



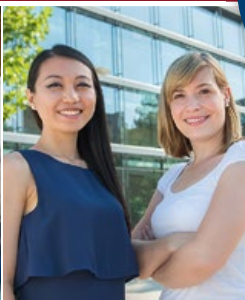
FRIEDRICH-ALEXANDER
UNIVERSITÄT
ERLANGEN-NÜRNBERG

SCHOOL OF BUSINESS
AND ECONOMICS

Global networks — Local connections

The School of
Business and Economics

At a
glance





Introducing the School of Business and Economics

Welcome to the School of Business and Economics

The School of Business and Economics at Friedrich-Alexander-Universität Erlangen-Nürnberg (FAU) has an excellent reputation in teaching and research in Germany.

More than 6,000 students from many different countries are currently studying in over 20 innovative degree programs to prepare for careers in business, public organizations and research. Our students have picked one of Germany's top universities, knowing that they will benefit from contacts to global partner universities and companies—and one of the most diverse subject ranges in the German-speaking world.

Furthermore, the School of Business and Economics and FAU have also undergone system accreditation. This seal of quality means that the students in the School can actively contribute to designing their degree programs. This way, the School can develop and adapt its degree programs independently to keep pace with the requirements of students and professional practice.

*»Master theory
to shine in practice:
the School of Business and
Economics offers research and
teaching at a top international
level, a strong focus on
practice, excellent links to
business and consistent
quality management.
The right choice for
successful studies.«*

Bachelor's degree student



The School in numbers

- Approx. 6,000 students
- 8 institutes
- Over 45 professors
- More than 20 degree programs

FAU in numbers

- Approx. 40,000 students
- 23 departments/schools
- Over 600 professors
- More than 250 degree programs

Tradition meets innovation

The School of Business and Economics originated from the Nuremberg Commercial College for Business and Social Science, which was founded in 1918. Interdisciplinary cooperation between business studies, economics and the social sciences has been a defining factor ever since. In 1961, the former College was integrated into FAU as the Faculty of Economics and Social Sciences (WiSo).

In 2007, WiSo was restructured and incorporated into the School of Business and Economics at the Faculty of Business, Economics, and Law.

Research and teaching

Top research and teaching of international renown, internationality, a strong practical focus, outstanding networks with the business world and consistent quality assurance are the success factors of the School of Business and Economics.

The global research and teaching network that has continued to expand throughout the School's history plays a key role in the development of the Nuremberg Metropolitan Region. In this network the School works closely with businesses, the public sector, and other departments and faculties of the University.

Promoting young researchers is a key priority at the School of Business and Economics and at FAU—innovation at the School thrives on the quality and the potential of its young talents. For this reason, it is committed to providing comprehensive support for excellent young researchers throughout the most important stages in their academic career.

Founded as a college with a strong practical focus, the School continues to be a university think-tank and a sought-after local partner in the Nuremberg Metropolitan Region.

→ The School at a glance:
www.wiso.fau.eu

→ FAU at a glance:
www.fau.eu



Like us on Facebook

www.facebook.com/fau.fachbereich.wirtschaftswissenschaften



Degree programs — BACHELOR'S DEGREES

Seize
opportunities

Bachelor's degree programs

The School's Bachelor's programs offer one of the broadest subject ranges in Germany. The standard duration is six semesters and programs always start in the winter semester. The 'Bachelor of Arts' or 'Bachelor of Science' degree enables graduates to start their professional careers or to gain further qualifications in the form of a Master's degree.

The degree programs are geared towards a wide range of professional fields. In addition to passing along the latest theoretical and practical expert knowledge, the following career-related elements and soft skills take center stage in the academic curriculum:

- independent action
- solution-oriented thinking
- recognizing and seizing entrepreneurial chances
- risk assessment and aversion
- decision-making
- gathering international experience

Degree programs

Business Studies with focus on

- Business Administration
- Economics
- Information Systems
- Business Education

Socioeconomics with focus on

- Behavioural Studies
- International Studies

International Business Studies

Industrial Engineering

Information Systems

Business Law

→ Bachelor's degree programs at a glance:
www.wiso.fau.eu/bachelors

Degree programs — MASTER'S DEGREES

Advanced
knowledge

Master's degree programs

The ten Master's degree programs at the School prepare students for a career in science, business or public organizations. The disciplines of business, economics and socioeconomics are the School's focus.

The Master's degree programs have a duration of four semesters, ending with the Master's thesis and the degree 'Master of Science'.

Students attend compulsory modules during the first semesters, then choose different subject-related modules in the following semesters. The programs combine research and science with professional practice. The network connecting the School with more than 120 other universities worldwide makes it easy for students to gain international experience during a stay abroad. Master's programs always start in the winter semester (however the FACT Master's degree program also starts in summer).

Degree programs

- Labor Market and Human Resources
- Economics
- Finance, Auditing, Controlling, Taxation
- Health Management and Health Economics
- International Business Studies
- International Information Systems
- Management
- Marketing
- Social Economics
- Business Education

Career development programs

- MBA—Business Management
- Master of Marketing Management
- Master of Health and Medical Management
- Master of Health Business Administration

→ Master's degree programs and career development programs at a glance: www.wiso.fau.eu/masters

Quality in studying and teaching

Quality management at the School of Business and Economics

System accreditation

The accreditation process certifies consistent quality management in teaching and studies. External reviewers evaluate the quality of the individual degree programs—or the entire system (system accreditation).

Following the partial system accreditation of the School of Business and Economics in 2013, FAU successfully underwent full system accreditation in 2016. This seal of quality is an important milestone for the School itself and for its students, underlining how the students actively contribute to designing their degree programs in the School.

Quality management

Thanks to excellent quality management processes, the School is able to systematically reach the qualification goals of the degree programs. A widespread quality culture is essential for a common pursuit of quality improvement and achieving the strategic goals defined by the School.

To foster such a culture, the School has implemented numerous ways for all stakeholders including students, lecturers, business representatives and partner universities, to participate and exchange ideas on how to improve the School, the degree programs and individual modules. The School's subsidiarity principle ensures efficient management at all levels. Clear responsibilities and structured processes help in properly implementing and thinking critically about measures of quality improvement. The School has both qualitative and quantitative means at its disposal to monitor the improvement measures.



More on quality management at the School of Business and Economics: www.wiwiq.rw.fau.de

Hall of fame

Well-known graduates of the School

The School of Business and Economics in Nuremberg has produced many successful alumni. They laid down the foundation of their later success during their studies in Nuremberg.

→ Hall of fame at a glance: www.wiso.fau.eu/halloffame



»Studying at WiSo in Nuremberg was excellent preparation for my professional life.«

Dr. Werner Brandt

Chairman of the Supervisory Board of ProSiebenSat.1 Media 1 SE and member of the Supervisory Board of RWE AG
1981 Business administration degree



»Studying was my personal baptism of fire: I learnt to be courageous, open to new things, and to see the biggest challenges as opportunities. That is what makes my professional work so exciting to this day.«

Anna Dimitrova

Director Strategy & Digital at Vodafone Deutschland
2001 Business administration degree



»As an economist I know that as well as being a science, economics is also a special state of mind—and one which really serves me well in my current job.«

Dr. Ulrich Maly

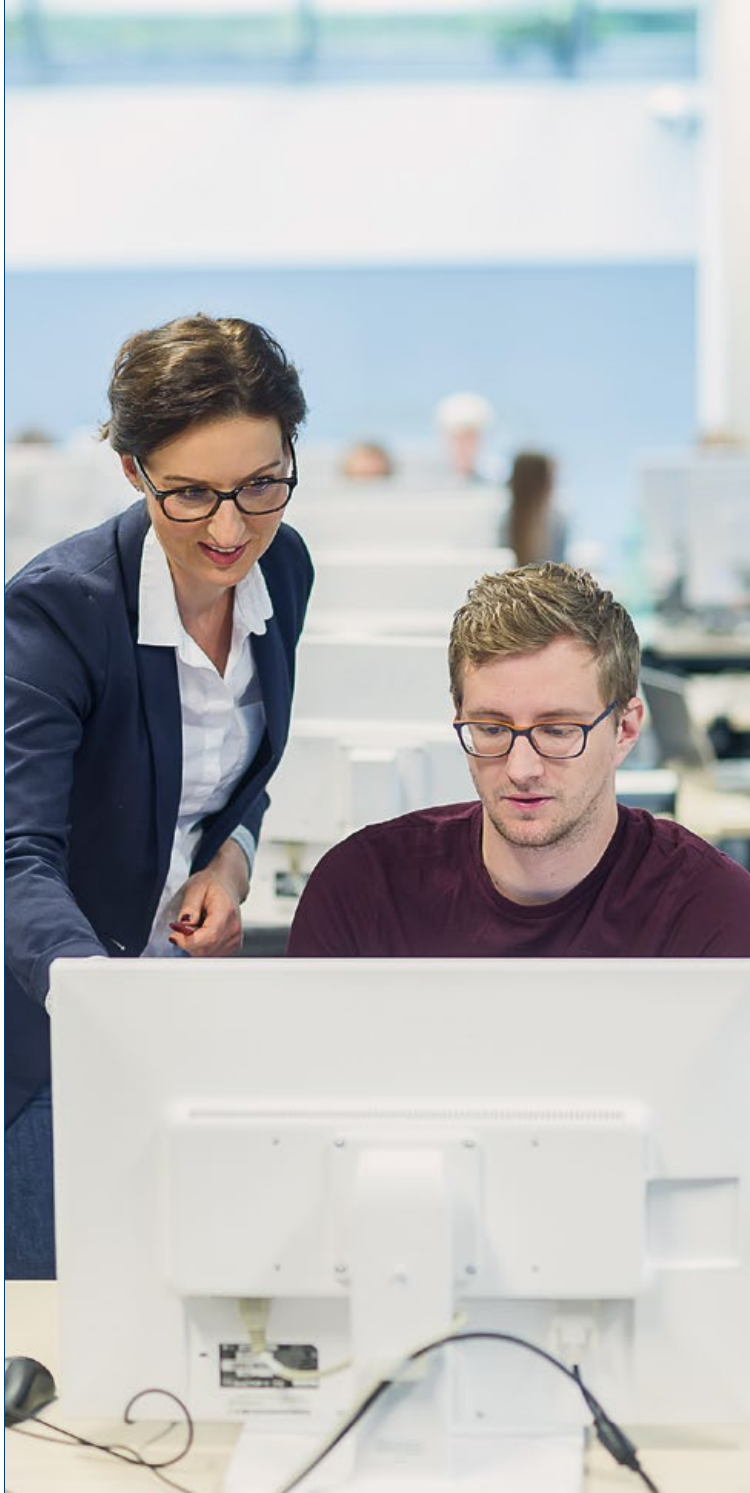
Mayor of the City of Nuremberg
1987 Economics degree



»The discussions and topics from my student days continue to help me in my work today.«

Sebastian Schwanhäuß

Member of the management of the Schwan-STABLO group
1992 Business administration degree



Research excellence is part of our tradition

The School's research profile

The School of Business and Economics, founded from the former Nuremberg Commercial College, has a long tradition of conducting excellent research that addresses challenges facing the economy, business and society. Two of the characteristic features of its varied research profile are the combination of perspectives and approaches from business, economics and the social sciences, and interdisciplinary collaboration.

The School is committed to conducting excellent research, continuing to improve its research and its research-oriented teaching, and promoting young researchers at an early stage in their careers.

There are currently more than 45 professors and around 250 young researchers working at the School of Business and Economics. The School's outstanding contribution to research is demonstrated by the many studies that they present at international conferences and publish in renowned journals.

»The School impresses with its interdisciplinary work, solution-oriented research projects with strong partners in professional practice, and a diverse international network.«

Prof. Dr. Markus Beckmann
Dean of Research,
Chair of Corporate
Sustainability Management

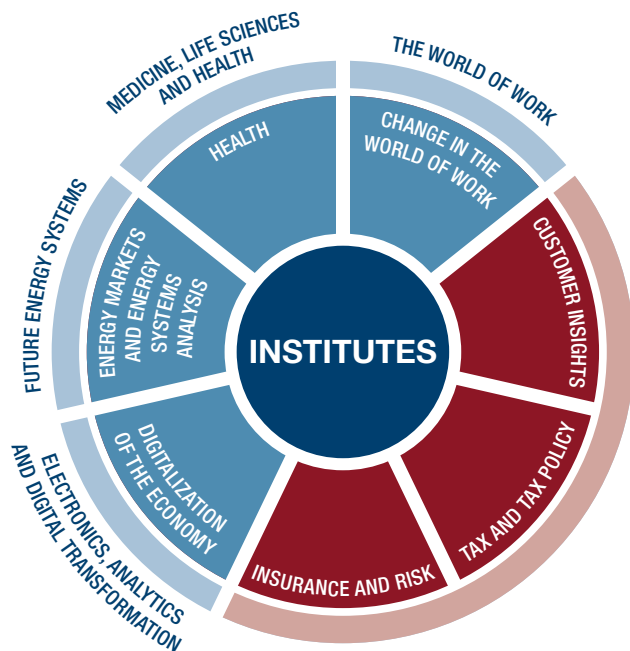


Its success is also reflected by excellent results in research rankings. In the Handelsblatt Ranking the School of Business and Economics is rated as one of the top-25 faculties in Germany for both business and economics.

The School has seven key research areas that focus on important current issues, draw on the expertise of researchers from a wide range of fields, and are closely connected to other leading research institutions and regional partners from industry.

Three of these areas reflect unique strengths in particular areas of business, economics and the social sciences in which research is conducted by specific subjects within the School. The four remaining areas are highly interdisciplinary, maintaining close links to other faculties at the University and their research areas.

The School's research areas



More on research at the School of Business and Economics:

www.wiso.fau.eu/research

Global networks: International partnerships

Studying, research and teaching at an international level

Be it Europe, Asia, America, Africa — the School of Business and Economics is connected to all regions of the world. With over 120 partner universities in some 40 countries, it is part of a vast international network. Collaborations with top universities from all over the globe allow our researchers' work to transcend the boundaries of subjects and countries. This network gives the School's students the opportunity to spend part of their studies at a partner university abroad and to become familiar with other cultures.

→ Further information:
www.ib.wiso.fau.de
www.fau.eu/international



»The program is demanding in terms of economic theory but still relevant to the real world. And whether Asia or America, the School is connected globally. With more than 120 partner universities in around 40 countries, the international network offers incredible opportunities«

Master's degree student

Regionally integrated: Local cooperation

Welcome to the city campus in Nuremberg

The campus of the School of Business and Economics at FAU is located in the heart of one of Germany's biggest economic regions. The courses and lectures are held in the center of Nuremberg. This location also means that students are closely connected to the economic and social life of the city. This allows them to experience close connections between the theory of teaching and the reality of the world of work at companies, service providers and think-tanks.

Regional partnerships: Turning theory into practice

The School of Business and Economics maintains strong links with regional businesses, organizations and key figures in industry. Representing a wide range of industries, these companies afford students access to research projects with real-world implications. Business plan seminars, case scenarios, expert lectures, project seminars, excursions, management simulations and financial report studies take center stage in lessons crafted in line with actual business practices.

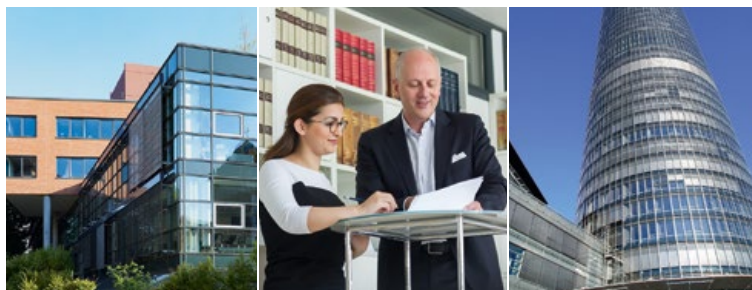
In addition, over a period of 12 months, business people from nationally and internationally operating companies take selected students under their wings, not only providing them a front row view into a myriad of industrial fields, but also access to the contacts so crucial to career starters.

Companies also play an active role in the School, for example by helping to establish the Chair of Insurance Marketing and the Junior Professorship for Auditing. Other businesses contribute to optimal learning conditions by providing a supportive infrastructure, profiting from the resulting give-and-take exchange with students.

The Nuremberg Metropolitan Region as a business location

The Nuremberg Metropolitan Region is one of the ten largest economic areas in Germany. It is the economic and cultural habitat of 3.5 million people. A highly efficient infrastructure, future-driven business sectors, enormous innovative energy and a high quality of life make the region an attractive location for industry and service providers.

The center of the metropolitan region is the city of Nuremberg with its 500,000 inhabitants, and approximately 25,000 businesses. The city hosts a dynamic network of businesses in diverse industry sectors. Traditional trades and high-tech businesses, medium-sized companies and global players, established enterprises and young start-ups all appreciate the close proximity to the School of Business and Economics when choosing where to set up shop. Leading regional businesses and globally operating companies begin building relationships with students even before they have finished their degrees. They know that our graduates represent above-average, highly qualified professionals with untold innovative potential—the ideal players to help shape the markets of the future.



**For more information on links between companies and
the School of Business and Economics, visit our website**

www.wiso.fau.eu/companies



SIEMENS



The Career Service at the School of Business and Economics

A link to business

The Career Service, mediator between theory and practice, is the central point of contact for students of the School of Business and Economics and partners from industry, society, University institutes and research institutions. As a contact for employers, the Career Service offers various options to industry partners. In addition to individual counseling, the Career Service offers a wide range of seminars on topics like 'Job applications and career entry' and 'Interview skills'.

Services for students include the sponsorship program and the WiWi Coach program, offering Bachelor's and Master's students at the School of Business and Economics extra access to practical skills. Over a period of 12 months, business people from nationally and internationally operating companies and organizations take selected students under their wings, providing them with not only a front row view into a myriad of industrial fields, but also access to important contacts in industry. Students can work together with companies and organizations to solve real-world problems during their studies.

Whether regular student job, placement or career entry, the FAU job portal has job ads for students and graduates at all career stages. Advertising a position on the job portal is free for employers.

→ The job portal at a glance:
www.stellenwerk-erlangen-nuernberg.de



Career Service at the School of Business and Economics:

www.career.wiso.fau.de

Alumni network: afwn e.V.

Learn from our alumni

The alumni network of the School of Business and Economics (afwn e.V.) unites over 1,500 students, graduates, professionals, companies, professors, university employees and other associates. Their activities are focused on exchanging ideas and promoting the interests of the School of Business and Economics. Students can join the network free of charge during their studies.

→ afwn at a glance: www.afwn.de



Recreation

Those who study hard should play hard!

In addition to a dynamic economy and highly productive academic institutions, the Nuremberg Metropolitan Region unites history and culture with an outstanding quality of life. Locals and tourists alike enjoy the scenic landscape as well as the broad range of cultural and culinary delights and athletic activities. As the campus is located right in the center of Nuremberg, students are able to reconcile studies and leisure. The short distances to the city center make it easy for new students to quickly find their way around.

The many cultural and recreational options in the Nuremberg Metropolitan Region include theaters, a visit to the Castle, museums and galleries, hikes in Franconian Switzerland, or the lively local pub scene—a perfect way to wind down after studying. The historical scenery and the impressive Imperial Castle leave a lasting impression. At the foot of the Castle lies the beautiful historic city center, rich with medieval charm thanks to its historic buildings, magnificent churches, one of the biggest pedestrian areas in Germany and the traditional main market place.

No matter how motivated you are to achieve an excellent degree, it's important not to forget the cultural activities, sports, friendships and fun which will make your studies an unforgettable experience.

➔ Nuremberg at a glance:

www.wiso.fau.eu/experience-nuremberg

www.nuernberg.de



What's on in Nuremberg?

- Frühlingsfest (spring festival; March/April)
- Trempelmarkt (flea market; May/September)
- Die Blaue Nacht (city-wide art event; May)
- Internationales Figurentheaterfestival (puppet theater festival; May)
- Rock im Park (music festival; June)
- Norisringrennen (motor racing; June)
- Klassik Open-Air (classical music; July/August)
- Bardentreffen (city-wide street music festival; July/August)
- SommerNachtFilmFestival (open-air film festival; August)
- Herbstvolkfest (fair/folk festival; August/September)
- Burggrabenfest (medieval moat festival; September)
- Nürnberger Opernball (opera ball; September)
- Altstadtfest (old town festival; September/October)
- Lange Nacht der Wissenschaften (long night of sciences; October)
- Christkindlesmarkt (world-famous Christmas market; December)

Staying fit

University Sports at Friedrich-Alexander-Universität Erlangen-Nürnberg offers a wide range of sports in both Erlangen and Nuremberg. Aikido, basketball, canoeing, kayaking, sailing, tae bo, taekwondo, and much more are sure to take students' minds off books and papers.

→ University Sports at a glance:

www.sport.fau.eu

Playing music

The University of Erlangen-Nürnberg offers music-loving students plenty of opportunities to expand their musical horizons: a choir, a symphonic orchestra, a big band, a brass ensemble, and a chamber music ensemble—something for everyone.

→ University Music at a glance:

www.musik.fau.de

Partying in style

If you like to party in style, you should not miss out on the University's Winter Ball and Schlossgartenfest, a formal event held at the charming University gardens (Schlossgarten) in Erlangen.

→ More information at a glance:

www.fau.eu/schlossgartenfest

www.fau.eu/university-ball



What's happening at the School?

- FAU Winter Ball (January)
- Semester kick-off party organized by the student initiatives (April/May)
- Internationales Sommerfest (international summer festival; June/July)
- Schlossgartenfest (formal event in Erlangen, June)
- Trichter-Sommerfest (School summer party; June/July)
- Career Day (June)
- Absolventenfeier (graduation ceremony; July)
- First-year students' welcome event/semester start (October)
- Semester kick-off party organized by the student initiatives (November)
- International Day (November)
- Absolventenfeier (graduation ceremony; December)

»The location of the campus right in the center of Nuremberg makes it easy to reconcile studies and recreation. The short distance to the city center is convenient for getting around, finding friends and exploring the many things there are to do in the region.«

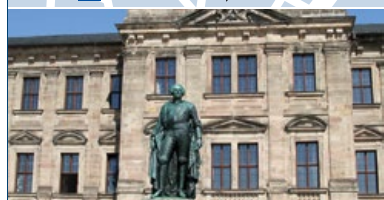
Bachelor's degree student

Contacts at a glance

The School of Business and Economics at the Faculty of Business, Economics, and Law at Friedrich-Alexander-Universität Erlangen-Nürnberg can be found at the following two locations in Nuremberg:

- **School of Business and Economics**
Lange Gasse 20, 90403 Nürnberg
- **School of Business and Economics**
Ludwig-Erhard-Gebäude
Findelgasse 7/9, 90402 Nürnberg
Postfach 3931, 90020 Nürnberg

→ **The School at a glance:**
www.wiso.fau.eu



FAU at a glance:

www.fau.eu

International Office

Lange Gasse 20, 90403 Nürnberg
Phone +49 911 5302-626
wiwi-international@fau.de
www.ib.wiso.fau.de

Student Advice and Career Service

Halbmondstraße 6-8, 91054 Erlangen
Phone +49 9131 85-24444 oder -23333
ibz@fau.de
www.fau.eu/student-advice

School of Business and Economics Career Service

Lange Gasse 20, 90403 Nürnberg
Phone +49 911 5302-678
wiwi-career-service@fau.de
www.career.wiso.fau.de

Research at the School of Business and Economics

Lange Gasse 20, 90403 Nürnberg
Phone +49 911 5302-685
wiwi-forschung@fau.de
www.wiso.fau.eu/research

Communication and Marketing at the School of Business and Economics

Findelgasse 7/9, 90402 Nürnberg
Phone +49 911 5302-689
wiwi-kommunikation@fau.de
www.wiso.fau.eu/communications-and-pr

School of Business and Economics Administration

Findelgasse 7/9, 90402 Nürnberg
Phone +49 911 5302-650
wiwi-dekanat@fau.de
www.fbv.wiso.fau.de

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