



CAMPUSNEWS

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Internationale
Fachhochschule

Bad Honnef · Bonn

International University
of Applied Sciences

PRACTICE MAKES PERFECT

The university's practice-oriented programmes are a core part of its curriculum. Besides learning theory, students are also expected to put it to work. See what they have to say about their experiences on pages 4–6.

CHEers FOR THE INTERNATIONAL UNIVERSITY OF APPLIED SCIENCES BAD HONNEF · BONN

The CHE ranking measures how “employable” students are upon graduation from almost 400 bachelor programmes at universities in Germany. Curious about our score? Turn to page 2 to find out.

VIVA LAS VEGAS

Las Vegas: bright lights, gigantic casinos, and big spenders. A group of students looked behind the glamour to see what really makes the place tick. See page 9 for details.



- INTERNSHIP REPORTS
- STUDENT CONSULTANTS AT SMI-HYUNDAI
- EXTRA CURRICULUM
- MESSAGE FROM THE NEW PRESIDENT

Fly Higher

BACHELOR PROGRAMMES:

TOURISM

HOSPITALITY

EVENT

AVIATION

BUSINESS
ADMINISTRATION

MASTER PROGRAMMES:

TRANSPORT
MANAGEMENT (MA)INTERNATIONAL
MANAGEMENT (MA)

The pioneers in front of a Piper Seminole

A bachelor's great ... but will it get me a job?

Universities in Germany have recently begun offering bachelor degrees, but the growing number of bachelor programmes is often difficult to compare. The CHE (Centrum für Hochschulentwicklung – Centre for Higher Education Development) ranking aims to change that.

By surveying almost 400 bachelor programmes at universities in Germany, it ranks them on a scale of five to zero stars (five being the best). Universities of applied sciences and private universities score well due to the mix of practical and academic work; in fact, they place ahead of traditional, purely academic ones for this reason. To illustrate, our hospitality management and business administration programmes received four out of five stars. Aviation, event, and tourism management each received three stars.

The labour market needs certain job skills; the ranking measures how well universities integrate these skills into their curricula, and how employable students are upon graduation.

What makes a student employable? According to CHE and its partner dapm (Arbeitskreis Personalmarketing – the HR Marketing Working Group), a good bachelor programme should contain four elements:

- Varied teaching methods – learning through case studies, projects, presentations, research and IT
- Social skills – including teamwork, negotiation or facilitation
- Practical orientation – internships, a career centre, industry contacts and teaching staff with practical experience
- Internationality – international lecturers, foreign students and language courses, as well as options to study abroad

To develop the ranking, CHE worked with dapm, a group of personnel marketing professionals of large German companies like Audi, BMW, Deutsche Bank and SAP. Oliver Maassen, a dapm member, says, "Young people who want to begin their studies can use the ratings to pick which institutions will provide them with particularly good opportunities to find a job."

In the following pages, you'll find examples of how our university helps students acquire the skills they will need for their professional futures.

Study and Fly for two careers

A new programme literally prepares graduates for takeoff. The Flying Bachelor allows students to obtain a pilot's licence alongside their aviation studies. Over six semesters, they work towards their bachelor in aviation management on campus and towards their pilot's licence at the Aviation Training Centre (ATC) in Bonn Hangelar at the same time.

The ATC in Bonn is one of the largest flight schools in Germany and has trained over 1,500 pilots for all divisions of aviation since 1998; its graduates fly for major airlines all over the world. After 770 hours of theory, 200 flying hours, and success on several exams, students earn the Airline Transport Pilot Licence (ATPL).

In the academic programme on campus, theory and practical projects help students understand the core issues of business administration in aviation. For aviation students, the dual programme allows them to actually experience the joy of flight. For trained pilots, an academic management education gives them something to fall back on if they can no longer fly. From either perspective, this parallel education offers more career choices.

For more information, contact Study Advisory Services at info@fh-bad-honnef.de or by phone at +49 (0)2224 9605-102.

Off Campus



An insider's look at the aviation industry

The university offers a study-related extra-curricular programme that gives students unique insights into their prospective industry. The aviation extracurricular programme consists of two components. On the one hand, aviation experts provide students with special lectures on campus. For example, Wolfgang Kurth, founder and former CEO of Hapag Lloyd Express, shared his ideas on future trends in aviation with us. On the other hand, we can take a look behind the scenes of the industry through various field trips, for example, to Düsseldorf International Airport, the Deutsche Lufthansa base in Frankfurt, the German Aerospace Centre in Porz and the UPS cargo hub at Cologne/Bonn Airport. These field trips let us experience the fascination of the aviation world in person. They are a nice bonus to our study programme, as they have a strong motivating influence. And they're fun!

Armin Morid, 2nd semester
Aviation Management



Alumni



From planes to trains

When Bärbel Stienen graduated with a degree in aviation management, her job search focused on the skies. But she ended up very much on the ground – at the Deutsche Bahn AG subsidiary Railion. Since both planes and trains require logistics, it actually wasn't that much of a stretch to accept a job offer from Railion, where she now works as the youngest member (and only woman) in a group of 12, deploying locomotives throughout the railway network. She needs many skills in her job: logical thinking, familiarity with the system she uses, good communication skills. Bärbel also reports that the practical experience she gained during her internship in traffic planning was very important in helping her start her professional life.*

Students at our university are gaining professional and social skills from their practical semesters, which are a mandatory part of their studies. These semesters allow them to use the theory they have learned while deepening their knowledge of their chosen industry. Four of them have just finished their internships in different corners of the world. Read about their experiences in the following pages.

* This text is a summary of an article by Christine Böhringer in Die Zeit, October 26, 2006, No. 44.

Real-life Experience

The Lufthansa Singapore experience

Choosing to be in Singapore for my internship was like choosing a holiday destination. As a participant in the Lufthansa st.i.p. programme, I could pick my department. I went to Lufthansa Cargo Area Management for Asia Pacific. It's responsible for 4 regions; Middle East/India, Greater China, Southeast Asia and Japan/Korea.

I supported the five-person Sales Steering and Marketing team. Sales steering is mostly about pricing and market monitoring, capacity and network steering and marketing concerns about internal and external communication. My main responsibility was gathering data from a standardised reporting tool that provides a flexible analysis of the LCAG business data for marketing, controlling and sales. The analysis can be a simple year-on-year revenue comparison for the stations, to a more complex study of why a certain product from the previous quarter had a low turnover in Delhi. I prepared presentations for my team leader for the Network Day in Frankfurt, and was also in charge of initiating and updating the portfolio analysis of the four different regions. This report gives a bird's eye view of the profitability, current network and top customers of each area.

Beyond the number-crunching tasks, I learned so much about corporate life, especially in a multicultural environment. Dealing with six different cultures and nationalities and 15 people with different backgrounds was a truly challenging but enriching experience.

Candido Atienza, 5th semester Aviation Management



Sustainable tourism in Costa Rica

During my time in Costa Rica, I worked for Amadeus – Agencia de Viajes, an incoming agency in Santa Barbara, Costa Rica. The agency follows the famous Costa Rican sustainable and rural tourism principles, which is obvious from their cooperation with local tour operators or indigenous tribes. It's a small agency with two employees and two trainees, but because of the size, the atmosphere was very familiar.

I worked in every department: operations, reservations and accounting. The operating part included supervising client trips and coordinating transfers and guides. After getting used to the work in an incoming

agency, I began in the reservations department. There, I booked tours for Amadeus' German and Austrian partner tour operators, for example, Marco Polo and Chamäleon Reisen. In addition, I booked trips for individual clients. The reservation department also contracts new hotels, transportation companies or rental car agencies. I also rotated through accounting, where I calculated the prices paid to the hotels and the prices clients paid to us. I created payment lists and ensured that things were paid on time. The nicest part of my internship was visiting partner hotels or companies to get to know their facilities.

I learned a lot during my stay in Costa Rica. Through the chance to work in every department, I learned how a small incoming agency works and now understand the network between the big tour operators and the small incoming agencies. I also learned about the cost structures and reselling prices of tours and where the money is earned. And of course, I improved my tourism-related Spanish. I hope to apply this knowledge to my future work life and to my studies in Bad Honnef.

Milena Schmidt, 5th semester International Tourism Management

kogag in Solingen

Since the beginning of my studies, I've been interested in major marketing events, so I looked for an internship in a large event agency. I got an offer from one of the biggest and most successful event agencies in Germany: kogag in Solingen.

During the six months of my internship, I was part of several projects, all different but very interesting. The biggest and most informative was the presentation of the new Audi A5 and S5 at the International Audi Dealer Meeting 2007 in Majorca. Over three weeks, about 4,500 Audi dealers from all over the world were invited for two days to get to know the new car, visit an Audi exhibition, and socialise at an exclusive gala evening. I worked in a team of 15 people and assisted a colleague responsible for crew management. We had to book hotel rooms for about a hundred



employees, draw up crew lists, organise crew cars and catering, create a laundry system for work clothes, get the crew accredited ... I also set up the director's book, which is a significant tool for everyone involved in organisation.

Many weeks, really long working days, and a huge effort demanded strong staying power, but at the end of the event, the satisfied guests showed us that it was all worth it. This project gave me a general idea of what it means to organise complex events, and I developed a sense of where problems might hide. Furthermore, I improved my project management skills, learned how to interact with clients, manage stakeholder needs and interests, handle stress and, last but not least, I met many interesting people. To sum up, with all the experience I gained, I am now perfectly prepared for my future career as an event manager!

Maike Sandmöller, 5th semester
Event Management

The Emerald Isle

I interned with Ireland's biggest incoming agency, Abbey Tours. Located in the heart of Dublin, the company deals with most of the business and leisure trips coming into Ireland. With profound knowledge of the country and excellent relations to suppliers (such as hotels, coach companies and guide services), Abbey Tours ensures every customer a pleasant trip to the "Emerald Isle".

I worked for the Conference & Corporate department, which deals exclusively with incentive trips and conferences. Because of my language skills, I worked with the event coordinators for business coming from Spain, Germany and the Nordic countries. For our clients – international companies granting their employees a relaxing and exciting time away from home – we chose from a wide



range of five-star luxury properties, high-end transportation options and classy venues for lunch and dinner.

I gained many skills: from using the common tour operator databases, to acquiring, handling, organising and selling business in the industry,

to dealing professionally with customers and suppliers. In real life, this meant that whenever we got a customer request, we contacted suppliers to collect information about availability and rates. Then we communicated the prices to the customer, created a programme for the stay and when the group had finally arrived in Ireland, ensured that they had a pleasant trip. I'm sure that what I learned will be useful for future employment in the broad field of tourism, as professionalism and knowledge of the business are always good qualifications.

Stefan Matthiessen, 4th semester
Tourism Management



HOSPITALITY PROJECTS

Gala Dinner: Fast Food – First Class



Learning by doing

Studying hospitality management at our university is not only about studying. Unlike classical study programmes, the HM programme in Bad Honnef does not only focus on acquiring theoretical knowledge. We, the students, also have to learn the skills and abilities needed in all the branches of the hospitality industry. Skills like cooking, restaurant service, the art of wining and dining, cocktail shaking and event planning are just as important as the theory.



One of the ways in which we learn these skills is by organising our very own gala dinner. All the steps from deciding on a theme to the dinner itself are organised, planned and executed by the students. Not everyone has the same level of experience and, by dividing up the tasks correctly, we can all learn something new or at least improve our skills. It is also a good test to see if you are really a “hospitality person”.



Before coming to this university I had no experience in the hospitality sector at all. Several days before the gala dinner, I was a little anxious and didn't really know what to expect. When the day of truth arrived I was responsible for my own tables and guests. It was the very first time I ever did something like this but everything went well. This wonderful experience only motivated me more to stay in this challenging industry.

Swen Stenzel, 2nd semester
Hospitality Management



Because I'd already had some experience in service, I was eager to work in the kitchen for once. During the preparation for the gala dinner I really enjoyed being in the kitchen, it was an absolutely great experience. This event influenced me enormously. Afterwards I really started thinking about doing some cooking workshops to improve my cooking skills. Maybe one day I'll work in my own restaurant as a chef.

Ben Weber, 2nd semester
Hospitality Management

The event was also very important for us to establish a team spirit and to get to know each other. The skills learned during the organisation and execution of this event will definitely be useful for our future jobs. The gala dinner was a big success and we all had the feeling that we did it as a team. Now we are no longer strangers in the same study programme but a group of good friends and colleagues!

Maurice Tax, 2nd semester
Hospitality Management



Gala Dinner: Black & White Movie Night

The professional challenge

The tension reaches its peak around quarter to seven. Only fifteen minutes more and the first of the almost hundred guests will enter the restaurant. By this point, the service and kitchen crews have already been working for eight hours. This is nothing special: long working days are nothing unusual in the service industry. But the special aspect of this evening is neither the setting nor the guests but the waiters and cooks.

Every semester, each freshman hotel management group at the university plays host to the guests of the St. Anno Park Restaurant for one night for a classy gala dinner. What may appear trivial to outsiders is in actual fact the biggest challenge for the rookies in their first semester.

The twenty to twenty-five (mostly) amateurs usually begin three months in advance with the preparations. It is not just the theme of the gala dinner, the menu or the corresponding wines that have to be determined; many more key questions arise during the first steps of the

planning phase: the marketing plan, the logistics, the design of the posters and flyers, the financing of the band, and winery sponsors for the cocktail reception ... These are just some of the innumerable challenges. So many aspects must be considered and so many nights of discussion and preparation squeezed into a tight schedule that everyone comprehends quickly that the restaurant and catering business is not as easy and relaxed as they had imagined.

Of course, these gala dinners are not isolated events but an important aspect of practice-related studies. Each part of the gala dinner is more than just a classroom subject, and ultimately the lecturers' support and commitment are a guarantee for carrying off the real thing successfully.

By quarter to one at the latest, when the last guest has left the restaurant, the tension will be replaced by relief, a little weariness and pride. Only two more hours and the last glass will be polished and the last napkin will sit stiff on the table, ready for the next day's à la carte service. Finally the rookies will have completed the first step into the world of restaurateurs.

Caspar Wesener, 3rd semester
International Hospitality Management



GALA AND EVENT DINNERS THIS SEMESTER

October 18, 2007

Moulin Rouge

November 15, 2007

A trip down the Rhine

December 6, 2007

Event Dinner

A winter's "Who's done it?"

December 11, 2007

A historical culinary journey

December 20, 2007

Gala Dinner "Chocolate"

January 17, 2008

Carnival in Venice

January 24, 2008

Event Dinner "Fashion Show"



Education–Business Partnership in Practice



Students consult for the SMI-Hyundai Corporation

At the end of May, third semester International Hospitality Management students toured the newly named World Conference Center Bonn, which is at the building stage and should open by mid-2009. The development company, SMI-Hyundai, currently has projects around the world encompassing housing, hotel and resort developments.

Eight small groups of students worked for four weeks on consulting projects within a course called Hospitality Project. Under the guidance of Dr. Mark Jansen, Director of Business Development Europe, they developed concepts for the future development of the centre. At the end of June, they presented the results to a panel of academics and management board members at the World Conference Center in Bonn. Dr. Man Ki Kim, CEO and Chairman of the SMI-Hyundai Corporation, as well as the Head of Marketing and Sales, the PR Manager and the Director of Business Development Europe, all listened to the presentations with great interest.

The students learned that presenting in front of the executive board of a large international company – in the real world – is very different from presenting in class. However,

they met the challenge very professionally. Some of their ideas, concepts or recommendations may even be considered by SMI-Hyundai in developing and marketing the conference centre. Cooperation with SMI-Hyundai will continue, with projects tailored to students' level of experience. This exchange of ideas is truly beneficial for everyone involved.

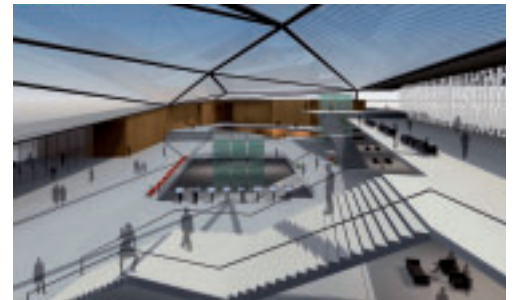
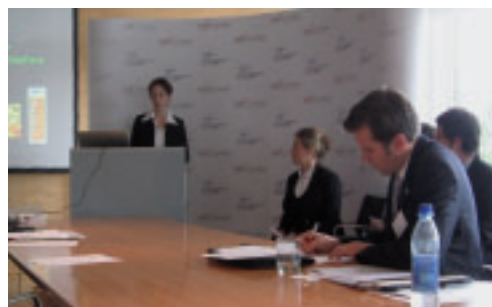
Willy Legrand,
Lecturer of Hospitality Management

Our impressions of the SMI-Hyundai project

Before we began our presentations, we were uncomfortable, excited and nervous, but afterwards this turned to relief and happiness. It was certainly different presenting to a group of professionals because they're much more experienced and know a lot about the topic. But our impression of the audience was very positive; they were interested in what we had to say.

If we had to do the same presentation again, we could give better answers to questions or more examples to make our ideas more

Students presenting to SMI-Hyundai Management



Future vision of World Conference Center Bonn

comprehensive. The next time we present we might do some relaxation exercises beforehand to be less nervous, but we very much enjoyed the practice and the experience.

Karoline Bünemann and Louisa Bula, 5th semester International Hospitality Management

The location was perfect as it was off campus, within a professional environment; it would be great practice if we held more presentations in such a setting. I was positively surprised by the participation of SMI-Hyundai members – that was extremely motivating.

We didn't have much time to prepare our presentations, but that's normal in the real world. I learned some good lessons in my 20 minutes of speaking:

- If you don't know, say so and shut up, or offer to find out.
- Always be prepared for questions about cost.
- Be prepared to explain how your business fits into the overall environment.
- Even if you feel sure, you aren't.
- Argue if you have a good argument.

Annika Mehlhorn, 4th semester International Hospitality Management



Sleepless in Las Vegas



Glitz and Glamour on the Strip

At the beginning of September, a group of hospitality, tourism and event students flew to Las Vegas for a behind-the-scenes look into the magic of this exciting city. Professors Karl Brandmeir and Peter Goffe, as the driving forces behind the project, accompanied us.

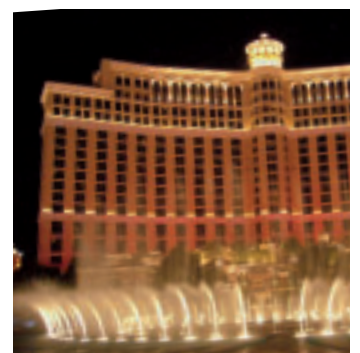
There was something for everyone. The group met Randy Sebastian, the Executive Pastry Chef at Rio Carnival World. For those interested in food and beverage management, the visit was memorable for the simply massive storage spaces for food – each can probably hold over 1,000 people. At Caesar's Palace, Steve Byrne, in charge of the corporate slots, led us on a tour of the casino and explained its strategies for marketing and collecting customer data. We also visited the high roller rooms – entrance requirement: spend a minimum of \$1 million! At Harrah's corporate office, a presentation on relationship marketing provided an overview of how properties on the Strip are changing and explained the challenges of expanding large casinos to Europe.

The German connection came from Heidi and Rudi Praml of Praml International. Starting out small, Heidi slowly provided food to more and more businesses. Now, working with her husband, her company supplies most of the

casinos on the Strip, and continues to grow. In true German tradition, the Pramls served us a spectacular German breakfast. At the China Grill, part of the Mandalay Bay Resort, we were met by the Assistant Director of the Western Region, Eric Barth, who provided a wealth of information on food and beverage management, club entertainment and casinos (did you know that one slot machine makes \$1 million a year?). Especially interesting was his explanation of how any drinks can be delivered within 20 minutes of ordering, anywhere on the casino floor.

Was Vegas what we expected? It's certainly changing. There is a trend away from gambling as more young people visit Las Vegas looking for entertainment and nightlife. And yes, we did visit some of the clubs. The Playboy Club, all velvet, leather and dark colours, could unfortunately only be visited before opening. Assistant Manager Darryl Margolis showed us the fantastic view from the 52nd floor and explained the logistics of getting all necessary supplies up in the elevator. We also visited the Rum Jungle – during opening hours – and sampled some of their 300+ bottles of rum. Clubs aside, this was a trip of superlatives, an inspirational and educational experience. Plans are already laid for future field trips.

Katharina Rybkowski, 4th semester International Hospitality Management



Welcome to Germany!



Winnie and Henry

This fall, we are proud to host almost twenty international students. Some are on exchange from China, the United States and Switzerland. For full programmes we have new students from Norway, the Philippines, Liechtenstein, Luxembourg and Poland. We even have two Germans on exchange from the Netherlands.

Wong Wai Laam (Winnie) and Tuen Chun Tung (Henry) are here for one semester from our partner university, Hong Kong Polytechnic, and are both in their third semesters of tourism management. Their experiences so far:

What are your first impressions of Germany?

This is our first time in Europe, and we chose Bad Honnef for its academic programme and for its location in the heart of Europe. We're going on trips to the big cities in Germany and Switzerland ... and Paris. The landscape here is beautiful! In Hong Kong, all you see is buildings, but here it's so spacious and green, and the houses are so pretty. (Tjark Giller, Winnie and Henry's guardian angel, reports that he practically had to unglue them from the windows on their train ride from Frankfurt to Bad Honnef.)

What do you think of the university?

So far our classes are going well. Our personal schedules are less packed in Hong Kong, but all in all the workload is about the same. We do a similar number of presentations, reports and tests in our courses in China.



How are the students here?

We live in the student dorms, and it's really nice that our neighbours are so helpful. Whenever we have a problem, we can just knock on their door. The students here are a little different. They have a lot of parties, and nightlife is important to them. In Hong Kong, we go to the bar maybe three times a year. To relax, we karaoke, or go to the cinema, or get together to watch TV.

Both are heading back to Hong Kong in January, but until then they hope to experience a lot more of Germany. If you see Winnie or Henry, or any of the other international students on campus, stop and say hello. Better yet, invite them along the next time you plan a trip, a party ... or a karaoke night.



Welcome Future!



Close the gap with the Hospitality Real Estate

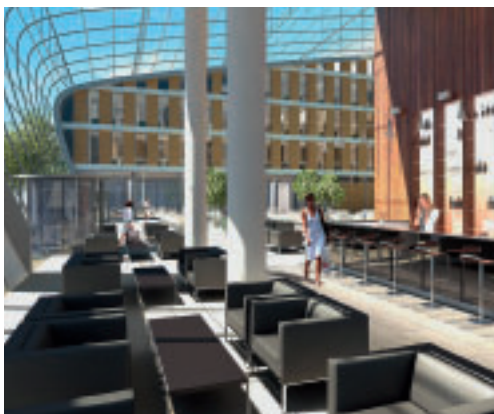
Starting in spring 2008, the International University of Applied Sciences Bad Honnef · Bonn is offering a certificate in Hospitality Real Estate. The certificate focuses on research, hotel development, asset management and investment, and is a collaboration with STIWA Hotel Valuation & Consulting GmbH.

The in-service course bridges the gap between real-estate professionals and hotel managers by bringing them closer to the side of the industry. Courses will be taught in modules from Thursday to Saturday in spring and autumn, as well as during the summer with 17 lecture days in three weeks.

The curriculum includes a field trip and a case study organised with partners from the industry to enhance understanding of the differences and dependencies of the development and management of hotels, resorts and other management properties.

With the certificate in Hospitality Real Estate, the university offers in-service training that supplies the necessary tools to become a Hospitality Real Estate Professional.

More information is available on www.fh-bad-honnef.de or www.stiwa.de



52 new graduates join the workforce

Twice a year the university holds a graduation ceremony that is the real starting point for the fledgling careers of our graduates. This time, 52 students were on stage to receive their diplomas from rector Professor Thuy and president Dr. Schütz. Family and friends as well as university supporters were on hand, including Wally Feiden, the mayor of Bad Honnef, Chris Dutton from the University of Brighton and Tilman Flaig from Tourism & Congress GmbH Bonn. They were all eager to congratulate these young people and to make their graduation a special day. The classy champagne reception helped to celebrate their achievement and marked the beginning of a new era: good-bye, student life – hello, real world!

It's always especially hard for faculty and staff to let those go they now know so well – but great to see them go with pride and excitement for the challenging jobs ahead. H.A.I. (Honnef Alumni International), the university's alumni network, now takes on the task of keeping everyone in touch and reuniting them at a future alumni event.



MARK YOUR CALENDAR

FAIRS – MEET US ON TOUR

January 22, 2008

Hochschulmesse Bonn

February 22–23, 2008

Einstieg Hamburg

February 29–March 1, 2008

Einstieg Abi, Cologne

March 29, 2008

Startschuss Bachelor, Frankfurt

April 12–13, 2008

Horizon Friedrichshafen

April 25–26, 2008

Einstieg Abi, Karlsruhe

ENTRANCE EXAMS

2007:

Wednesday, November 14

December 15

December 19

2008:

Wednesday, January 9

January 16

January 30

February 6

February 13

February 20

Book your individual consultation, your Buddy Day or entrance exam at +49 (0)2224-9605-102 or by e-mail info@fh-bad-honnef.de

We'll be happy to help you!

FINAL WORD

Tourism Manager of the Year

Since 2005, leading industry publication Touristik Report has awarded a prize every year for tourism management. The first winner was Air Berlin head CEO Joachim Hunold; last year it was Ralf Teckentrup, the CEO of Condor. This year Joachim Hunold regained his title. 2007 marks the first time that the prize was awarded in conjunction with the Süddeutsche Zeitung. The ceremony took place in Berlin at the beginning of September, also granting awards to businesses, airports, tourism offices, travel agencies and travel companies. The jury is composed of 220 tourism experts, analysts and journalists, including Michael Althoff, Christoph Brützel and Helmut Wachowiak, all lecturers at our university. Two other tourism professionals who placed well in the rankings were Norbert Fiebig of Rewe (6th place) and Michael Thamm of Aida Cruises (9th place). Along with the winner, they sit on our university's advisory board. We congratulate them on their success.



Restarting the engines

Since its opening in 2000, our university has grown quickly, with increasing enrolments in original study programmes and new study options. Now, with a new shareholder structure, we can refocus.

Through our innovative choice of accredited study programmes and our dedication to helping students achieve their personal and professional goals, we provide a superior educational experience for full-time students worldwide. As a leading private post-secondary educational institution, we continue to operate a full-service campus infrastructure and provide students with a unique educational experience that combines a global perspective with a local point of view.

We will especially focus on strengthening our academic reputation in the business community, expanding online communication between students and the university and increasing the number of international students on campus.

I look forward to the successes and the challenges. I'm excited to improve and develop the university with such committed faculty, staff and students. I'll be happy to discuss your ideas, either at a student reps' meeting or in person. My door is always open.

Florian Schütz, President and CEO

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