



December 18, 2014

Greetings to our alumni and friends!

This past year, SRH Hochschule Berlin has continued increasing its student enrollment and can now boast a total enrollment of 900 (with 250 new students this winter semester). In the 2014 University Ranking by CHE (Germany's most important university-ranking), SRH Hochschule Berlin ranks in the top level in 4 out of 5 categories. Furthermore, several programmes were reaccredited by the accreditation agency, FIBAA, including our own International Management programme, which was praised for its internationality, among other achievements.



Our list of international partners has steadily expanded and now includes universities in Austria, Cameroon, Norway, and Switzerland, as well as new partner universities in Brazil, Denmark, Greece, and Spain. As always, this means more opportunities for our students to study abroad as well as an increase in our own international student body, ultimately leading to a cultural reciprocity from which all students benefit greatly.

I would like to extend a special thank you to all of our alumni who participated in our recent alumni survey. I am happy to report that well over 60% of our alumni took part in the survey and we were thus able to obtain representative results. A summary of the results can be found on page 7 of this newsletter. Also new this year is the establishment of an international advisory board, which consists of business leaders, faculty members from our international partner universities, and alumni. The goal of the board is to further strengthen our programme's focus on employability. Among other things, board members will be making recommendations for new applied areas of focus (currently marketing, information management, and finance).

I hope you enjoy our 2014 programme newsletter and I wish you all happy holidays!

Sincerely,

Prof. Dr. jur. Bert Eichhorn

2014 Lectures, Conferences and Events



Guest Lectures by Partner University Faculty Members

On September 26, two guest lecturers visited us at SRH Hochschule Berlin and gave talks during their stays: [Mrs. Julia Daroszewska](#) on the topic of "Failures and Successes in Start-Ups" and [Mr. Kemal Ermitan](#), President of the German-Turkish Chamber of Commerce and Industry, on the subject of "German-Turkish Trade Relations from a Turkish Perspective."

2014 Master Reception

Our annual Master Reception took place on September 22nd this year. Both the previous president of SRH Berlin, Dr. Peter Eichhorn, and the new president, Dr. Victoria Büsch, were present. We also had several visitors from our international partner universities including Mrs. Florence Ramillon from INSEEC

Business School Paris, Prof. Dr. Daniel Arias Aranda from the Universidad de Granada, Prof. Wallace Ewart and Mrs. Wendy Jane Ewart from Griffith College Dublin, Prof. Dr. Ibrahim Anil and Prof. Dr. Binali Dogan from Marmara University Istanbul, Dr. Josef Vochozka from the Metropolitan University Prague, and Mrs. Julia Anna Daroszewska and Prof. Dr. Jan Skonieczny from the Wrocław University of Technology.

"From Idea to Start Up – Key Factors of Successful Early Stage Entrepreneurship"

What motivates and inspires company founders and what keeps them successful for the long run? What can politicians, educators, investors, accelerators, consultants and entrepreneurs do to increase the sustainable success of a start-up? On November 3rd, students, politicians, investors, and entrepreneurs

were invited to an international conference on entrepreneurship, which was jointly organized by the Konrad Adenauer Stiftung, hub:raum Berlin, SRH Hochschule Berlin and EIT ICT Labs Germany. See [here](#) for the conference programme.

World Forum for a Sustainable Society (17th International Conference)

Along with Humboldt University and other prestigious universities, SRH Hochschule Berlin is a proud partner of the [World Forum for a Sustainable Society \(17th International Conference\)](#) which took place at Sofia University in October. Prof. Dr. Bert Eichhorn served as co-chair of the organizational committee.

New Rankings and Accreditations



2014 CHE Nationwide University Ranking

Germany's most important university-ranking confirms excellent study conditions at SRH Hochschule Berlin. The university is in the top group in 4 out of 5 categories.

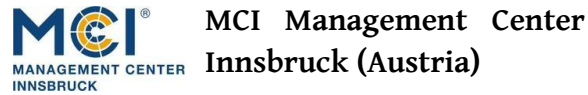
The students are particularly satisfied with the "overall study situation", the "coherence of the study programme", the "supervision by teachers" and the "international orientation". In these categories, the SRH is placed in the top group. It also receives excellent grades in the category "practical orientation". All results (in German only) are now available at www.zeit.de/hochschulranking.

The CHE university-ranking is the most comprehensive and detailed ranking in the German-speaking area and therefore the most important. The CHE (Center for Higher Education Development) has investigated more than 300 universities and colleges. The results appear May 6, 2014 in the new ZEIT study guide 2014 /15.

2014 FIBAA Reaccreditation of International Management M.A. Programme

SRH Hochschule Berlin stands for study programmes which take into account the current demands of the international job market and which offer great prospects for your future career. The accreditation agency FIBAA recognizes the high quality and success rate of our Masters programme and has therefore reaccredited the International Management Master, certifying its excellent achievements in the following areas: international and intercultural focus, foreign language offerings, the programme's visibility in the education market, international focus, communication skills and conflict resolution, organization and administrative support, career service, and overall competencies. In addition, the [internationality of our student body](#) was recognized by FIBAA as outstanding.

New Partner Universities



**MCI Management Center
Innsbruck (Austria)**

MCI Management Center Innsbruck was founded in 1995 and currently has 800 faculty members and 3,600 students. It is located in the beautiful city of Innsbruck and consists of five different campuses located throughout the city center. The MCI Management Center has a strong international orientation and all of its students are encouraged to study abroad at one of their 160 international partner universities.



**Universidade Federal de
Pernambuco (Brazil)**

Universidade Federal de Pernambuco is a public university founded in Recife, Brazil in 1946. Today it has three campuses located in Recife, Caruaru, and Vitória de Santo Antão. It offers 95 undergraduate courses and 175 postgraduate courses. The Universidade Federal de Pernambuco is ranked highly among Brazilian universities: the nationwide Ranking Universitário Folha put it in tenth place in its list of Top 20 Brazilian universities (based on internationally recognized criteria

such as research, teaching, internationalization, and innovation).



ISICOM (Cameroon)

ISICOM (Institut supérieur de l'informatique et de la communication) is a private institute of higher education in Cameroon. It was founded in 2011 and is located in Douala, the largest city and commercial capital of the country. Its mission is to educate and prepare students for leading positions in the growing sectors of trade, management, marketing, and information technology.



**Lillebaelt Academy of
Professional Higher
Education (Denmark)**

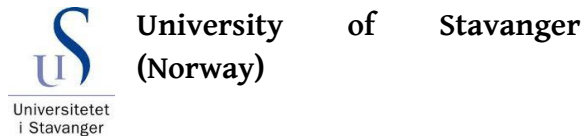
The Lillebaelt Academy was established in 2009 by the merging of several colleges including Tietgen Business College, SDE College, Kold College and Vejle Business College. It is the largest business academy in southern Denmark and offers a wide range of degree programmes

including AP and BA programmes. Areas of focus include IT, technology, economics, trade, nutrition, and service/hospitality.



**Athens University of
Economics and Business
(Greece)**

Founded in 1920, Athens University of Economics and Business is the third oldest university in Greece and the oldest educational institution in the fields of economics and business administration. It is highly ranked - both in Greece and internationally - in the fields of science that it covers. The university is composed of 8 academic departments and offers an MBA that is fully taught in English.



The University of Stavanger was founded in 2005. It has more than 9,000 students and 1,300 faculty, administration and service staff. The university is located in Stavanger, Norway, in one of the most attractive regions in the country. There is a strong collaboration between the university and local society and business, and many externally financed research activities are conducted in cooperation with the International Research Institute of Stavanger. Since 2012 the University of Stavanger is a member of the European Consortium of Innovative Universities.



The University of the Basque Country was founded in 1980 and is the only public university in the Basque Country, in Northern Spain. It has a current enrollment of 45,000 students and 5,000 academic staff members. The university offers 67 Bachelor programmes, 103 Master programmes, and 71 PhD programmes. Five of the Master programmes are International Masters and are taught jointly with other European universities.



Hochschule für Technik und Wirtschaft Chur (Switzerland)

The University of Applied Sciences HTW Chur was founded in 1963 and is comprised of six faculties, each offering Bachelor, Master and further education programs. With approximately 1600 students, HTW Chur provides an excellent learning environment with an intimate atmosphere, modern facilities, and small, student-oriented classes. The university is located in the oldest town in Switzerland in the canton of Graubünden near St. Moritz, Arosa, and Davos.

Student Success Stories



International Award Ceremony in Dublin

After spending a semester at Griffith College last fall, SRH International Management student, Marta Welker, took part in the International Student Award Ceremony in Dublin in the spring of 2014. She received a certificate for joining the [Education of Ireland Ambassador programme](#) and met such notable persons as prime minister Enda Kenny and the Minister of Education and Skills, Ruairi Quinn.

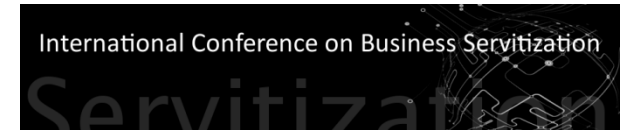
Alumni Survey

According to survey results, 50% of our graduating students already have a job at the time of graduation. Within three months the numbers rise to 75% and within a year 100% of our graduates have a job.



Research Collaboration with PhD Student from the University of Granada

Marco Opazo, a PhD student in Prof. Dr. Daniel Arias-Aranda's research group at the University of Granada, was invited for a research visit at the Institute of Information Systems at SRH Hochschule Berlin. From early March until the end of May 2014, he contributed to the successful research collaboration between these two universities in the field of ERP systems.



Conference Presentation at the 3rd International Business Servitization Conference

A conference paper written by Carlos Galera Zarco, Francisco José Sánchez-Montesinos García (University of Granada), Johannes Schubert (Institut für Wirtschaftsinformatik, SRH Hochschule Berlin), Matilde Morales Gallego (University of Granada) titled "Obtaining competitive advantages through servitization process in project based firms" was presented at the [3rd International Business Servitization Conference](#) in Bilbao, Spain.

Faculty Research & Teaching News



Marmara
Üniversitesi
Kökü Geçmiş...Güçü Gelecek...



Contractual Management in SMEs

The second part of our project “Practicing Risk Management in SMEs” (in cooperation with Marmara University) began in April 2014 and will continue through November 2016. With the support of the German/Turkish Chambers of Commerce and Industries in Berlin and Istanbul, this project investigates cultural differences in risk management in German companies in Turkey and Turkish companies in

Germany. See [here](#) for more details about our ongoing study.

Recent Article Publications by SRH Faculty

Ternès, A. (2014): Wie sich exzellente Dienstleistung für Unternehmen bezahlt macht. In: Sales Management Review 3, 2014, 24-31.

Eichhorn, B., Schuhmann, R. (2014): Der Inhalt ist alles, die Form nur Ästhetik? - Leichtverständliche Sprache und Visualisierung für Projektverträge. In: Zeitschrift für deutsches und internationales Bau- und Vergaberecht, 3, 211-216.

Daniszewski, A., Ternès, A., Towers, I. (2014): International Cooperation: Impact of Cultural Diversity on Brand Strength in the Hotel Industry. In: Acta Oeconomica Cassoviensia, 6, 14-24.

Schäfer, H.-B., Wulf, A. J. (2014): Wie der Aufstieg des gelehrten Rechts im Mittelalter den wirtschaftlichen Aufstieg Europas beförderte. Eine empirische Untersuchung. Bucerius Law Journal, 1, 1-19.

Faculty Lectures and Conference Activities

Within the partnership between SRH Hochschule Berlin and the University of Sofia, Prof. Dr. Vladimir Stantchev and Prof. Dr. Gerrit Tamm held guest lectures in Sofia, Bulgaria at the end of October.

With a presentation entitled “Developing a Criteria Catalogue for Corporate Social Responsibility“, Prof. Dr. Vladimir Stantchev and Johannes Schubert participated at the World Forum for Sustainable Society 2014 in Sofia, Bulgaria.

Nils Britz presented a paper titled “Analyzing Economic Decisions in Organizations and Demographic Change: A New Institutional Approach” at the Russian Summer School on Institutional Analysis (RSSIA 2014), Moscow, Russia.

Campus Life 2014

Young and old on the catwalk

More than 100 guests came to SRH Hochschule Berlin in February, to discuss future strategies for the demographic change with renowned experts. The undeniable highlight was the multi-generation fashion show that provoked to think about age stereotypes and raised thunderous applause.



Co-create sustainable development

In March, SRH Hochschule Berlin invited more than 50 selected participants to join the Impact Forum. In cooperation with the Liechtenstein institute yourSRI they exchanged expertise in world cafés and panels on the topic of “Participation in times of sustainability”.

Companies introduce themselves

On career day in April, many companies provided yet again an insight into the working life. Students used this opportunity to directly get in contact with representatives of the companies, and to set the course for their internship or career entry.



Beach, Sports and Fun

Beach atmosphere und summer feeling – that’s the best way to describe our summer party. 22 beach-volleyball teams played under bright sunshine to be the winner of the tournament. Afterwards, our students, employees, professors and alumni – altogether about 300 people – had a barbecue and let the mild evening fade slowly away.

Mastering a life stage

In September, the “Haus der Kulturen der Welt” opened its gates for our graduation ceremony with over 100 graduates. Peter Eichhorn made use of this ceremonial occasion to commit his function to Victoria Büsch after more than four successful years being president of the university.



New chapter of life

For the start of the new semester in October, we welcomed 236 new students, 148 Bachelor students and 88 Master students. Altogether there are now students from 75 different nations. This winter-semester, the new English-speaking Bachelor programme “International Hospitality Management” started at the Dresden location for the first time.

Talk, Talk, Talk

November was the month of events. “SRH Expert Talk” premiered with the topic “Branding and the Power of the Customer,” an event of all three Berlin SRH universities. Another event discussed the question “What does our language mean to us?” and was organized by Goethe Institut and SRH Hochschule der populären Künste. The alumni club addressed the entrepreneurial spirit in all of us in the panel discussion “Born to be a founder?” Dieter Kronzucker and Anabel Ternès raised the philosophical question, if Western values are a phase-out model in the world in another discussion round.



End the year with a “Bang”

Before the holidays start, we celebrated Christmas time all night long with the annual Xmas Bash at Puro Sky Lounge. The students as well as employees partied together at this unique location, where you have a 360° view over Berlin from the 20th floor.

Upcoming Events, Conferences & Workshops

SRH Hochschule Berlin and "World Forum for a Sustainable Society" (2015)

Next year, SRH Hochschule Berlin will again take part in the International Conference "World Forum for a Sustainable Society" hosted by Sofia University in Bulgaria. The conference invites scientists, researchers, educators and entrepreneurs to share ideas, theoretical developments and good practices in order to find ways of creating a sustainable society. SRH Hochschule Berlin is a co-organizer of the conference along with Humboldt University and several other prestigious universities. The next conference will take place in October of 2015 and the SRH research institute "International Institute of Sustainability Management" as well as SRH faculty Prof. Dr. Michael Hartmann, Prof. Dr. Victoria Büsch, Prof. Dr. Eichhorn and Prof. Dr. Vladimir Stanchev will be participating.

Business Simulation Game (in cooperation with the University of Granada)

This spring, students in the Master's programmes at SRH will once again have the opportunity to take part in a very exciting business game in cooperation with the University of Granada in Spain. The game is based on a realistic computer simulation of the automobile industry. Students form six groups and have to start and run an automobile manufacturing company. They are provided with information and data about the industry and then have to make decisions about everything involved in running the business. It is a great learning experience! In the end, the winner is the team with the highest profits.

Career Day 2015

Next April, all students from SRH Hochschule Berlin are invited to our annual career day. Numerous companies (including Deutsche Bank, Siemens, Amerano, Clean Tech Media, Randstad Professionals Germany, MetaDesign, Rohde & Schwarz, DKB service, i-potentials, Freshmilk Creative Media, HORBACH, Debeke, Grand Hyatt Berlin, Asperado, Zanox) will give insights into the working world. Listen to exciting lectures and get in touch with representatives at their individual company's exhibition stand. Students can use this event to make contacts for internships, thesis topics, as well as post-graduation jobs. You are welcome to bring your CV and give it to the company's representatives directly.

Alumni SRH Berlin



Dear alumni,

Our year 2014 was determined by change and progress. We welcomed alumni to Career Day in April where they helped students with tips and answers to questions related to applications, internships or jobs after graduation. We celebrated the summer in the city at the SRH summer party where we helped students organizing a charity to help children in Africa.

In November, we welcomed experts to our annual panel discussion titled "Born to be a founder?" Students from the MA programme in Entrepreneurship were especially interested to hear what makes a successful founder. Christian Edler (entrepreneurial investor) stressed factors important for business angels to invest in start-ups. Heinz-Joachim-Mogge (Investitionsbank Berlin) informed future founders how they can benefit from state programmes for start-ups and free workshops on business development. Orion Rah (Rocket Internet), Florian Kosak (CEO tabticketbroker GmbH) and Alexander Koenig (web developer), members of our alumni club, shared their personal experiences with the students who were all happy to get first-hand information and inspiration

for their own careers. We hope to welcome YOU next year to our panel discussion too so that you can meet experts and alumni, make business contacts and widen your career network.

The club itself went through important changes in 2014. Our members elected a new board which immediately organized responsibilities:

Stephanie Stockklauser (1st chairwoman) - coordination, events, contacting new and reactivating old students

Pascal Scharenberg (2nd chairman) - coordination, connecting SRH Alumni clubs

Dr. Alexander Wulf (treasurer) - finances

Orion Rah (secretary) - connecting SRH Alumni clubs, reactivating old students

Lewin Giselbrecht (board member) - events, connecting SRH Alumni clubs, reactivating old students

Alexander Koenig (board member) - mentoring

Artur Steffen (board member) - mentoring, social media, contacting new students

Anja Rogenhofer (student representative) - providing information from the university to the club

Prof. Dr. Victoria Büsch (board member ex officio)

We invite you to benefit from our network – for professional and personal matters. Become a member, share your experiences and profit from our alumni contacts.

Have a wonderful Christmas time and a very happy new year.

Your Alumni team

For further information, feel free to contact us at:

alumniverein@srh-hochschule-berlin.de

Join us on

facebook: Alumni SRH Berlin

XING: Alumni der SRH Hochschule Berlin

LinkedIN: Alumni SRH Berlin



“Born to be a founder?” Panel discussion and entrepreneurial get together