

## Business and Economics in Nürnberg. Setting the bar in cutting-edge research and professional education.

### The university: A long tradition of innovation

The School of Business, Economics and Society traces its roots back to the Nürnberg Commercial College for Business and Social Science founded in 1918. The date marks an interdisciplinary merging of business, economic and social sciences that continues to flourish to this day. The commercial college was incorporated into the Friedrich-Alexander-Universität Erlangen-Nürnberg in 1961 and has been known as 'WiSo' ever since. Founded in 1743, Friedrich-Alexander-Universität Erlangen-Nürnberg is currently home to five schools, around 4,000 academic staff and around 38,000 students, making it the second largest university in the state of Bavaria.

### Worldwide connections: International partnerships

Be it Europe, Asia, America or Africa – the School of Business, Economics and Society is connected to the world. With over 130 partner universities in 50 countries, FAU is an integral part of an international network. In fact, students studying at our partner universities can even complete part of their curriculum in Nürnberg. Furthermore, our cooperations with top universities around the globe enable our scholars to conduct research outside their fields and beyond our borders.

### Career Service: Real-world access

At the threshold between theory and practice, the Career Service office links students of Business and Economics and cooperation partners from institutions affiliated with the university as well as finance, business and higher education. As contact and strategic partner for employers, the Career Service also links companies to the students who seek work experience. The Career Service team offers students help in taking their first steps along their career paths. This includes introduction into fields of work as well as support in compiling job applications. Beyond individual consultations, the Career Service office also provides a comprehensive range of workshops dealing with issues such as 'Job Applications and Career Entry' and 'Interview Skills'. The School also offers an Internship Program for international students.

### Alumni network: Connections that count

The alumni network of the School of Business, Economics and Society (afwn e.V.) consists of students, graduates, professionals, companies, professors, university employees and other associates. Their activities are focused on exchanging ideas, helping graduates find jobs and promoting the interests of business and economics. International students are always welcome.

*"The perfect doctoral degree: candidates in business and economics can choose between individual research or more structured postgraduate studies. Either way, we receive all the support needed for success."*

Doctoral candidate



Built for bright minds: The School of Business, Economics and Society's campus architecture provides the infrastructure for 6,000 students and all staff.



## A global mindset and focus on excellence. Studying in the Nürnberg Metropolitan Region.

*"School of Business, Economics and Society degree programs are always a clever move! And if I ever need help, I simply go to the appropriate department representative."*

Master's student



Germany

### Help with planning and arrival

Our International Relations Office helps international students when they prepare for their studies at FAU for a semester abroad, when transferring to our degree programs or when leaving us and returning home. Get in touch via e-mail or telephone. Alternatively, visit the office for a personal consultation. Our expert staff is the ideal contact when it comes to questions about entering or leaving Germany, public authority regulations, accommodation, health insurance and all of the other formalities an international move brings about.

**International Relations Office**  
Lange Gasse 20, 90403 Nürnberg, Germany  
Tel. +49 911 5302-627  
wiwi-international@fau.de  
www.ib.wiso.fau.de

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### Contact

**Main Business School Building**  
Lange Gasse 20, 90403 Nürnberg, Germany

**Ludwig-Erhard Building**  
Findelgasse 7/9, 90402 Nürnberg, Germany

**Administration**  
Findelgasse 7/9, 90402 Nürnberg, Germany  
Tel. +49 911 5302-650  
wiso-dekanat@fau.de

**Student Advice and Career Service**  
Schlossplatz 3, Erlangen, Germany  
Tel. +49 9131 85-23333/-24444  
ibz@fau.de  
www.fau.eu/studying

**Career Service – School of Business, Economics and Society**  
Lange Gasse 20, 90403 Nürnberg, Germany  
Tel. +49 911 5302-678  
wiwi-career-service@fau.de  
www.career.wiso.fau.de

www.wiso.fau.eu



## Shape your future

Study at the heart of the German economy  
in Nürnberg. The stepping stone for  
a successful career – worldwide.

**School  
of Business,  
Economics and  
Society: global  
networks –  
local  
connections**



www.wiso.fau.eu

## Ideal location in the heart of Europe. Study in one of the world's strongest industrial nations.

### Mastering theory that translates to the real world

The School of Business, Economics and Society at Friedrich-Alexander-Universität Erlangen-Nürnberg (FAU) is specifically set up to provide the study environment students need to succeed in their future. 6,000 students from around the world currently take advantage of the School's 21 top degree programs, engaging in both theoretical and hands-on preparation for jobs in the private sector, prominent organizations or research. They have chosen one of Germany's best universities, knowing well that they will benefit from FAU's favorable relationships with partner universities and companies as well as from access to many suitable international opportunities. Study and research at a top international level, a multicultural faculty and student body, real-world orientation, an exceptional business network and uncompromising quality management are the factors behind the School of Business, Economics and Society's success. But don't just take our word for it: the School's enviable results in every significant national ranking speak for themselves, such as top scores in CHE and THE-rankings of the past years.



### Welcome to the city campus in Nürnberg

The School of Business, Economics and Society at FAU is right in the heart of one of Germany's most important economic regions. The majority of courses at the School are held at its campus in the center of Nürnberg. Students feel the business and social pulse of this thriving metropolis. The location puts students within reach of global companies, renowned service providers and cutting edge think-tanks. Thus, the location reflects the philosophy of the School of Business, Economics and Society: Leading companies wanting to tap the power of young minds don't look elsewhere when the talent they seek is right next door – this is why we provide students with the best possible environment to evolve into the kind of sought-after professionals with new ideas for shaping the future.

### Those who study hard, should play hard

In addition to the dynamic economy, cutting edge research and world class education, Nürnberg's Metropolitan Region also boasts an enviable combination of history, culture and quality of life. Both locals and visitors enjoy the magnificent landscape, cultural landmarks, culinary diversity and sporting highlights. The location of the campus right in the center of Nürnberg makes it easy to combine university obligations with recreational activities. Having classes in the city center is also a great way to meet people, discover what the region has to offer and integrate into German life and culture quickly. It is, after all, important to remember that while the goal is to open doors with impressive qualifications, opportunities and travel shouldn't be neglected.

### The School in numbers FAU in numbers

- More than 6,000 students
- 9 institutes
- More than 45 professors
- 21 degree programs
- More than 39,000 students
- 23 departments/schools
- More than 600 professors
- 244 degree programs

www.wiso.fau.eu

## Academic, entrepreneurial and international. Degree programs at the School of Business, Economics and Society.

### Bachelor's degree programs: The foundation upon which to build

Our Bachelor's degree programs are distinguished by international positioning and by one of the most diverse ranges of subjects to be found in Germany. Bachelor's programs usually last for three years and courses start in October. The degree programs are designed to meet the requirements of future employers while satisfying the expectations of the current generation of high school graduates. 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 studies
- solution-oriented thinking
- recognizing and seizing entrepreneurial opportunities
- risk assessment and aversion
- decision-making
- gathering international experience

### International Bachelor Program:

International Business Studies

### Other Bachelor Programs:

**Business Studies with a focus on**

- Business Administration
- Economics
- Information Systems
- Business Education

**Socioeconomics with a focus on**

- Behavioral Studies
- International Studies

Industrial Engineering and Management

Information Systems

Business Law

The School's Master programs have a strong focus on research. They incorporate newest findings into lectures and courses as well as teach students quantitative and qualitative research skills that enable them to continue for a PhD or become very competent decision makers and leaders in their fields.

### Master's degree programs: The path to excellence

Our Master's degree programs are specifically designed to prepare students for demanding management or research careers. The curriculum focuses on the fields of business administration, economics and social economics. Master's degree programs are taught over four semesters and end with the submission of a Master's thesis and the title 'Master of Science'. The degree combines research and science with real world career experience. Students attend compulsory modules during the first semester. For the following semesters, they can then choose from several field-related modules. Our connections with over a hundred universities throughout the world make it a simple matter for our students to gain international experience during study-abroad opportunities.

### English-speaking Master Degree Programs:

International Business Studies (MIBS)

International Information Systems (IIS)

Economics

### Other Master Programs:

Finance, Auditing, Controlling, Taxation (FACT)

Management

Marketing

Socioeconomics

Business Education

Health Management and Health Economics

Furthermore, the School of Business, Economics and Society also offers a successful MBA program in Business Management.



The historic backdrop and the mighty Nürnberg Castle leave a lasting impression. At the base of its stone walls lies the magnificent old city center with its historical buildings, beautiful churches, one of the nation's largest pedestrian zones and the famous central market, oozing medieval charm.

## A real gem: 5 reasons to love Nürnberg

### 1. Innovation

FAU has been ranked the #1 most innovative university in Germany and #5 in Europe by Reuters. This is supported by partnerships with startups and local innovation labs, think-tanks and startup incubators like JOSEPHS and ZOLLHOF. Nürnberg has got a fun, fast-paced and innovative und metropolitan environment. **Tip:** One can also count the thriving beer culture as part of continuing regional innovation.

### 2. Job opportunities

The businesses in the Nürnberg Metropolitan Region are long-acustomed to the 38,000 strong student population. The job market is both large and diverse. **Good to know:** Since the School of Business, Economics and Society places great value on practical experience while facilitating meetings between business and students, interesting work opportunities are abound.

### 3. Arts and Culture

Germany's most famous artist came from Nürnberg: the multi-faceted Albrecht Dürer (1471–1528). The Albrecht-Dürer-Haus, where the world-famous artistic genius lived and worked, is the 'Historic Mile's' main attraction. Nürnberg's Germanisches Nationalmuseum is one of the world's largest German art and culture museums, both the Neues Museum and the Kunsthalle are home to many magnificent masterpieces. And the Museum Industriekultur, the Spielzeugmuseum and the Deutsche Bahn Museum pay homage to the history, ingenuity and significance of the machine age. **Tip:** A visit to the historical Kunstbunker in the centre of Nürnberg represents a journey through the past, present and future.

### 4. Sports and Recreation

The locals live for their soccer team, 1.FC Nürnberg, also called 'der Club'. Those looking to quickly make friends off-campus might consider learning the fan songs while catching a match in the stadium or a local bar.

All kinds of other sports are also popular including windsurfing in the Franconian lake district or climbing expeditions to the nearby hilltops of the so-called Franconian Switzerland – attractive destinations in and around Nürnberg are quickly reached. The region has the highest concentration of breweries per capita worldwide. That's great for quenching the thirst of those wandering between romantic lakesides and rocky formations. **Tip:** The university's sports infrastructure for students is comprehensive. Engaging in some physical activity does wonders for clearing the mind!

### 5. Cost of living

The cost of living in Nürnberg is significantly less than in most of Germany's other major cities. The rent for apartments and rooms in shared flats is as low as 200 €/month. That translates to big savings every semester—money that can be put to good use elsewhere! In addition to private sector accommodation, the university itself provides housing for 3,700 students. A discounted ticket for the regional public transportation for all students allows for an easy commute in a safe region. **Tip:** The neighboring city of Fürth is connected via the subway system and is even more economical than Nürnberg.

## Student passion for tackling real-world issues. The School of Business, Economics and Society relies on strong alliances with businesses.

### Regional cooperation: From theory to practice

The School of Business, Economics and Society maintains strong links with regional institutions and businesses. Representing a wide range of industries, companies enable students to conduct research projects with real-world implications. Business plan seminars, case studies, expert guest lectures, project seminars, excursions, management simulations and financial report studies take place in classes crafted in line with actual business practices. Over a period of 12 months, professionals 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 for career starters. The School is supported by various companies through endowments of Chairs that conduct research in fields such as insurance marketing, HR management, digitalization of businesses and others. Businesses contribute towards ideal learning conditions, profiting from the resulting give-and-take exchange with FAU students from Germany and all over the world.

### Prime location: Students become sought-after experts

The European Metropolitan Region of Nürnberg is one of the top 11 economic areas in Germany and is currently home to 2.5 million people. An extremely productive infrastructure, seminal industries, impressive innovative capacity and high quality of life all come together to make the region a very attractive location for industrial businesses and service companies. Home to a population of more than half a million people and around 24,000 companies, Nürnberg is the center of the Metropolitan Region. The city shines through a lively network stretching out through a multitude of industry branches. Be they high-tech businesses or providers of traditional trades, medium-sized enterprises or global players, third generation-run companies or young start-ups, they all appreciate the close proximity to the School of Business, Economics and Society when choosing where to set up shop. World-renowned brands including Adidas, Puma, Siemens, Faber-Castell, Uvex and Schaeffler Technologies all begin building relationships with students even before they have finished their degrees. They know that our graduates represent highly-qualified professionals with untold innovative potential: Our graduates help shape the future of these companies and society.

*"The degree program is as scientifically methodical as can be while simultaneously focusing on real-world application. As the name suggests, the Bachelor's degree in International Business I'm taking is very international in nature. Through special courses including International Business Management, Intercultural Studies and International Law, we are truly prepared for international careers."*

Undergraduate student

