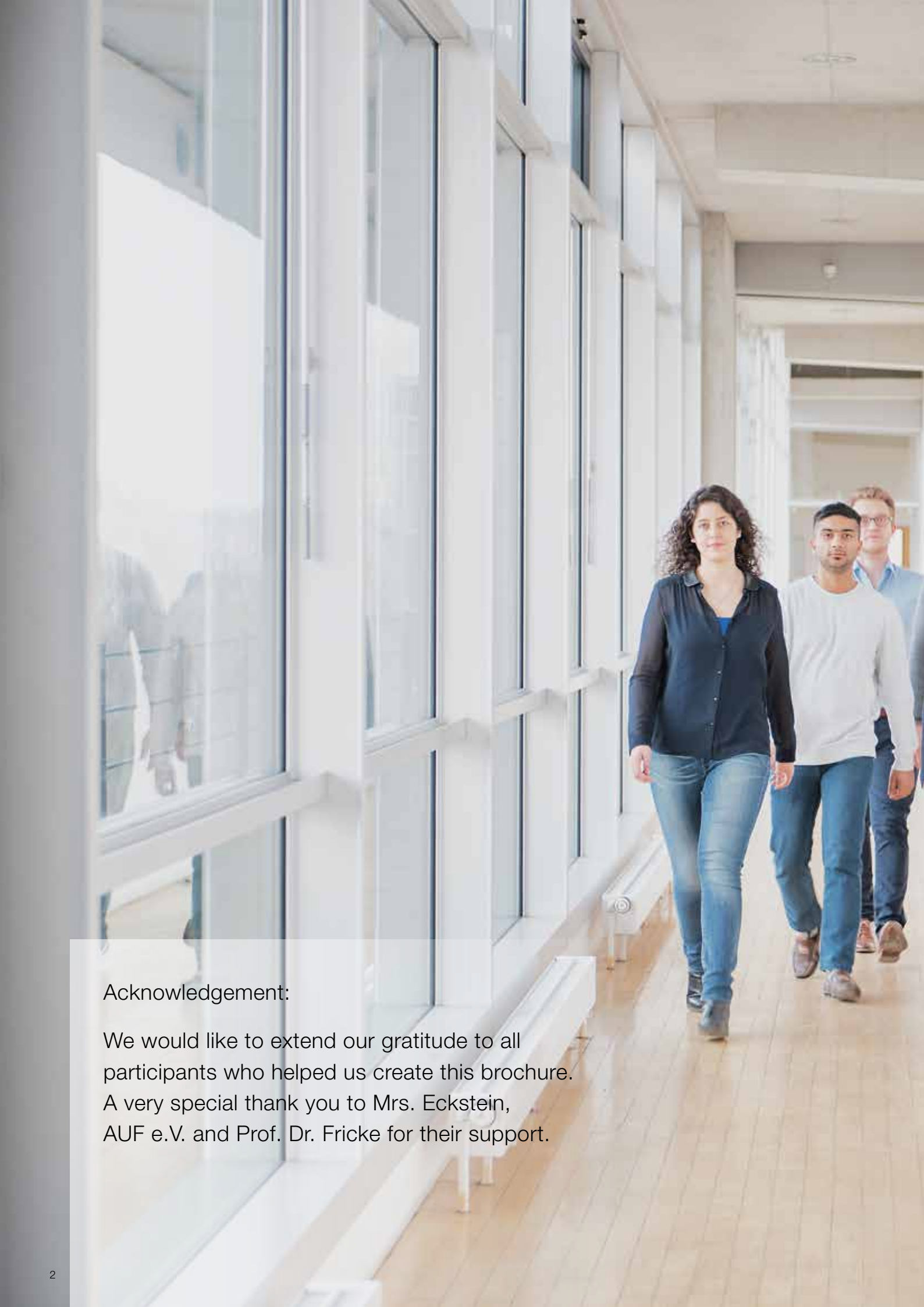





20 years of International Business



Acknowledgement:

We would like to extend our gratitude to all participants who helped us create this brochure. A very special thank you to Mrs. Eckstein, AUF e.V. and Prof. Dr. Fricke for their support.



Dear Reader,

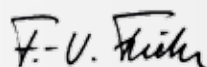


20 years of IB, our international business administration program, that is really a milestone and an opportunity to celebrate and reflect. When the first brochure for the international business program was issued in 1999, Klaus Stocker, the first head of the program already wrote about globalization and what we would like to achieve with our program.

The focus has always been on students and preparing them for a world of continued globalization and change. That has an impact on the faculty and its members: Students from a variety of cultures challenge the faculty and its ways of teaching, and hence create a stimulating environment for lecturers, students from Germany and abroad. In addition, the program led to the development of collaboration and partnerships all over the world with now a world-wide list of partner universities.

This international network is not only for students, it is a resource for members of the faculty to partner and collaborate internationally through research projects and as guest lecturers abroad. It facilitates study weeks in-house with guests from abroad, it enables double degree programs with universities in Australia, the Nordics and Taiwan and it is a basis for dual study programs with companies like adidas and others. This international network is a constant challenge to keep in touch with and maintain international standards to equip our graduates with a skill set they need for the world of tomorrow.

The program is never complete. In a dynamic world, change is the only constant. However, with 20 years of experience, the future is bright and I wish the program all the best. It can rely on the continued support of the faculty.

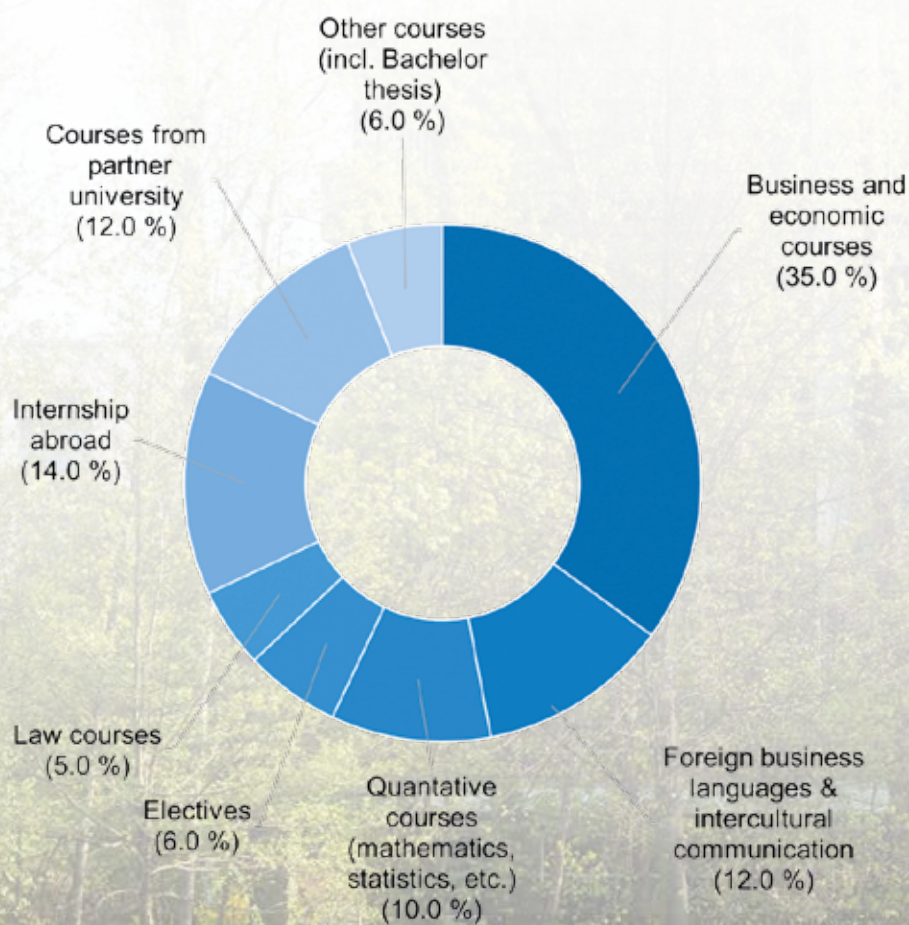


Prof. Dr. Frank-Ulrich Fricke
Dean of Business Administration Faculty

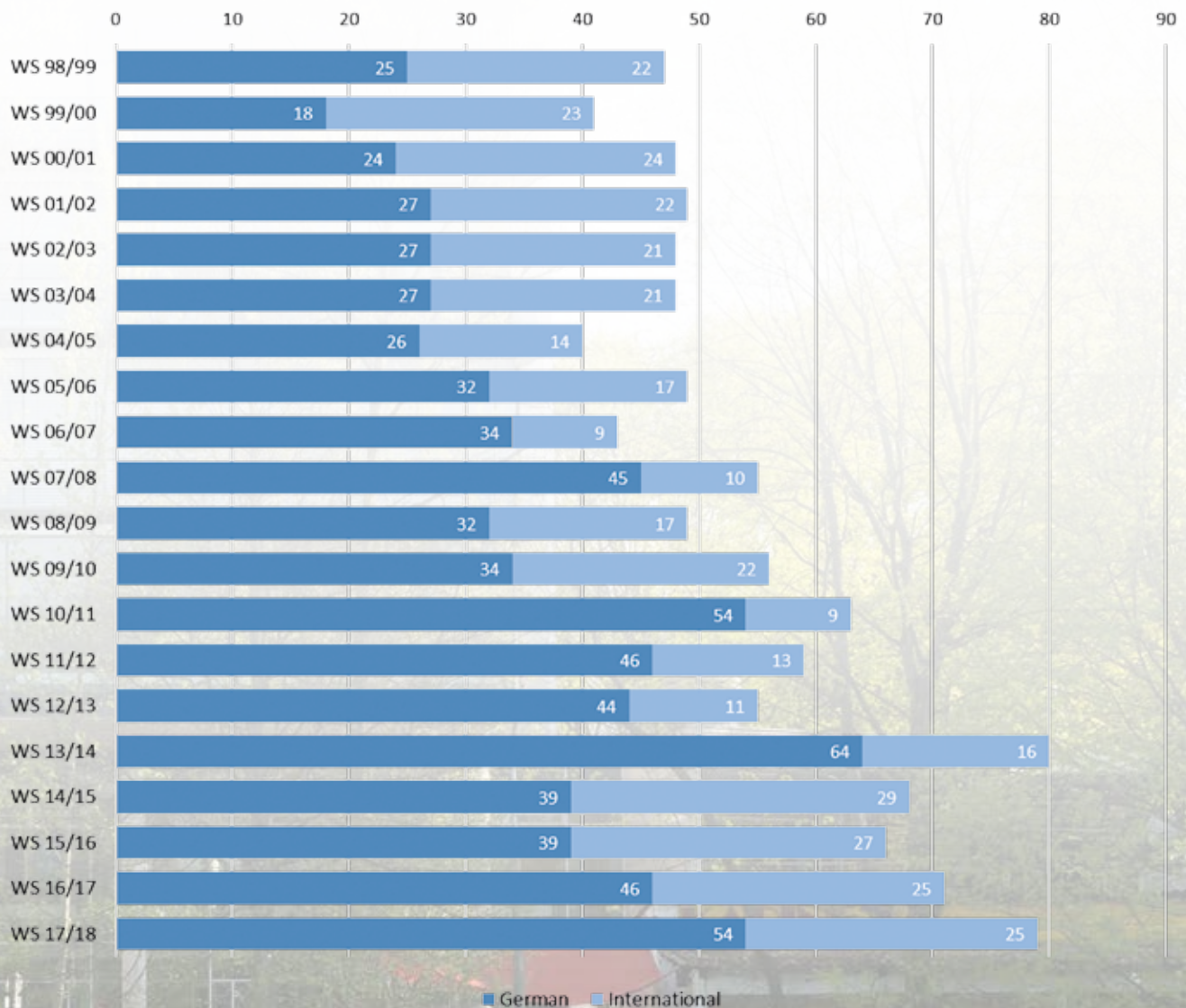
An unique trademark of this program is the very small number of enrolled students and the resulting close personal relationship to staff and faculty members of our department.

Our students are required to do a 20-week internship abroad and to spend one semester at a partner university outside of Germany. Those two semesters outside of Germany are compulsory for all of our students, regardless whether they are German, EU or non-EU students.

English is the exclusive course language during the first three semesters and the predominant language later on. Our faculty offers more than 90 courses that are taught in English. Furthermore, students are obligated to choose one additional foreign language, such as French, Spanish or Italian.



The course International Business is designed for about 60 students per year. Approximately one third of them are international students who add internationality to the program from the very beginning. Currently 40 nationalities are represented by IB-students.



Our 85 partner universities all over the world



Europe:

Austria
Belgium
Czech Republic
Denmark
Finland
France
Greece
Great Britain
Italy

Lithuania
Netherlands
Norway
Poland
Sweden
Switzerland
Slovenia
Spain
Turkey

Asia:

China
India
Japan
Jordan
Korea
Malaysia
Philippines
Russian Federation
Taiwan
Thailand

North America:

Canada
Mexico
USA

South America:

Argentina
Brazil
Chile
Columbia

Africa:

South Africa

Australia

“The collaboration with a visionary and creative person like Prof. Dr. Stocker was an honor for me. Together, we had the ambitious task to initiate and promote internationality. Back then, Germany and our university were strictly monocultural. Every time we proposed something English related, the answer was: “German is the official language”. Nevertheless, that did not stop us from creating this unique program. It was very exciting to receive our first applications and I still remember all their names and birthdays. All of them were unique individuals and special in their own way. We treated them as our own children, with all their joys and concerns in and outside of the student life.



All in all, IB was an inebriant experience from the very beginning, it was something special and it still is. The familiar atmosphere which we created still exists after 20 years. This touches me und speaks for itself - starting the International Business program was the right decision. I am proud of every single IB student.“

Mrs. Elisabetta Fabi, former academic IB coordinator

“Looking back on the last 20 years, I fondly remember the many motivated students, who not only came here to study, but also showed a lot of commitment to special projects such as the international Buddy program, the organization of the 10-year anniversary of the IB program and many more. They have been showing enormous enthusiasm and support for their study program over the years. This is the best feedback my team and I could have asked for. For this year’s anniversary especially, this brochure was created in memory of the last 20 years. Many thanks to Diana Bayer, Carmen Döring, Marie Fischer, Vanessa Kunkel und Viktoria Löw, who have taken on this task with great passion.



I am already looking forward to the 25 years of IB celebration where the whole IB community will gather together and share their news and experiences.”

Mrs. Ulrike Schäfer, current academic IB coordinator





"The idea, that the world is growing together and students (and managers of tomorrow) need not only more international professional knowledge, but even more some direct interaction with people from different cultures and different origin. And we also realised already before, that the students we had sent abroad came back with a much more mature and open mind. This is why we integrated compulsory foreign semesters into the study programme."

Prof. Dr. Klaus Stocker, Co-founder of IB



"IB started as a big adventure: teaching in English, discussing with students from all over the world ... it was really exciting and challenging. From begin on IB developed a special culture. Relationships between students, lecturers and admin were very close and very emotional, resulting in an excellent working atmosphere [...]."

Prof. Dr. Werner Fees, Co-founder of IB

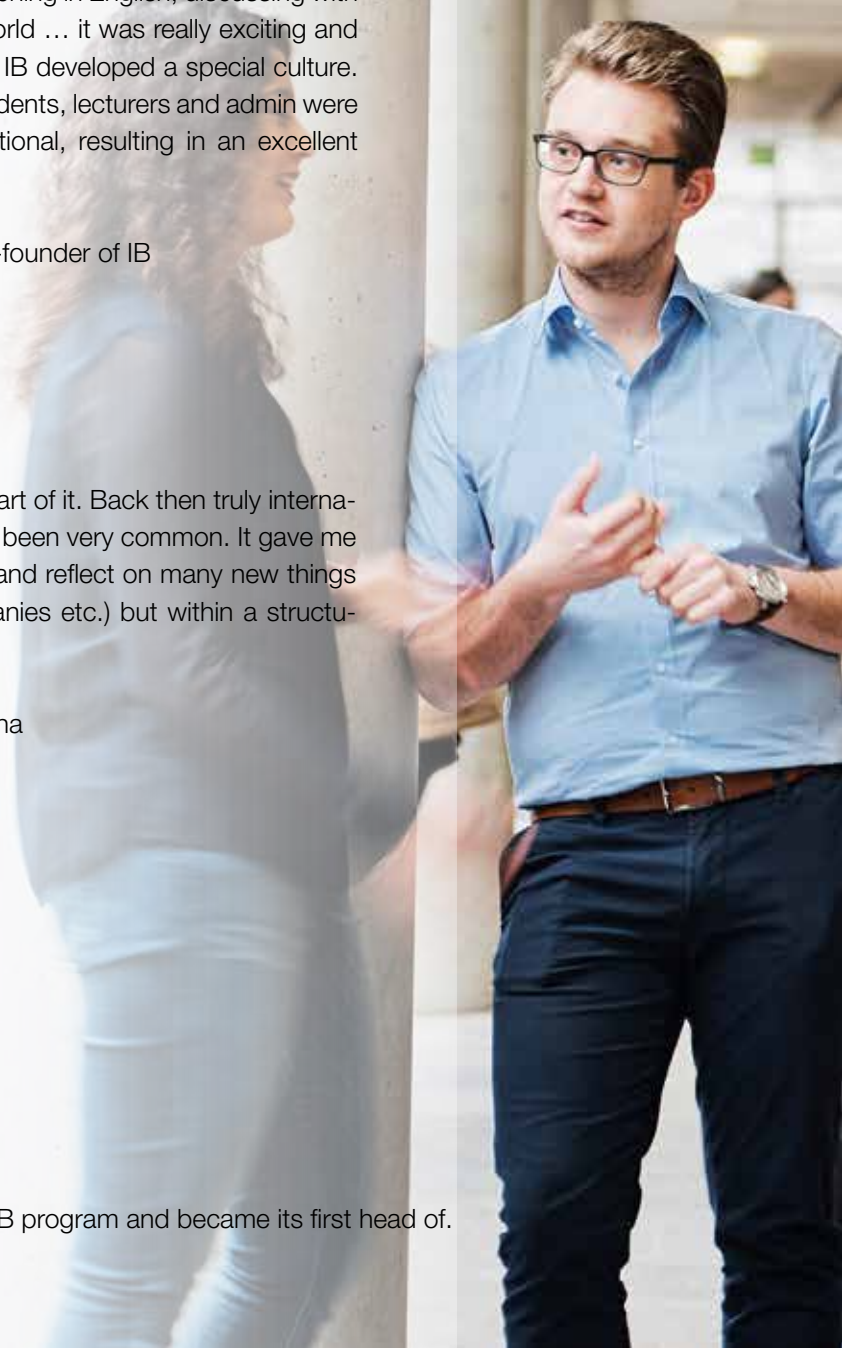


"I felt honoured and proud to be part of it. Back then truly international study program had not been very common. It gave me the opportunity to discover and reflect on many new things (countries, cultures, companies etc.) but within a structured framework."

Dr. Eva Maria Boder, Alumna

1998

Prof. Dr. Stocker co-founded the IB program and became its first head of.





"IB graduates are facing excellent job opportunities and career perspectives. They bear the right combination of functional expertise, intercultural competence and social responsibility necessary to become a competent player in a globalized world. Over 20 years this has been verified by hundreds of IB-alumni following their own successful paths in national and international companies, public institutions and NGOs."

Prof. Dr. Uwe Mummert, Professor of Economics



"An open mind, a hands-on way of working and the willingness to grow in various environments - This is the right person for the IB-program. You will meet amazing people from all over the world with a similar mind-set and you will learn from great professors who do not only have deep theoretical know-how, but who have successfully led teams and organisations all around the world."

Christian Shuster, Alumnus



"For me it was particularly special that we studied in very small groups, learnt to work in teams and have built strong friendships that still last today many years after graduation."

Milan Kalajdzic, Alumnus

2009

Prof. Dr. Mummert is appointed as the new head of the IB program.



“Our bachelor program „International Business“ offers the unique opportunity to broaden your intercultural competence from the very beginning: The fellow students come from all over the world, the lecturers have fundamental international experience, and you will spend a whole year abroad”

Prof. Dr. Laila Hofmann,
Vice Dean & Academic Coordinator of IB



“Being able to work in a team is the key to success. Through countless team presentations and assignments, the IB program was the perfect opportunity to gain hands-on experience and understand the importance of teamwork. I learned to assert myself, discuss and defend my opinion in two foreign languages and both comprehend and overcome cultural differences through the international nature of the program. Thanks to the program I will never have problems with making myself heard in my future working life.”

Josefine Kress, IB Student



“I guess when it comes down to the core, the program with all of its components has taught me to take responsibility for my own actions. If you want to achieve something, you will also need to be the driving force to get you there. Even though others might be able to push you to a certain extent, only intrinsic motivation is able to spark your full potential. And the program certainly lays the foundations in order for you to be able to do so.”

Jan Panhuysen, IB Student

2013

Prof. Dr. Hofmann takes over the leadership of the IB program.



"The IB program offers a truly multicultural study environment, with courses taught in English in a personalized atmosphere of small classes. We place great importance on ensuring the course has practical relevance, alongside academic rigour. For example, our highly qualified academic staff have all held managerial positions, meaning they can bring practical, first hand business insights into their teaching. This combined with the compulsory year abroad, practical group projects, invited guest lectures and company visits, means our graduates are well prepared for a career in international business."

Prof. Dr. Helen Rogers, Head of IB



"My main takeaways from IB so far are, that there are still so many new and interesting fields to learn and develop from and therefore the studies just keep on getting more and more interesting by the semester. Furthermore it is really encouraging that the professor really can tailor the pace of the course to the students needs."

Steven Pawlowicz, IB Student



"I have always had a huge passion for the English language. However, when graduating from school, I was not sure of what exactly I wanted to be later. Then, I stumbled across the study program of International Business, which combined all different departments represented in the business world. This seemed perfect to me, since I would get and insight into many branches and later specialize in the area, which fits me the best."

Sangeetha Sanchchithananthasarma, IB Student

2016

Prof. Dr. Rogers currently oversees the IB program.



Images

cunico - stock.adobe.com: Titel/Rückseite

Oliver Kussinger: Hintergrundbild, 2/3

Prof. Dr. Frank-Ulrich Fricke: Portrait, 3

Petra Simon: 4/5

Smith1979 - stock.adobe.com: 6/7

Elisabetta Fabi, Ulrike Schäfer: Portraits, 7

Clemens Eckstein, TH Nürnberg: 7

Oliver Kussinger: Hintergrundbild, 8/9

Prof. Dr. Klaus Stocker, Prof. Dr. Werner Fees, Dr. Eva Maria Boder: Portraits, 8

Prof. Dr. Uwe Mummert, Christian Shuster, Milan Kalajdzic: Portraits, 9

Oliver Kussinger: Hintergrundbild, 10/11

Prof. Dr. Laila Hofmann, Josefine Kress, Jan Panhuysen: Portraits, 10

Prof. Dr. Helen Rogers, Steven Pawlowicz, Sangeetha Sanchchithananthasarma: Portraits, 11

This brochure was done by Carmen Dörling, Diana Bayer, Marie Fischer, Viktoria Löw and Vanessa Kunkel as part of the course Project Work supervised by Prof. Rogers and Prof. Wellner.