowledge exchange. Starting in the autumn of 2015 Lufthansa Consulting will support the IUBH Aviation Management programme with projects and case studies as well as guest lectures. The cooperation agreement was signed by Thomas Niehaus, Associate Partner Lufthansa Consulting, and Prof. Dr. Peter Thuy, Rector of the International University of Applied Sciences Bad Honnef.

"As a partner with Lufthansa Consulting we collaborate with one of the leading consultancies in the aviation industry and we also already have many semesters of

positive experience working together," said Susanne Dusel, Head of Career Services at the IUBH. "Many of our students complete their compulsory internship at Lufthansa Consulting and are thrilled about the experiences they have there."

In recent years, many IUBH graduates have joined the Lufthansa Group through Lufthansa Consulting. Right now, among the 90 employees currently working at Lufthansa Consulting, four of them are IUBH graduates. The cooperation agreement also includes recruiting measures for vacancies in the entrants' programme, as well as various career events. "After many years of working well together it is wonderful to now officially expand our co-operation even further. We are pleased to have such a fantastic new partner on our side" said Thomas Niehaus.

As part of the cooperation, detailed projects for the next few months have already been planned. In the second semester of the Aviation Management degree programme Thomas Niehaus will oversee an airline case study and starting in summer semester 2016 will offer a lecture. In addition, Lufthansa Consulting will continue visiting campus on a regular basis to promote interactive exchanges with students. ■

 **Lufthansa Consulting**
Your Business Runway



INTERVIEW: SIXT RENT-A-CAR

Tim Hoffmann-Keining (IUBH Graduate) & Alexandra Wittmann (Manager HR Operations)



In the past years many IUBH alumni have started their careers at Sixt and written their own great success stories. Most of them started off as Management-Trainee of Operations, a programme that we offer in Germany and many other European countries. Over a period of nine months, trainees get to know different types of branches at Sixt and complete training sessions that prepare them to take over new leadership responsibilities as a Branch Manager.

How did you get to know about the Management-Trainee of Operations programme?

Tim: I've been interested in Sixt as the biggest car rental company in Germany for quite a long time because I always found the family-run company and its success story very astonishing. During my studies at IUBH I found out about the cooperation between Sixt and our university and the different trainee programmes offered by Sixt. When some of my former fellow students started the Management-Trainee Operations programme and were happy with it from day one, I decided to apply for the trainee programme myself.

How did the study programme at IUBH prepare you for the Management-Trainee of Operations programme at Sixt?

Tim: On the one hand, of course, IUBH prepared me for the trainee programme by giving me the necessary background in business administration and economics. But another very important aspect is that my studies at IUBH also gave me the skills to deliver excellent customer

service and sell premium products. From my point of view, this combination is the perfect foundation for a successful trainee programme and all future steps in my career.

HR: IUBH students seem to have a perfect combination of skills for our Management-Trainee of Operations programme. Not only are they well prepared from a theoretical point of view, they also know what "hands on" really means and have excellent skills in terms of leadership, customer service and organisational capabilities.

What is special about the Management-Trainee of Operations programme at Sixt?

HR: Of course, the Management-Trainee of Operations programme requires a lot of effort and commitment. But the trainees' dedication pays off: In a short period of time they are able to take over a management position with managerial responsibility at their own Sixt branch. Sixt trainees have an excellent chance to boost their career from the very start.



Tim: What makes the Management-Trainee Operations so unique is that, within only nine months, you learn a lot about all the different aspects of the car rental business, you participate in a variety of training sessions and in the end, you take over responsibility for your own branch. Everyone takes responsibility for you as a trainee; they help you and push you so that you can achieve your goals and benchmarks. However, at the same time everyone shows a lot of respect and appreciation for what you do and how you perform during this short period of time. **What career advice could you give to current IUBH students?**

Tim: Always follow the ideas or job that make you happy and bring joy and pleasure to your everyday life. You will only be successful in the long run, if you enjoy and believe in the things you do.

HR: Use every chance you can get to gain practical experience. Do internships in different industries as well as in different specialisations. They are the perfect way to find out which jobs truly inspire you and how the working world works! ■



BUSINESS MEETS IUBH

"Business meets IUBH" – Tourism lecturers from the Chamber of Commerce & Industry (CCI) for North Rhine-Westphalia got a personal impression of practice-oriented university education in Bad Honnef. Following an invitation by CCI Bonn/Rhein-Sieg, representatives of the CCI chamber

districts of North Rhine-Westphalia who are responsible for tourism visited the IUBH campus in Bad Honnef. Of particular interest were the stages of IUBH's development as a university over the last 15 years as well as the university's forward-looking strategy of incorporating different educational concepts, information that was shared by Prof. Dr. Helmut Wachowiak on behalf of the university. Also of great interest was the international orientation, the high degree of national and international quality awards and the intensive links with business. ■



HOW IMPORTANT ARE RISK COVERAGE CERTIFICATES AND LIABILITY AGREEMENTS TO TRAVELERS WHEN BOOKING TRAVEL SERVICES IN EUROPE?

Students and scholars of IUBH together with the association Verband Internet Reisevertreter e.V. (VIR) investigated this topic. Nearly 900 people were interviewed on the subject of security and liability in travel bookings.

The study shows: the younger the traveler, the less important is the issue of security

and liability on holiday – especially Generation Y, those born after 1980, is particularly willing to take risks concerning the travels.

IUBH students taking part in the Tourism Consultancy Project, under guidance of lecturer Janka Kensik, were later invited to present their results at the "VIR Innova-

tion Days 2015" in Berlin to more than 300 participants of the travel industry. As such they were given an exclusive opportunity to gain valuable industry insights and expand their network. ■



FIRST CONTACT MERKEL, OBAMA & CO.

The G7 Summit at Schloss Elmau, by Nikolaus Brandl



March 2015 – summer semester lectures had just started up when my phone signalled an incoming e-mail. Probably just another survey request, I thought, but no, an e-mail from the General Manager of Schloss Elmau near Garmisch-Partenkirchen where I had recently completed my internship. Working as concierge at this amazing place had not only made a very positive contribution to my appreciation of guest relations, but now it looked like it might lead to a very unique opportunity: They wanted to know if I would

be interested in working as a conference assistant during the G7 summit in June. Immediately, all the conspiracy videos I had watched over the last months popped into my mind and I was pretty sure that even if I wanted to do the job, their background security check would probably kick me out. Several weeks after submitting my application, however, I received, surprisingly, the hoped-for job confirmation from the German Foreign Office.

On my way to the summit

Being that the G7 summit was on the same weekend as the 10. Eurokonstantia, I was already in Southern Germany two days ahead of time. In order to get to Garmisch-Partenkirchen the most direct route crosses the Austrian border, which I thought would be no problem. In reality, the increased security measures meant going through at least three police controls. Did I feel a little intimidated? Yes, of course. But did I feel safe? Definitely.

In fact, previous warnings in the media to avoid the region during the summit had me thinking about possible terrorist attacks and other catastrophes. But after encountering the massive amounts of policemen, this fear vanished.

Merkel, Obama and Co.

My task at the summit was, in theory, quite simple: "Watch out that the 'not so important people' do not enter this room reserved for the 'really important people'." Of course, everybody who attends such conferences feels important, especially the small clusters of reporters. But the job of watching over the door of the bilateral meeting room of the German delegation was literally quite thrilling. And who was the first partner to meet in the room? The United States of America represented by their delegation and, of course, their president, Barack Obama. After some small talk between Mr. Obama, Angela Merkel and other representatives, the meeting room was closed and outside the door I spent the next 30 minutes in casual small talk with the US Secret Service.



G7 GERMANY
2015 | Schloss Elmau



Schloss Elmau – the safest place on earth

The security efforts to protect the seven governmental representatives, and everybody else attending the conference, were excessive. The media and other groups of course, were all over this with critical reports. The impact of it on the people working there however, was very comforting. There were several checkpoints to go through before actually getting onto the hotel premises. First, there was a general security check near Krün. Airport-like checks ensured safe shuttle transportation to Elmau valley. The transport then passed through two other checkpoints at the borders of security zones 1 and 2, which was then followed by the final security check to enter the building itself. We all knew that we were probably in the safest place on earth.

I definitely feel lucky to have been able to experience this unique event in such a perfect atmosphere. The hospitality at Schloss Elmau made the G7 summit 2015 probably one of the best ones so far, at least from an organisational perspective. Of course, the decision to host such a mega event in a hotel like Schloss Elmau has its up- and downsides. From a marketing point of view, there are not many other events that can get your hotel placed so prominently in the media. From a guest's point of view, however, if one was looking to enjoy the remote location and quiet landscape, staying at the hotel during the extensive summit preparations was probably not the optimal time to be there. In the end, one certainty remains for the staff who worked at Schloss Elmau: We hosted the world. ■



INTERVIEW: YI GAO

Alumni Master International Management



tion for those who want to learn German in the future. Certainly a strong asset of IUBH is its team of faculty with renowned theoretical and practical professional experience as well as its great variety and selection of majors.

What was your biggest challenge throughout your studies at IUBH?

I would say independence. Every now and then difficulties and lots of problems come up simply because you are a foreigner. Even if a friendly and harmonious campus culture helps to find solutions, self-motivation is inevitably a vital factor leading to independence.

Which position do you currently have, and how did your studies at IUBH prepare you for this?

I am currently working as a financial management specialist in the Bank of China Frankfurt am Main. Every day I dedicate myself to designing tailor-made financial products for customers from different countries. Therefore, strong language skills play an extremely essential role not only for communication but also for profession penetration. Besides, what I learned as a major in Finance and Accounting makes me very qualified in the financial field.

Which criteria were "must haves" to get the current job?

I would say that language ability, an easy-going and optimistic personality, and independent thinking and execution were important. Last but not least, the personal characteristic of someone who sets his mind on doing something useful and realistic.

What are your personal tips, especially for our international students, to successfully enter the German job market?

In addition to the qualities mentioned above, time management is from my personal perspective something you need to deliberately think about. Compared to native German students, you need to be very clear about who you are in Germany. Leaving campus and entering society comes after all one day. I highly recommend students to finish their study programme both on and off campus with good performance quickly, the key of which is time management.

Do you remember a fun story about your time in Bad Honnef that you would like to share?

Yes, I do. When I was very new to Bad Honnef, I was interested in how the natives live. One day when I was walking by a house with a backyard, a variety of household machines stopped me in my footsteps. Perhaps due to my concentration on their yard, the owners, a couple, suddenly popped up beside me and explained with great passion the use of every tool. Just that moment impressed me deeply that Germans, at least in Bad Honnef, are friendly and very qualified to be teachers and lifelong mentors.

Thanks a lot for the Interview Yi! ■

IUBH INTERNATIONAL SOCIETY

International students explore the Rhine Valley

On September 26th the IUBH International Society took one of its most popular trips, an excursion to the Rhine Valley World Heritage Site.

The trip was organised and led by Tristan Laska, a master's student at IUBH School of Business and Management. The first stop was the traditional Marksburg where an English-speaking guide explained the long and lively history of the castle.

The excursion then continued down the Rhine to Rüdesheim, a town famous for its wine production. After taking a sightseeing tour the students then headed back towards Koblenz on a ferryboat. Along the way Tristan elaborated on the many stories and legends associated with the numerous castles and palaces along the Rhine.

The students were absolutely thrilled about the trip and greatly appreciate that



it is an integral part of IUBH's cultural integration efforts. Inspired by this success, the IUBH International Society will be offering more projects, activities and

excursions to bring international students closer to German culture, history and people. ■



LEOS DOING GOOD

Every semester our club tries to make a contribution to the local community or respond to urgent international social aid projects. This semester we are very proud to announce our involvement with two great projects.

Our local project was the swing project for the Wolkenburg Kindergarten (www.kindergarten-honnef.de). Under the motto to "it's normal to be different", this integrative Montessori-Kindergarten works with children who are disabled and non-disabled by "helping them to do things on their own" (Maria Montessori 1870-1952 "Help me to do it myself"). The goal is to enable each child to find activities which develop their individual skills and talents and to participate constructively in daily routines. Since the kindergarten does not receive money from the state, they rely on donations and sponsors as well

as support from each parent to maintain the quality of their buildings & grounds, teachers and educational activities. We were able to finance a new special swing for their playground and thus indirectly contribute to fostering the children's development.

For our second project we were very glad to be once again involved internationally by supporting the Boomerang Kindergarten (www.acacianamibia.com/de/infos/soziale-verantwortung) located in Katutura, a township of Windhoek, Namibia. Most of the people call it "the place we don't want to live" and are living in shacks and working as household staff. They therefore have no time to take care of their own children nor enough resources to place their children in a kindergarten. In 2013 Ms. Memory and Ms. Dietlind decided that there needed



GREETINGS FROM WINDHOEK

After a wonderful graduation party in April 2014, I had to make probably the biggest decision of my life: The decision of what direction to take in my personal development! One decision was definite for me: Due to my passion I wanted to stay in the field of aviation and apply the knowledge I gained during my studies and internships. I had a very reasonable offer for a permanent position from a global airline based in the Middle East. The alternative was another six-month internship offer from the world's second biggest Ground Handling Company in Namibia, Africa. Shiny Airline Business or hands-on airport work for a company that knows me already from my 4th-semester internship? A hard one which I took more than one night to think about.

For job security reasons and my passion for the airline business I should have chosen the permanent position but my gut feeling and my passion for Africa, a continent I only knew from TV so far but always loved, made me to go for the internship at Menzies Aviation. I had no guarantee for any permanent employment but the guarantee for a high level of operational and managerial exposure for the next 6 months and the chance to proof myself.

On 25th July 2014 I arrived and started my placement as an office administrator supporting the ground handling station manager at Hosea Kutako International Airport in Windhoek, the capital of Namibia. I had the chance to learn all the little basics of administration, e.g. times and attendance systems, petty cash, relations between different departments and more, from scratch. Due to the fact that the operations of our company just started here, my learning curve was even higher as I not only had to learn procedures myself, I also had to implement them at the same time.

Already after 3 months, things turned out to change a lot. My boss, the appointed station manager left the company due to other career opportunities. The young station being busy with also an upcoming long-haul route startup of a big German carrier needed a new manager. The lack of aviation experience people still have in Namibia, the great support that Menzies Aviation invests in young employees and my passion towards the aviation business made Menzies Aviation give me the opportunity to take over the station man-

ager function at Hosea Kutako International Airport. The fact that I was involved in management tasks from day one on made it possible for me to not get lost in the high amount of managerial work that a startup causes.

However, startups require 24/7 of a manager's attention and a lot of overtime to do. I had to struggle with many challenges: Transforming the safety and quality minds of employees who were mostly taken over from a local company that just closed business to a worldwide known company like Menzies Aviation is not an easy task. You have to make people understand why certain procedures need to be followed now and convince them what the advantages are of this additional work and time consuming procedures and rules. Additionally, our team is very young. Not only myself, also our Duty Managers, Supervisors and general workers are young, but they are also fast learning characters who will add a lot of value to Namibia's future aviation industry! Startups also mean tight budgets as not all potential customers and contracts will be convinced about a new player in the field from day one on. Therefore, after being the first 6 to 9 months much involved in operations and training to ensure a smooth startup and safe operations, I finally had the chance to apply the optimization of operations and structures in order to increase efficiency and a sustainable financial future.

Now it's been more than a year since I have arrived in this beautiful and friendly country. The first 12 months were hard, but worth it. During all the late nights and early mornings during the startup and also on regular days still today I have learned so many things, from general administrative structures to management tasks and also social relations to employees and customers, which you will not be able to learn entirely at any Uni-

versity course. Even though my development at the moment might be faster than I expected ever in my life, every day is a new challenge and a lot more to learn! In management, mistakes can happen, but may not be repeated in such a sensitive business.

Living in Africa also means living with compromises. Due to a lack of supply, flat rentals are more expensive if you want to continue the standard of living you are used to from Europe. Even though Namibia is a very stable and modern country compared to other African countries, shelves in supermarkets or shops on the internet are not offering the variety a 24-year-old living in Germany would be able to choose from. But it also means living in one of the least dense populated countries offering a breathtaking nature which can never be explored to its full extent when just coming as a tourist. Namibia's Flora and Fauna belongs to the most special on this planet, and I am very proud having the chance to live in such a country!

All in all I have to say, it just needs a bit of luck and sometimes the will to go other ways in your career than the mainstream goes. Then impossible is nothing!

I know already that I will not stay here forever as I cannot grow myself any further here, so I need to move on at some point. But at the moment I really look forward to another year on the great continent of Africa, which has a lot of potential in many ways. I have met a lot of great people and there are more still to meet!

I have to say a big Thank You again to the aviation department for teaching us great knowledge and passion, to the career office for the great networking efforts and to the IUBH as a whole, which creates a great basis for a hopefully successful career in Aviation! ■



"CRAFTING MY WAY INTO LIFE – JOURNEY TO AND FROM IUBH"

Ahmed Ehsan, 6th Semester Hospitality Management, International Student from Pakistan



*I stood there with the bag in my hand,
brought to rest in the palm of my hand
the taxi driver stood there casting his gaze
in my direction, through the rain and the haze*

Franz Josef Strauss Airport Munich
3rd March 2014, Captured in time

It wasn't a complicated decision to choose Germany as the place to do my bachelor in hospitality management, for it is known as a country with quality education and exquisite culture. It all began in the cool and warm month of March 2014 when I was all packed up mentally and physically for the gruelling yet exciting trip to Deutschland, the country that speaks precision everywhere you go. From the hustle and bustle of the streets of Lahore, to the peace and tranquillity of Bad Reichenhall, both beautiful cities characterise their respective countries perfectly. My long journey to the place I would call home for the next few years was a smooth transition, somewhat eased by German hospitality.

The craft of hospitality was perfected from day one, beginning with meeting my peers, to the comfortable surroundings of my dorm room up to the friendly teachers from whom I had the honour of learning. I have made friends with people from all corners of the globe. This cultural diversity gives me a vital outlook into the world of hospitality, a perspective so broad that it gives me impetus to continue growing in this industry.

I'm glad I chose International University Bad Honnef as my partner for this important stage in my student life. IUBH has given me an identity that I am proud of, a code of conduct to live by in the modern day industry and most of all, friendships to take along with me in my life. Education was just an added benefit to

all that I gained at IUBH and nothing solidifies your grounds more than the roots that shape your identity. Looking back at my time at this prestigious institution, I cannot believe how quickly time flew by, which is a measure of what a productive and fun-filled time I have had here. To me, a degree is just a piece of paper, but it is the experience that I will take with me, whether it is in my professional or personal life.

If before joining IUBH, I had any doubt about my abilities to improve on the craftsmanship of hospitality, in a short time I will be leaving IUBH with absolutely no shred of a doubt that I will be leaving as a competent hotelier. ■

HOTEL REAL ESTATE & OPERATIONS OF THE FUTURE: TOPPING-UP EXISTING BUILDINGS



Mr. Michael J. Jäger 2011, Founder & COO of MQ Real Estate Berlin (see: <http://www.mqre.de/>) is on the road to establish a premium budget aparthotel chain.

The operational approach is based on the digitalization of basic hotel processes to free-up employees and thus ensuring quality time with guests (rather than currently spending time manually entering or processing data in computers!). One development approach is on discovering underutilized prime real estate location within European cities and developing the aparthotel on top of existing buildings. The informative 90 minutes session was followed by numerous questions from the IUBH audience on the innovative approach to hotel management and development. The IUBH is on the lookout for the first My Quarter pad! ■

ALUMNI MEETING ON IUBH CAMPUS BAD HONNEF



A Friday in May 2015 IUBH Alumni from the pioneer years 2000-2002 met on Campus Bad Honnef. For the almost-10-year Graduation jubilee 45 Alumni from various study programmes joined for dinner followed by a get together into the early morning hours.

On Saturday you could see the core group enjoying good times in Bad Honnef, their former home town during study times.

IUBH is really appreciating initiatives like this meeting since it shows the deep connection with the university and the years spent studying in Bad Honnef. ■



IUBH STUDENT ACCEPTED TO WIWI-TALENTS PROGRAMME

David Reudenbach, a student in the department of Tourism Management, has been accepted to the WiWi-Talents programme of WiWi Media AG (www.wiwi-talents.de). The programme was established about ten years ago to support talented economic and business students. In particular, it encourages exchange and networking between companies and future young professionals.

Potential candidates are proposed with a letter of recommendation from their respective supervising professor, and alongside excellent academic achievements, the candidate must have international and practical experience and be able to demonstrate community involvement. Successful candidates are then included in the WiWi-Talents Book where they can

present themselves with their resume, career plans and the letter of recommendation from their supervising professor. The WiWi-Talents Book is distributed to over 500 companies in German-speaking countries and gives students the opportunity to professionally present themselves to prospective employers at an early stage. Prof. Dr. Helmut Wachowiak, Director of the Department of Tourism Management sees this as confirmation of his recommendation of Mr. Reudenbach: "In his International Tourism Management degree programme, starting at an early stage, Mr. Reudenbach was extensively involved with all the opportunities offered at IUBH and has also represented the university internationally. We wanted this to be honoured and see this award as an incentive for all students to use their degree

programme not only as a learning period, but also as time for career preparation." ■



IUBH CELEBRATES

EXCHANGE STUDENTS JUHA KÄTKÄ AND CHRISTIAN PAUL TAKE 2ND PRIZE AT AÉROPORTS DE PARIS

Congratulations from IUBH to our two exchange students from our Partner University Haaga-Helia University of Applied Sciences in Helsinki. Both as a team participated in a student challenge for creative innovative solutions for improvement of ground transportation at large airports.

Juha Kätkä and Christian Pauli, third year tourism students at their home university and currently studying Aviation Management during their semester at

IUBH, made their way to the finals with an innovative idea that could change transportation at airports in the future. At the finals in Paris they presented their project "PaxHub" to a panel consisting of managers, external experts and members of the Board of Directors of Aéroports de Paris. Evaluated on creativity, feasibility, relevance and presentation, Juha and Christian took the second prize among 374 participating students and recent graduates in 180 teams from more than 25 countries around world! ■



IUBH TEAM WINS 2ND PLACE AT ACCOR TAKE OFF CHALLENGE



IUBH International Hospitality Management students from the Bad Reichenhall campus (Vincent Löffler, Laura-Maria Schober and Kathrin Hundhausen) won 2nd place in the finale of the Accor Take Off challenge, a worldwide student competition organised by AccorHotels that took place in Paris on June 18th.

Starting in March as the youngest team in the competition, the IUBH students were able to convince the jury of top AccorHotels' executives in three rounds

of challenges that involved a photo collage, a video and a Skype presentation. The topic of this year's competition was "ACCOR loyalty programme in 2020". Selected as one of the top five teams, the three IUBH students were invited to attend the finale in Paris at the Accor Odyssey, headquarters of AccorHotels. In the end it was a close fight between the IUBH team and the winners from Lausanne.

The programme organised by the company included a variety of social events such as a cocktail party on the evening before the finale, a three course meal prepared by a renowned French chef in the prestigious Sofitel Le Faubourg and a boat tour on the Seine the following day. On the day when the students gave their presentations, each team stepped up to pitch their final ideas. During the event finalists had a perfect opportunity

to network with important people from AccorHotels, like Laurent Picheral, CEO Hotel Services Central & Eastern Europe and the chance to talk to various officials from AccorHotels, including the CEO Sébastien Bazin himself.

"It has been an amazing few days in Paris! The finals was a great place to network with other students from around the world, some with a lot more experience than we have, as well as the opportunity to learn from and speak to industry leaders from AccorHotels. All of this while experiencing the headquarters of the largest European hotel company in one truly beautiful city. We encourage anyone to participate next year." ■

This was the first time IUBH took part in the competition. ■

10 QUESTIONS TO ...



André Nitschke worked as a consultant for IUBH from 2012 to 2013. In 2013 he took on the position as Campus Manager in Bad Honnef and became Managing Director of Career Partner Service GmbH in 2015. After apprenticeships as a trained chef and hotel specialist, he studied business at the Hotelfachschule Pegnitz. Before starting at IUBH he worked in the health care sector as a regional director and proxy holder for a large scale clinic and nursing care provider. He is an avid kite surfer and father of two children.

Why are you working at IUBH?

Because I like it. I enjoy the diversity of my job assignments and working in an environment with so many young people. Also, I am happy to take on responsibility. It's what I've always wanted to do.

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

I learned how to kite surf and I really love it. There is no better way to enjoy the beautiful north coast, which I call home.

What makes you laugh?

*This question...
I can laugh at myself and everything that's funny.*

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

Grown up - 18 as soon as possible.

What do you always keep in your fridge?

Mustard, chilli sauce and butter.

Are you an owl or a lark?

Definitively an owl.

What makes you proud?

My children, successful events, and positive feedback from our students.

The greatest invention of all times?

The dishwasher, no doubt.

Your motto?

*I don't really have one but this gets pretty close:
Many problems fix themselves - give them some time.*

If you could make a wish...

I would like IUBH to be situated on the north coast of Germany.

No, seriously, I wish there was a cure for dementia and Alzheimer's disease. During my time working in the health care sector I saw so much suffering and distress. Getting rid of this terrible disease would be a huge achievement.



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IUBH MERCHANDISE **ONLINESHOP!**



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

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

www.iubh.spreadshirt.de

MARK YOUR CALENDAR

Upcoming Events

OPEN CAMPUS DAY

NOVEMBER 28

Campus Bad Honnef

INFO DAY

NOVEMBER 28

Study Location Berlin

IUBH X-MAS RUN

DECEMBER 17

Bad Honnef & Königswinter

OPEN CAMPUS DAY

JANUARY 16

Campus Bad Honnef

INFO DAY

JANUARY 30

Study Location Berlin

OPEN CAMPUS DAY

APRIL 09

Campus Bad Honnef

GRADUATION

APRIL 23

Beethovenhalle, Bonn

OPEN CAMPUS DAY

JUNE 04

Campus Bad Honnef



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