



Friedrich-Alexander-Universität
School of Business,
Economics and Society

Study ing

**2024
2025**

► SCHOOL OF BUSINESS, ECONOMICS
AND SOCIETY ONLINE

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► GERMAN VERSION

**2024
2025**



Stu dyi ng

DEAR STUDENTS,

This guide will tell you all you need to know about studying at FAU WiSo, the School of Business, Economics and Society in Nuremberg. All the information you need on studying at FAU WiSo, including information on the School, its programs, services and plenty of helpful advice is right here to get you going. And whether you are new to Nuremberg or already call the city your home, we encourage you to make the most of everything Nuremberg has to offer. Finding the right balance of studying and enjoying life in the city will get you off to a flying start!

We hope that you find this guide helpful and that you enjoy studying at FAU WiSo!



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DISCOVER WiSo

Tradition, innovation and an international perspective make the School of Business, Economics and Society in Nuremberg an excellent place to study. International partnerships and broad networks with regional companies play an important role in the interdisciplinary and applied education at FAU WiSo. The School's outstanding reputation in teaching and research is firmly grounded in the expertise and commitment to quality of its faculty members. WiSo is consulted as a university think-tank and a sought-after partner in the Nuremberg Metropolitan Region.

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ABOUT FAU WiSo

Key facts and figures on the growth and development of FAU WiSo in Nuremberg.

DISCOVER WiSo

HADELS-
HOCHSCHULE
NÜRNBERG



1919

HOCHSCHULE
für
Wirtschafts- und Sozialwissenschaften
(HAW) NÜRNBERG



1931

hindenburg
hochschule
Nürnberg



1933

Hochschule für Wirtschafts- und
Sozialwissenschaften
Nürnberg



1954

Spin-offs



6,500

Students

21

Degree programs

6

Professional
development programs

20

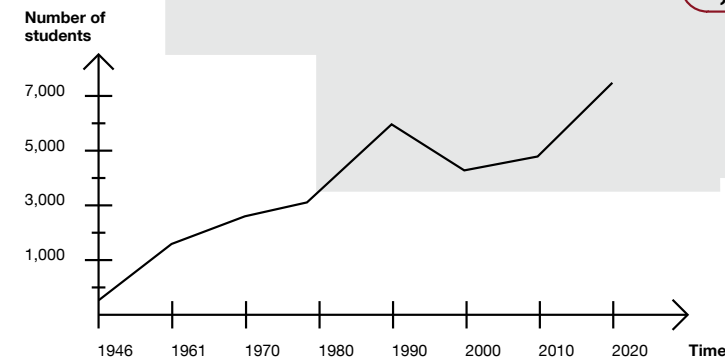
Cooperative
programs

Findelgasse building



DISCOVER WiSo

Students



Partnerships

Nuremberg Campus of Technology

ENERGIEregion Nürnberg e. V.

Energie Campus Nürnberg

Schöller Forschungszentrum

Ludwig Erhard Zentrum

...and many more!

IAB

H2.B

Forum V

Forum N

Internationalization

Over 100 incoming students per year

Over 400 outgoing students per year

Over 140 partner universities

5 International programs

8

9

STUDYING 2024/2025

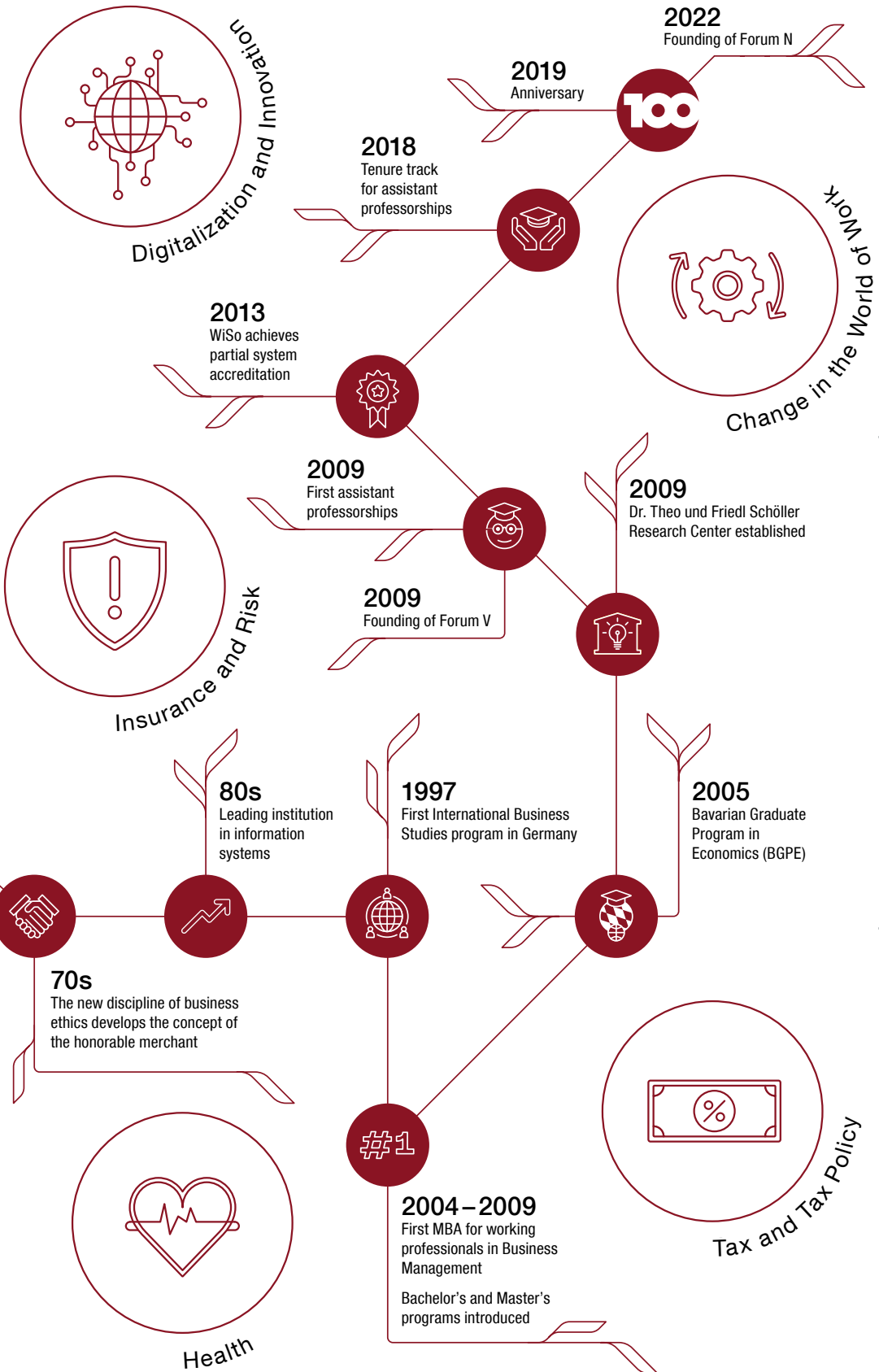
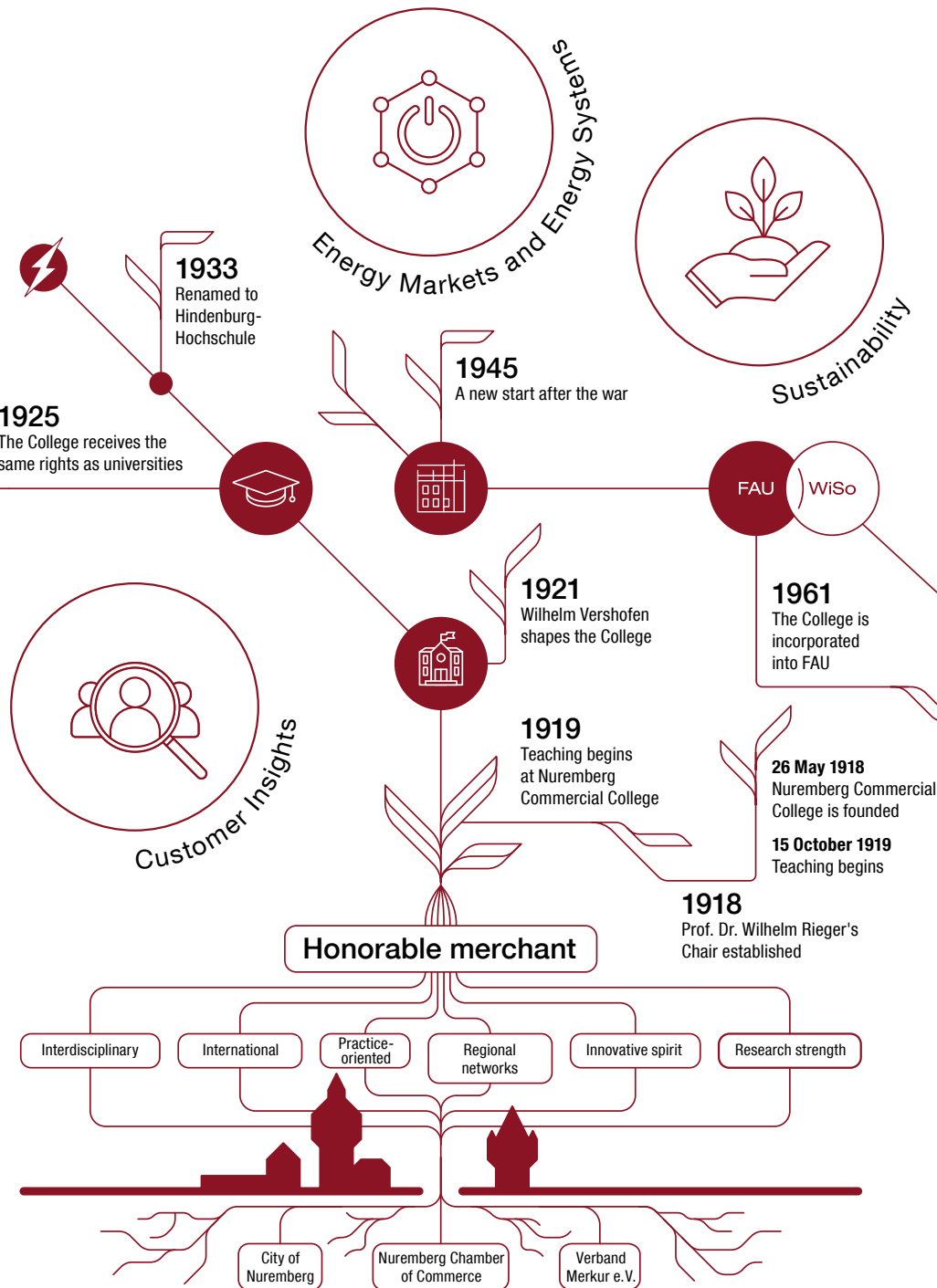
STUDYING 2024/2025

HISTORY

Looking back at FAU WiSo's eventful and inspiring history from its foundation as the Nuremberg Commercial College in 1919 to its 100th anniversary.

DISCOVER WiSo

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DISCOVER WiSo

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FAU WiSo GUIDING PRINCIPLES

FAU – Moving knowledge for a better world

FAU's motto 'Moving knowledge' is an inspiration to many – sometimes fundamentally and generally, sometimes in very specific measures and methods and often motivationally or metaphorically.

Whether implicitly or explicitly, FAU's principles: 'Innovation – Diversity – Passion', provide guidance for our actions in many ways. They remind us of our strengths and everything that connects us as members to our University. They also urge us to orient everything we do and every decision we take even more clearly towards these principles.

Since 2017, the four strategic fields of action 'PEOPLE – EDUCATION – RESEARCH – OUTREACH' have been defining the central priorities of the University's future development and providing a framework for its members to develop and achieve their own personal goals. These fields of action provide a guide and help each and every member of the University to play an active role at FAU.

- **FAU Mission:** Curious, courageous, sustainable, respectful, open-minded – these are the strengths we use to ask questions, consistently think things through to the end, foster talent, develop personalities, and measure ourselves in a competitive global environment. We foster a culture of collaboration with our internal and external partners. In this way, we contribute to education, knowledge, exchange and social values.
- **FAU Vision:** We create a platform of freedom for innovative thinkers: in studies, in research, in teaching and in being and working together.



FAU WiSo – Shaping the future together

Following the tradition of the Nuremberg Commercial College (Handels-hochschule Nürnberg) established in 1919, our research and teaching is committed to dealing with challenges facing the economy and society. The guiding principle of the honorable merchant acts as a compass for our actions in view of social, ethical, ecological and economic responsibilities.

Combining business, economics and the social sciences, the School's aim is to connect different research methods, traditions and focuses in order to strengthen research in this area. It focuses on applying its wide range of expertise in several research focus areas and actively looks for opportunities to collaborate with related disciplines. One of the key aims of its research is to deal with challenges facing business and society.

- **FAU WiSo Mission:** Motivated by the challenges facing the economy and society and inspired by the dynamics in our society, we shape the future with excellent research and teaching in order to educate the personalities, leaders and researchers of the future with a sense of responsibility and a cosmopolitan approach.
- **FAU WiSo Vision:** We use our academic excellence, innovation and creativity to create a better future. We provide an impetus for sustainable transformation and are committed to national and international knowledge exchange with responsibility, dedication and passion.



FAU WiSo Code of Conduct – for us and our network

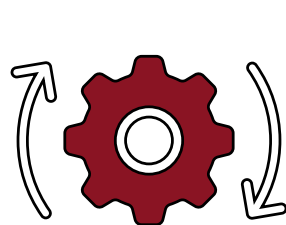
The WiSo Code of Conduct establishes binding standards of behavior for students and employees to ensure a respectful learning and working environment. Moreover, the code promotes integrity and cooperative behavior in the pursuit of excellence in research and teaching.

We act responsibly,
integratively, honestly and fairly,
socially, helpfully and courteously,
openly and respectfully in order to
successfully complete our tasks and
projects and reach our goals.



RESEARCH FOCUS AREAS

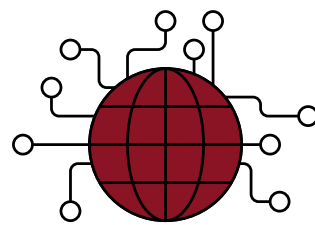
FAU WiSo has a unique research profile in Germany and draws on perspectives in economics and social sciences alongside real-world experience in its innovative and expert approach to answering questions facing the economy, society and environment. Research expertise at FAU WiSo is grouped into eight interdisciplinary research focus areas.



CHANGE IN THE WORLD OF WORK

Researchers working in this area use approaches from economics, sociology and psychology to study how the labor market and the world of work are affected by global developments – such as increased international distribution of work, increasing migration, and demographic, technological and organizational change – and how politics can react to them. In 2007, the Labour and Socio-Economic Research Center (LASER) was established to promote interdisciplinary research and exchange between stakeholders. A long-term strategic partnership in research and policy consulting with the Institute for Employment Research (IAB) and the Federal Employment Agency focuses on empirical research in labor market policy.

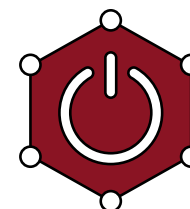
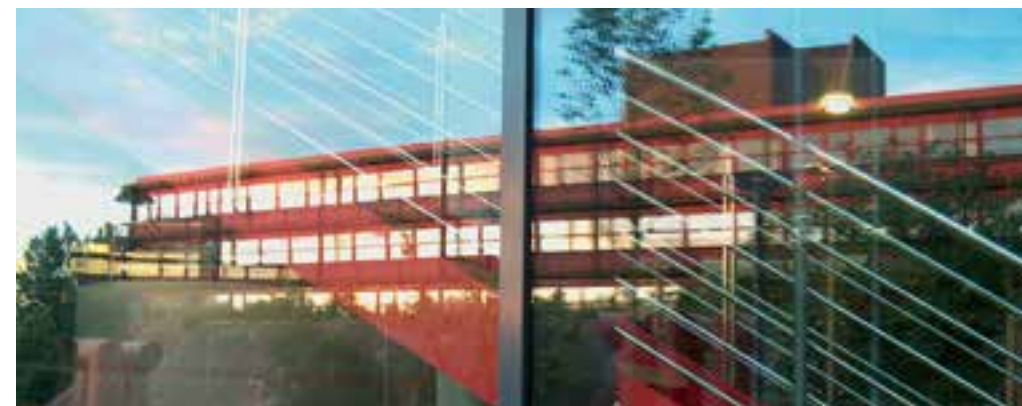
- **SPEAKERS**
 Prof. Dr. Claus Schnabel
 Prof. Regina T. Riphahn, Ph.D.
 www.wiso.fau.eu/research-focus-areas



DIGITALIZATION AND INNOVATION

Digitalization and Innovation advances and investigates the role of digital technology in business and society. WiSo has extensive expertise in this field and a broad portfolio of internationally visible research and diverse innovation activities in the Nuremberg Metropolitan Region. Important research fields include Industrial Internet of Things (IIOT) and smart factories, artificial intelligence in the workplace, service systems engineering, digitalization of services, participative innovation processes, digital business models and processes, digital marketing, IT security and digital governance. Strategic partnerships have been established with the Fraunhofer Institute for Integrated Circuits (IIS) and many well-known German industrial companies.

- **SPEAKERS**
 Prof. Dr. Martin Matzner
 Prof. Dr. Kai-Ingo Voigt
 www.wiso.fau.eu/research-focus-areas



ENERGY MARKETS AND ENERGY SYSTEMS ANALYSIS

This research focus area looks at the influences of the economic, political and social environment on the development of the energy system. Research in this area includes transformation in the electricity and gas sectors, concepts for sustainable mobility and sector coupling and business models in decentralized smart energy systems. Researchers have been collaborating with engineers at the technical Faculty and with the Department of Mathematics in a collaborative research center on gas networks and markets. Strategic partnerships have been forged with the vision of implementing a safe, cost-efficient and sustainable energy supply involving many companies in the energy sector, including the association Energieregion Nuremberg e.V.

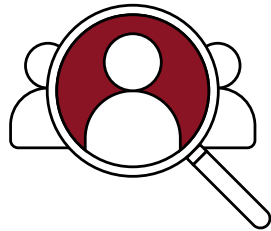
- **SPEAKER**
 Prof. Dr. Gregor Zöttl
 Prof. Dr. Mario Liebensteiner
 www.wiso.fau.eu/research-focus-areas



HEALTH

This research focus area addresses health services research in the healthcare system – from the choice of health insurance and determinants of individual health behavior to the incentive effects of reimbursement systems and the efficiency of various medical services, programs and structures. Research fields include outpatient sector, inpatient sector, pharmaceutical industry, digital transformation in healthcare and various health care markets. Researchers support healthcare institutions in optimizing their quality of care through economic evaluations and studies alongside public health programs. They work closely with various hospitals and Siemens Healthineers in the Nuremberg Metropolitan Region.

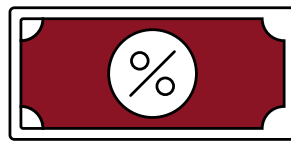
- **SPEAKERS**
 Prof. Dr. Oliver Schöffski, MPH
 Prof. Dr. Harald Tauchmann
 www.wiso.fau.eu/research-focus-areas



CUSTOMER INSIGHTS

Customer Insights investigates organizational determinants as well as psychological and economic factors influencing customer behavior. Big Data and the use of qualitative methods of business analytics help researchers to gain a comprehensive understanding of customer decisions. The impacts on business success are documented, and potential areas for designing customer relationships are identified. The research focus area is part of an extensive network of strategic partners from industry including Adidas, GfK, and Siemens. Through strategic partnerships and events like the German Marketing Excellence Day, customer insights research is of high relevance to practical applications.

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- **SPEAKERS**
 Prof. Dr. Nicole Koschate-Fischer
 Prof. Dr. Andreas Fürst
 www.wiso.fau.eu/research-focus-areas



TAX AND TAX POLICY

Tax and Tax Policy analyzes the effects of the tax system on taxpayers' decisions and develops proposals for tax legislation at the national, European and international levels with reference to empirical studies and behavioral economic analysis. Research in this area focuses on adapting the tax system to the requirements of growing economic integration, the issue of tax evasion and the impact of digitalization on tax structures, administration and policy. An inter-university cooperation has been established within the framework of the International Graduate Program Evidence Based Economics and researchers benefit from exchange with the Nuremberg Chamber of Tax Advisors and the larger tax firms in the Nuremberg Metropolitan Region.

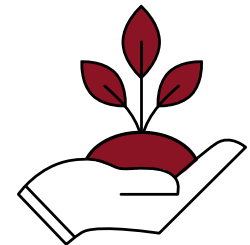
-
- **SPEAKERS**
 Prof. Dr. Thiess Büttner
 Prof. Dr. Frank Hechtner
 www.wiso.fau.eu/research-focus-areas



INSURANCE AND RISK

Insurance and Risk examines the impact of developments in technology and society such as digitalization, individualization, and demographic trends on the roles, tasks, and policy of private and social insurance. Active networks are maintained between science and business in Forum V, the Northern Bavarian Institute for Insurance Science and Economics, an affiliated institute of FAU, in which, among others, the four local insurance companies (ERGO, HUK-COBURG Versicherungsgruppe, NÜRNBERGER Versicherung, uniVersa Versicherungen) as well as associations (BWW Nordbayern-Thüringen) are intensely involved.

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- **SPEAKERS**
 Prof. Dr. Nadine Gatzert
 Prof. Dr. Hendrik Scholz
 www.wiso.fau.eu/research-focus-areas



SUSTAINABILITY

This research focus area combines the various dimensions of sustainability and places a special focus on the transformation of the economy, companies and society. In five clusters, it addresses climate change mitigation and climate protection, fostering impact innovation and entrepreneurship, establishing circular value networks, exploring ESG finance and reporting, and addressing ethics, human rights, and digital responsibility. Furthermore, the research focus area works across a variety of disciplines and is in close exchange with practitioners to understand and shape sustainable development.

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- **SPEAKERS**
 Prof. Dr. Markus Beckmann
 Prof. Dr. Johan Lilliestam
 www.wiso.fau.eu/research-focus-areas

WiSo CHAIRS AND PROFESSORSHIPS



Prof. Dr. Abraham
Chair of
Sociology and Empirical
Social Research



Prof. Dr. Amberg
Chair of
IT Management



Prof. Dr. Beckmann
Chair of
Corporate Sustainability
Management



Prof. Dr. Büttner
Chair of
Public Finance



Prof. Coskun, Ph.D.
Assistant Professorship for
Macroeconomics and Labor
Market Research



Prof. Dr. Dovern
Chair of
Statistics and
Economics



Prof. Dr. Fischer
Chair of
Accounting and
Management Control



Prof. Fitzenberger, Ph.D.
Chair of
Quantitative
Labor Economics



Prof. Dr. Fürst
Chair of
Marketing



Prof. Dr. Gatzert
Chair of
Insurance Economics
and Risk Management



Prof. Dr. Handke
Assistant Professorship of
Business Psychology
(Future of Work)



Prof. Dr. Harth
Chair of
Technical Information
Systems



Prof. Dr. Hartmann
Chair of
Supply Chain
Management



Prof. Dr. Hechtner
Chair of
Taxation



Prof. Dr. Henselmann
Chair of
Accounting and
Auditing



Prof. Dr. Hoffmann
Chair of
Private Business
Law



Prof. Dr. Holtbrügge
Chair of
International
Management



Prof. Dr. Junge
Chair of
Corporate Management
(Chair Representation)



Prof. Dr. Kaya
Chair for
Business Analytics and
Sustainability



Prof. Dr. Kimmelmann
Professorship for
Business Education



Prof. Dr. Koschate-Fischer
GfK Endowed Chair for
Marketing Intelligence



Prof. Dr. Laumer
Schöller Endowed Chair for
Information Systems
(Digitalization in Business
and Society)



Prof. Dr. Liebensteiner
Assistant Professorship for
Energy Markets and Energy
Systems Analysis



Prof. Dr. Lilliestam
Chair of
Sustainability
Transition Policy



Prof. Dr. Matzner
Chair of
Digital Industrial
Service Systems



Prof. Dr. Meier
Assistant Professorship for
Communication Science



Prof. Dr. Merkl
Chair of
Macroeconomics



Prof. Dr. Möslin
Chair of
Information Systems
(Innovation and Value Creation)





Prof. Dr. Morschheuser
Assistant Professorship for
Information Systems
(Gamification)



Prof. Dr. Ch. Moser
Chair of
Governance and
International Trade



Prof. Dr. K. Moser
Chair of
Business and
Social Psychology



Prof. Dr. Nagler
Assistant Professorship for
Quantitative Labor
Economics



Prof. Dr. Steul-Fischer
Chair of
Insurance Marketing



Prof. Dr. Tauchmann
Professorship for
Health Economics



Prof. Dr. Tiefenbeck
Assistant Professorship for
Digital Transformation



Prof. Dr. Voigt
Chair of
Industrial Management



Prof. Dr. Necker
Chair of
Economics



Prof. Dr. Nipper
Assistant Professorship for
Sustainability Reporting



Prof. Dr. Oberfichtner
Professorship for
Employment Research



Prof. Dr. Reichelt
Assistant Professorship for
Computational
Social Sciences



Prof. Dr. Widuckel
Professorship for
Human Resource Management
and Task Management in
Technology-Oriented Companies



Prof. Dr. Wilbers
Chair of
Business Education
and Human Resources
Development



Prof. Dr. Wolbring
Chair of
Empirical Economic
Sociology



Prof. Dr. Wrede
Chair of
Economics and
Social Policy



Prof. Dr. Reif
Professorship for
Economics
(Health Care Markets)



Prof. Dr. Rincke
Chair of
Economic Policy



Prof. Dr. Riphahn, Ph.D.
Chair of
Empirical Economics



Prof. Dr. Schilling-Vacaflor
Chair of
International Business,
Society and Sustainability



Prof. Dr. Zöttl
Professorship for
Economics, Industrial
Organization and
Energy Market



For further information visit
www.wiso.fau.eu/professors

Updated: 31.08.2024



Prof. Dr. Schnabel
Chair of
Labor and Regional
Economics



Prof. Dr. Schöffski, MPH
Chair of
Health Management



Prof. Dr. Scholz
Chair of
Finance and Banking



Prof. Dr. Stephan
Chair of
Empirical
Microeconomics



BACHELOR'S PROGRAMS

Studying a Bachelor's program at FAU WiSo offers a great degree of flexibility, an international perspective, and a wide range of subjects. Students may also choose their own specializations. Bachelor's programs familiarize students with academic knowledge and teach them specialist methods that they are able to apply in practice. Graduates are ideally prepared for careers in global and future-oriented sectors.

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- 26 Bachelor's program in International Business Studies
- 30 Bachelor's program in International Economic Studies



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BACHELOR'S PROGRAM IN INTERNATIONAL BUSINESS STUDIES



6 semesters



English

Starts in winter
semesterCompulsory
semester abroadBachelor of
Science

The Bachelor's degree in International Business Studies (IBS) is a perfect start into a professional career in international business. The program provides students with the essential knowledge for analyzing and understanding international business. The distinctive international perspective of the program reflects the growing importance of multinational operations and emphasizes the comparative study of business strategies and policies. The program consists of compulsory and elective modules in a variety of fields, such as International Business, International Economics and International Politics, all of which are conducted in English. Admissions are limited to approximately 105 students per academic year.

SKILLS

- Understanding business administration in an international context
- Knowledge of economics, statistics and quantitative analysis
- Analyzing specific problems related to international business and multinational operations
- Using practical business methods and instruments for solving international management tasks
- Intercultural competence
- Fluency in business English
- Advanced knowledge of at least one other foreign language


PROGRAM STRUCTURE

During the first two semesters, students take compulsory modules in the orientation phase of the program. From the third semester, students begin to pursue their interests and develop an individual profile by taking elective modules. All students are required to study abroad during the program and they may acquire up to 60 ECTS at a foreign university. FAU has over 140 partnership agreements with universities in more than 40 countries on all five continents. In the final semester, students demonstrate their knowledge by writing their Bachelor's thesis.

COMPULSORY MODULES

Compulsory modules are organized into the areas of International Business, International Economics and International Politics, Law, and Society. International Business includes modules such as *International Management: Doing Business in Emerging Markets*, which deals with business administration in an international context. International Economics modules such as *Microeconomics* or *Macroeconomics* introduce economic methods and key concepts in international economics, addressing causes and effects of international trade and currency issues. International Politics, Law and Society extends students' perspectives beyond business by considering institutions relevant to international issues. Students expand their subject knowledge with methodological skills in statistics and data analysis in the Tools section. In the Reflection section, students become familiar with the current international business environment and can practice intercultural skills. They learn how to write papers and create presentations independently and work effectively in groups.

ELECTIVE MODULES & THESIS

Students must take 45 ECTS in elective modules, of which at least 20 ECTS have to be earned at a university abroad. A further 25 ECTS are chosen from modules in international business, international economics and international politics. Students may also choose interdisciplinary modules from other departments at FAU, for example Innovation technology or IT management. The Bachelor's thesis is based on independent work on a given problem in a chosen subject area.  lw/nr

TARGET GROUP

- Interest in business with an international perspective
- Interest in a career in business, government, or international agencies
- Good knowledge of English

CAREER PROSPECTS




- Students are especially suited to tasks with an international focus in a variety of industries
- Assisting management with internationalization
- Developing market-entry strategies

POTENTIAL EMPLOYERS





- Multinational organizations and medium-sized businesses
- Public sector
- Supranational and non-profit organizations



SUBJECT ADVISORS Intake 2019 and prior

 Luisa Wicht, M. Sc.
 Phone: 0911/5302-95241
 E-mail: luisa.wicht@fau.de

Intake 2020 and onward

 Nikhila Raghavan, M. Sc.
 Phone: 0911/5302-96416
 E-mail: nikhila.raghavan@fau.de
 www.ibs.wiso.fau.eu



BACHELOR'S PROGRAM IN INTERNATIONAL BUSINESS STUDIES (IBS)

Study progress

Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6
<div>1</div> <div>Enterprise Content and Collaboration Management</div> <div>5 ECTS</div>	<div>1</div> <div>International Management: Doing Business in Emerging Markets</div> <div>5 ECTS</div>	<div>1</div> <div>Introduction to Sustainability Management</div> <div>5 ECTS</div>	<div>1</div> <div>Industry X.0 and Supply Chain Management</div> <div>5 ECTS</div>	<div>6</div> <div>Foreign Languages 2</div> <div>5 ECTS</div>	<div>Bachelor's thesis (incl. seminar)</div> <div>15 ECTS</div>
<div>1</div> <div>Innovation and Entrepreneurship</div> <div>5 ECTS</div>	<div>1</div> <div>Financial Reporting</div> <div>5 ECTS</div>	<div>1</div> <div>Case Studies in International Management</div> <div>5 ECTS</div>	<div>3</div> <div>Social Policy in an Interdependent World</div> <div>5 ECTS</div>	<div>7</div>	
<div>2</div> <div>Micro-economics</div> <div>5 ECTS</div>	<div>2</div> <div>Macro-economics</div> <div>5 ECTS</div>	<div>1</div> <div>Electronic Human Resources Management</div> <div>5 ECTS</div>	<div>3</div> <div>Global Governance</div> <div>5 ECTS</div>	<div>Electives abroad</div>	
<div>4</div> <div>Statistics</div> <div>5 ECTS</div>	<div>3</div> <div>International Politics</div> <div>5 ECTS</div>	<div>2</div> <div>International Economics</div> <div>5 ECTS</div>	<div>4</div> <div>Data Collection Methods in the Social & Behavioral Sciences</div> <div>5 ECTS</div>	<div>Elective modules</div> <div>15 ECTS</div>	
<div>5</div> <div>Intercultural Competence</div> <div>5 ECTS</div>	<div>4</div> <div>Introduction to Econometrics</div> <div>5 ECTS</div>	<div>2</div> <div>European Economic Integration</div> <div>5 ECTS</div>	<div>5</div> <div>Professional Orientation (Guest Lectures)</div> <div>5 ECTS</div>		<div>20 ECTS</div>
<div>6</div> <div>Foreign Languages 1.1</div> <div>5 ECTS</div>	<div>6</div> <div>Foreign Languages 1.2</div> <div>5 ECTS</div>	<div>3</div> <div>European and International Law</div> <div>5 ECTS</div>	<div>Elective module</div> <div>5 ECTS</div>		<div>Elective module</div> <div>5 ECTS</div>
30 ECTS	30 ECTS	30 ECTS	30 ECTS	30 ECTS	30 ECTS
180 ECTS – Standard duration of study: 6 semesters					
1 International Business	2 International Economics	3 Int. Politics, Law and Society	4 Tools	5 Reflection	6 Languages
7 Experience					

180 ECTS – Standard duration of study: 6 semesters

1 International Business	2 International Economics	3 Int. Politics, Law and Society	4 Tools	5 Reflection	6 Languages	7 Experience
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Compulsory modules

Elective modules

Subject area

Updated: 31 August 2024. All information is without guarantee of correctness and completeness and may be subject to change without notice. The current study plan is part of the examination regulations. For further information visit www.wiso.fau.de/pruefungsordnung

BACHELOR'S PROGRAM IN INTERNATIONAL ECONOMIC STUDIES



6 semesters



English

Starts in winter
semesterCompulsory
semester abroadBachelor of
Science

The Bachelor's degree in International Economic Studies (IES) is a perfect start into a professional career as an economist, in business, the public sector or academia. The program provides students with the essential knowledge for understanding and analyzing the economy and economic policy. The distinct international perspective of the program reflects the growing importance of international economic integration and emphasizes the comparative study of economic policies. The program consists of compulsory and elective modules in a variety of fields, such as International Economics, International Business and International Politics, all of which are conducted in English. Admissions are limited to approximately 45 students per academic year.

PROGRAM STRUCTURE

During the first two semesters, the assessment phase, the students predominantly take courses from the compulsory area. In the following four semesters of the Bachelor's degree the teaching content of the first two semesters is expanded and consolidated. From the fourth semester onwards, students increasingly choose elective modules comprising a variety of topics in economics. Students can acquire up to 60 ECTS as part of the compulsory study abroad. There are over 140 partnership agreements with universities in more than 40 countries on five continents. The final Bachelor's thesis verifies the acquired technical and academic skills of the students.

COMPULSORY MODULES

The compulsory program includes the three core areas, namely International Economics, International Business and International Politics, Law and Society.

Courses in International Economics, such as *Microeconomics*, *Macroeconomics* and *European Economic Integration* introduce basic economic concepts and methods, as well as key concepts in international economics, addressing causes and effects of international trade and currency issues. The knowledge acquired in the introductory courses is expanded by lectures such as *International Economics*, *Development Economics* and *Empirical Economics*. International Business courses such as *International Management* provide the basics of business administration in an international context. International Politics, Law and Society extends the economic focus including a view on institutions relevant for international issues.

The subject-specific perspective is supplemented by the Tools area, where students

SKILLS

- Understanding of the basic principles of economics
- Ability to conduct quantitative analyses with suitable statistical and econometric methods
- Analyzing specific problems related to economics and economic policy in an international environment
- Intercultural competence through an integrated semester abroad
- Fluency in business English
- Advanced knowledge of at least one other foreign language

deal with topics relating to statistics and data analysis. In addition, the core area Reflection offers students the opportunity to learn from an academic perspective how to contribute to debates to debates through own papers and presentations, but also by responding to the work of peers.

ELECTIVE MODULES & THESIS

Students must take 45 ECTS in elective modules, at least 20 ECTS of which have to be earned at a university abroad. A further 25 ECTS are chosen from modules in international economics, international business and international politics. The Bachelor's thesis is based on independent work on a given problem in a chosen subject area.

mp

TARGET GROUP

- Interest in economics with an international perspective
- Good knowledge of English

CAREER PROSPECTS

- Graduate studies in economics, business or public administration
- Professional position in a variety of institutions concerned with economic decisions and policy

POTENTIAL EMPLOYERS

- Research institutions
- Private corporations such as banks and consulting firms
- Public sector
- Supranational institutions
- Non-profit organizations



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BACHELOR'S PROGRAM IN INTERNATIONAL ECONOMIC STUDIES (IES)					
Study progress					
Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6
<div>1</div> <div>Micro-economics</div> <div>5 ECTS</div>	<div>1</div> <div>Macro-economics</div> <div>5 ECTS</div>	<div>1</div> <div>International Economics</div> <div>5 ECTS</div>	<div>1</div> <div>Development Economics</div> <div>5 ECTS</div>	<div>6</div> <div>Foreign Languages 2</div> <div>5 ECTS</div>	<div>Bachelor's thesis (incl. seminar)</div> <div>15 ECTS</div>
<div>1</div> <div>European Economic Integration</div> <div>5 ECTS</div>	<div>2</div> <div>Financial Reporting</div> <div>5 ECTS</div>	<div>1</div> <div>Labor Economics</div> <div>5 ECTS</div>	<div>3</div> <div>Global Governance</div> <div>5 ECTS</div>	<div>Electives abroad</div> <div>20 ECTS</div>	
<div>2</div> <div>Innovation and Entrepreneurship</div> <div>5 ECTS</div>	<div>2</div> <div>International Management: Doing Business in Emerging Markets</div> <div>5 ECTS</div>	<div>1</div> <div>Empirical Economics</div> <div>5 ECTS</div>	<div>3</div> <div>Social Policy in an Interdependent World</div> <div>5 ECTS</div>		
<div>3</div> <div>European and International Law</div> <div>5 ECTS</div>	<div>3</div> <div>International Politics</div> <div>5 ECTS</div>	<div>1</div> <div>Analysis of Macroeconomic & Financial Market Data</div> <div>5 ECTS</div>	<div>4</div> <div>Data Collection Methods in the Social and Behavioral Sciences</div> <div>5 ECTS</div>		
<div>4</div> <div>Statistics</div> <div>5 ECTS</div>	<div>4</div> <div>Introduction to Econometrics</div> <div>5 ECTS</div>	<div>2</div> <div>Enterprise Content and Collaboration Management</div> <div>5 ECTS</div>	<div>5</div> <div>Reflections in International Economics</div> <div>5 ECTS</div>		
<div>6</div> <div>Foreign Languages 1.1</div> <div>5 ECTS</div>	<div>6</div> <div>Foreign Languages 1.2</div> <div>5 ECTS</div>	<div>5</div> <div>Seminar in International Economic Studies</div> <div>5 ECTS</div>	<div>Elective module</div> <div>5 ECTS</div>	<div>Elective module</div> <div>5 ECTS</div>	<div>15 ECTS</div>
30 ECTS	30 ECTS	30 ECTS	30 ECTS	30 ECTS	30 ECTS
180 ECTS – Standard duration of study: 6 semesters					
1 International Economics	2 International Business	3 Int. Politics, Law and Society	4 Tools	5 Reflection	6 Languages
7 Experience					

Compulsory modules

Elective modules

Subject area

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MASTER'S PROGRAMS

After achieving their Bachelor's degree, many students choose to continue their studies with a Master's degree. The following four Master's programs at FAU WiSo prepare students for a career in science, business or public organizations by combining innovative study concepts with applied research and scientific knowledge. Graduates are well-equipped for facing the challenges of the modern working world and academic careers.

34

- 36 Master's program in Economics
- 40 Master's program in International Business Studies
- 44 Master's program in International Information Systems
- 48 Master's program in Management



35

MASTER'S PROGRAM IN ECONOMICS



MASTER'S PROGRAM



4 semesters



English



Starts in winter
semester



Electives



Master
of Science

Economics is a modern Master's program with an international perspective and provides students with in-depth knowledge in economics. It is aimed at students with a strong interest in economics and independent academic work. Small groups allow students to work closely with professors and researchers in classes and seminars. Further, students can connect directly with research at WiSo by pairing with early-career researchers through the mentoring program.

SKILLS

- Extensive knowledge of modern economics
- Active and passive skills in empirical and quantitative methods
- Qualification for independent academic work
- Development, communication and implementation of problem-solving capacities

PROGRAM STRUCTURE

The program consists of four semesters with a total of 120 ECTS. The first semester includes compulsory modules worth 30 ECTS in the core fields of economics. In the second and third semester students specialize by individually choosing 60 ECTS from a broad range of subjects within five different fields of specialization. They write their Master's thesis in the fourth semester. We encourage and support students who want to study abroad for up to two semesters at a partner university through the recognition of ECTS credits earned abroad. Core subjects are taught in English. Elective modules are taught both in English

and German, although advanced knowledge of German is not required.

COMPULSORY MODULES

In the first semester, students acquire in-depth knowledge in economics with six compulsory modules taught in English: *Mathematics for Economists*, *Microeconomics*, *Game Theory*, *Macroeconomics: Growth Theory*, *Macroeconomics: Business Cycle* and *Applied Econometrics*. In Applied Econometrics, students learn to apply their methodological knowledge to empirical work and to interpret estimation results using the software STATA. Students lacking sufficient knowledge in econometrics or statistics are advised to take the voluntary leveling course in Econometrics. The course begins before the official lecture period, usually during the first week of October.

ELECTIVE MODULES

Students choose at least ten elective modules within the five specialization areas and up to two modules offered from the WiSo catalog. Each specialization field includes a broad list of related modules.

Students who specialize in Labor Economics not only analyze the labor market but also study theoretical models and applied empirical research tools to examine labor policies and to develop policy recommendations. Modules in this area include, for example, *Labor Markets in the Knowledge Economy* oder *Microeconometrics and Machine Learning* and *Labor Market Policy*. The specialization in Macroeconomics and Finance deepens knowledge in areas from monetary policy to financial banking. Students explore how to bridge theoretical macroeconomic models and applied empirical methods in modules such as *International Finance* and *Multivariate Time Series Analysis*. The specialization Public

Economics comprises the analysis of the economic consequences of tax systems and government expenditures, public finance and public policy. Students apply microeconomic theory together with new econometric approaches to evaluate policy measures in modules such as *Labor Markets in the Knowledge Economy* oder *Microeconometrics and Machine Learning, Behavioral Economics* or *Development Economics*. The specialization in Energy Markets focuses on theoretical and empirical analyses of energy markets and related policy issues. Modules in this specialization include *Quantitative Methods in Energy Market Modelling, Empirical Environmental Economics* or *Methods and applications of mathematical optimization*. Students who specialize in Health Economics study the supply and demand of medical services as well as the behavior of agents in this market and derive implications for the health care system, for example in the modules *Supply of Medical Services* or *Applied Empirical Health Economics*.

bh

SELECTION CRITERIA

- Academic degree with above-average grades in economics, mathematics, the social sciences, engineering or related disciplines
- Sufficient English skills (at least level B2 of the CEFR)
- Further accomplishments and qualifications, e.g., internships, language skills and international experience
- At least 40 ECTS in economics and quantitative courses combined (not counting business or finance)
- A letter of application in English of no more than 2 pages (font = Arial, font size = 11pt, line spacing 1.5, page margins > 2cm, maximum 800 words, file format = pdf) outlining your qualifications relevant for the study program, with particular emphasis on your preparedness for the compulsory modules and the specialization(s) you plan to focus on

CAREER PROSPECTS

- Academic and analytical work
- Economic research
- Excellent graduates are awarded a scholarship for their doctoral studies

POTENTIAL EMPLOYERS

- Universities
- Research institutes
- International organizations
- Public administration
- Consulting firms

» *The program offers a modern and international approach to economics and prepares graduates as economists for scientific and advisory professions.*«



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MASTER'S PROGRAM IN ECONOMICS (MSE)

Study progress

Semester 1	Semester 2	Semester 3	Semester 4
Mathematics for Economists 5 ECTS	<div>Specialization</div> <div>(10 elective modules within the 5 Economics module groups + 2 free elective modules)</div> <div>Elective modules in Economics*: 10 modules (5 ECTS each) within the 5 module groups:</div> <div><div>Labor Economics</div><div>Macroeconomics and Finance</div><div>Public Economics</div><div>Energy Markets</div><div>Health Economics</div></div> <div>50 ECTS</div> <div>+</div> <div>Free elective modules:</div> <div><div>2 modules (5 ECTS each)</div></div> <div>10 ECTS</div> <div>60 ECTS</div>	Master's thesis (including seminar)	
Microeconomics 5 ECTS			
Game Theory 5 ECTS			
Macroeconomics: Business Cycles 5 ECTS			
Macroeconomics: Economic Growth 5 ECTS			
Applied Econometrics 5 ECTS			
30 ECTS	60 ECTS	30 ECTS	
120 ECTS – Standard duration of study: 4 semesters			

* For information on current elective modules, refer to the module handbook.

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Compulsory modules

Elective modules

MASTER'S PROGRAM IN INTERNATIONAL BUSINESS STUDIES



MASTER'S PROGRAM



4 semesters



English



Starts in winter
semester



Electives



Master
of Science

International Business Studies is a modern Master's program that provides students with a comprehensive understanding of the complexity of international business. Students acquire the skills they need to succeed in an international environment. Special attention is given to the variety of approaches that firms choose to adapt their international operations to the diversity of laws, business practices, and cultures across the globe. Throughout the program, students develop essential communication and intercultural skills. A range of business language courses reflects the international focus of the program and prepares students for a successful career in an international setting.

SKILLS

- Analytical skills
- Communication skills
- Intercultural competences

PROGRAM STRUCTURE

The program consists of 120 ECTS credits leading to a Master's degree (M. Sc.) and can be completed in two years. Students take 60 ECTS in compulsory modules and 30 ECTS of elective modules and complete their Master's thesis. Practical elements include company visits, as well as lectures and workshops with executives from leading companies. Students who wish to benefit from the university's extensive network of international partner universities may study abroad for up to two semesters. The language of instruction is English.

CORE COURSES

In the core courses, students focus on understanding and analyzing international operations and making decisions related to foreign market entry and management strategies. Students acquire a broad understanding of the field through core modules from the following areas: Environment of International Business, Foundations of International Management, International Strategic Management, International Functional Management, International Information Management, International Finance and Change Management, Soft Skills, International Corporate Sustainability and International Relations. Two modules are offered for each area. In total, students must take 60 ECTS from a total of 90 ECTS. Students have a degree of freedom in choosing modules, however, we recommend that all students complete both modules in *Foundations of International Management*.

ELECTIVE COURSES

Elective courses in area studies allow students to specialize in a specific region: English speaking countries, Romance countries, Asia or Europe. English speaking countries comprises modules on advanced economies and emerging markets, globalization processes and issues in international trade. Romance countries focuses on Latin American and French economy and society and offers a wide range of courses addressing current issues. Asia incorporates management strategies, corporate governance issues as well as a wider choice of modules from other faculties. Europe offers students perspectives on European integration, media systems and law as well as insights into the internationalization of medium-sized enterprises. The language of instruction in the elective modules depends



on the chosen area. Elective modules may also include language courses worth up to 10 ECTS depending on the chosen area.

lk/mg

SELECTION CRITERIA

- Bachelor's degree
- Knowledge of business administration and statistics relevant to the degree
- English language proficiency (min TOEFL 100; IELTS 7.0)
- International experience
- Knowledge of languages other than native language; proficiency in English and German
- Quality of presentation video

CAREER PROSPECTS

- Business research
- Consulting
- Global operations and strategy
- International HR
- Global procurement, purchasing and trade
- International management

POTENTIAL EMPLOYERS

- Companies with global operations
- Companies with international markets
- International and supranational organizations
- Associations



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MASTER'S PROGRAM IN INTERNATIONAL BUSINESS STUDIES (MIBS)

Study progress

Semester 1	Semester 2	Semester 3	Semester 4
Core courses (20 out of 90 ECTS)	Core courses (20 out of 90 ECTS)	Core courses (20 out of 90 ECTS)	Master's thesis
20 ECTS	20 ECTS	20 ECTS	
Elective courses (10 ECTS)	Elective courses (10 ECTS)	Elective courses (10 ECTS)	
10 ECTS	10 ECTS	10 ECTS	30 ECTS
30 ECTS	30 ECTS	30 ECTS	30 ECTS

Core courses (60 out of 90 ECTS)

- Environment of International Business (Issues in International Political Economy, International and European Trade Law)
- Foundations of International Management (Foundations of International Management I, Foundations of International Management II)
- International Strategic Management (Business Strategy, Advanced Methods of Management Research IV)
- International Functional Management (International Marketing, Global Operations Strategy)
- International Information Management (E-Business Projects and Innovation, Service Innovation)
- Soft Skills (Managing Intercultural Relations, International Management Solutions)
- International Finance and Change Management (International Finance, Change Management)
- International Corporate Sustainability (Business Ethics and Corporate Social Responsibility, Regeneration and Sustainable Development))
- International Relations (Power, Order and Institutions in World Politics)

Elective courses (30 ECTS)

Areas:

- English Speaking Countries**
 - Romance Countries**
 - Asia*
 - Europe**
- The modules that can be taken in area studies are listed in the module handbook.

120 ECTS – Standard duration of study: 4 semesters

* Admission requirements: proficiency in the language of the chosen area according to the European Framework of Reference. Up to 10 ECTS can be earned through language courses in the language(s) of the chosen area (Levels: English: minimum C1, all other languages: 5 ECTS minimum A2; 5 ECTS minimum B1). The 10 ECTS can be spread over a maximum of two different languages (5 ECTS each) in the area.

** Elective modules worth 30 ECTS, of which 10 can be acquired in the context of language courses.

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Core courses

Elective courses

MASTER'S PROGRAM IN INTERNATIONAL INFORMATION SYSTEMS



4 semesters



English



Starts in
winter semester



Electives



Master
of Science

International Information Systems (IIS) combines knowledge in business and economics with in-depth knowledge in computer science and conveys insights into a wide variety of approaches of both disciplines, in addition to interdisciplinary skills. The program is taught at WiSo and the Faculty of Engineering in German and English. International information systems prepares students for professions that require knowledge and skills in both management and IT.

SKILLS

- Interdisciplinary knowledge
- Intercultural and team skills
- Conceptual and analytical thinking
- Independent and goal-oriented approach
- Project management
- Presentation skills

PROGRAM STRUCTURE

In the first semester, students with an undergraduate degree in business and economics acquire preliminary knowledge in computer science. Students who have obtained an undergraduate degree in computer science take modules in business and economics. Both groups of students are familiarized with the preliminary knowledge and skills required for the compulsory modules in Information systems and Informatics. These comprise 30 ECTS and consist of compulsory elective modules chosen from Data & Knowledge, Digital Business and Architectures & Development. Students have the opportunity to study abroad in the third semester. In the fourth semester, students can complete their Master's

thesis with the support of an international company or partner university.

COMPULSORY MODULES

In addition to preliminary knowledge taught in the first semester, students investigate internationalization theories and aspects of strategic management or skills in algorithms and data structures, programming, and data engineering depending on the subject of their previous degree. Students take three modules each in the compulsory areas of Information Systems and Informatics, with a broad range of modules available.

Information Systems deals with the application of information and communication technology in companies and the networked economy such as innovation and value-added management, service and process management, business intelligence or IT and project management. Students have a great deal of freedom of choice within the areas, allowing them to focus thematically and build a knowledge base for further study.

Informatics deals with the fields of data and knowledge management, as well as software and product development. Data and knowledge management includes topics such as data mining, data visualization and artificial intelligence. In software development, students learn fundamental knowledge in agile software development, software architectures and open source software.

COMPULSORY ELECTIVE MODULES

A special feature of the program is the high flexibility in the design of the elective area. In addition to the compulsory modules, it is possible to acquire up to 30 ECTS from the areas of Extension courses and Study abroad modules, thus facilitating the transfer of achievements from universities abroad. In addition,

students acquire 15 ECTS within the framework of the Interdisciplinary qualifications. Here students can learn a language, take a subject of their choice and participate in a research seminar or a practice-oriented project seminar.

ks/dh

SELECTION CRITERIA

- Bachelor's degree in business and economics, information systems, computer science or engineering programs related to computer science.
- Knowledge of English and German
- Knowledge from previous studies in the fields of business administration, computer science and/or information systems
- English language skills (at least TOEFL 95, IELTS 7.0)
- Practical and abroad experience
- Knowledge of other foreign languages

CAREER PROSPECTS

- Data scientist
- Business analyst
- IT governance and management
- Enterprise architecture
- Software engineering
- Project and process management



POTENTIAL EMPLOYERS

- Consulting firms
- Start-ups
- IT companies
- International companies

» The program delivers the interdisciplinary knowledge and skills that students need to develop specialist profiles, preparing them for scientific and professional activities.«



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MASTER'S PROGRAM IN INTERNATIONAL INFORMATION SYSTEMS (IIS)

Study progress*

Semester 1	Semester 2	Semester 3	Semester 4
Customized Introduction 15 ECTS	Interdisciplinary Qualifications 5 ECTS	Information Systems 10 ECTS	Master's thesis 30 ECTS
Informatics 5 ECTS	Information Systems 10 ECTS	Informatics 10 ECTS	
Information Systems 10 ECTS	Informatics 15 ECTS	Interdisciplinary Qualifications 10 ECTS	
30 ECTS	30 ECTS	30 ECTS	30 ECTS

Information Systems (30 ECTS):

Choice of modules with a minimum of 5 ECTS up to 20 ECTS in each of the module areas:
 ▪ IS – Data & Knowledge ▪ IS – Digital Business ▪ IS – Architectures & Development
 Complementary up to 10 ECTS:
 ▪ Extension courses ▪ Study abroad modules

Informatics (30 ECTS):

Choice of modules with a minimum of 5 ECTS up to 20 ECTS in each of the module areas:
 ▪ INF – Data & Knowledge ▪ INF – Digital Business ▪ INF – Architectures & Development
 Complementary up to 10 ECTS:
 ▪ Extension courses ▪ Study abroad modules

120 ECTS – Standard duration of study: 4 semesters

* This is an example of a timetable for the study progress. Students have a wide range of modules from which they can choose.
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MASTER'S PROGRAM IN MANAGEMENT



4 semesters



German/
English



Starts in
winter semester



Specialization



Master
of Science

This degree program provides students with a comprehensive understanding of management tasks and instruments from a market-oriented and resource-oriented perspective. They are taught how value creation and market-oriented strategies at companies can be influenced by various management processes. At the same time, students learn how to solve problems in management practice by applying scientific methods. An international approach is a key aspect of modern management and students are offered an international perspective throughout the degree program. In addition, WiSo offers partnership programs with top universities in other countries. The program can be completed in German, in English, or in a combination of German and English. The degree program is also offered as a part-time program. This doubles the standard period of study.

SKILLS

- Applying management concepts in practical scenarios
- Quantitative skills
- Applying specialist knowledge
- Team skills
- Presentation and negotiation skills

PROGRAM STRUCTURE

The degree program has a standard duration of four semesters and includes compulsory modules (35 ECTS), elective modules specializing in professional fields (55 ECTS) and the Master's thesis (30 ECTS). While students learn comprehensive perspectives in management throughout the compulsory modules, they can choose to specialize in one or more

applied fields of management by taking elective modules. This specialization allows students to develop a profile that is suitable for their future profession.

COMPULSORY MODULES

The compulsory modules are divided into three sections in this program. In the first section, "Management Foundations", students obtain a comprehensive understanding of the tasks and instruments of management from a market and resource-oriented perspective. In the second section, "Finance & Controlling", students have the opportunity to expand their financial knowledge in the context of management. In the third section, "Project, Presentation & Team skills", students can apply their knowledge in practice. From a variety of modules, students choose two modules, some of which are held in cooperation with various practical partners. Case study seminars and project work, as well as seminars on team skills and presentation and negotiation techniques offer students a wide range of choices.

ELECTIVE MODULES

In order to prepare for specific management tasks, students can develop a professional profile by choosing individual areas of specialization. If at least four modules from one of the nine specialization areas are taken, the specialization is shown on the degree certificate. Strategic Management and International Business focuses on tools for strategic management and the challenges facing global companies, for example in the module *Change Management*. Value Creation and Digital Transformation focuses on future technology and value creation processes in the context of digital transformation, for instance in the modules *Business Intelligence* and *Management of Industry 4.0*. Entrepreneurship and Innovation

offers modules focusing on innovation and startups such as *Patenting for innovation* or *Start-up Finance Management* for students who would either like to start their own company or pitch their ideas to established companies. Understanding the financial situation of a business is a clear advantage. Financial Management gives students the opportunity to advance their knowledge in the field of finance and accounting. Health Care Management equips students with the fundamental knowledge they need to launch their career in the health care sector. Successful businesses need to know who their customers are and how they behave. Marketing Management offers students a broad range of modules that give insights into various marketing activities. Supply Chain Management prepares students for professional roles in supply chain management or logistics consulting. In the specialization Sustainable & Responsible Management, students are prepared for a variety of tasks in sustainability management to support companies in transforming their business activities towards a sustainable future. For students interested in research, the Management Re-

search specialization offers the opportunity to deepen current topics in management research and to strengthen quantitative skills.

jh/ed

» *The degree program is aimed at graduates with a Bachelor's degree in business and economics or another subject.*«

SELECTION CRITERIA

- Bachelor's degree
- Admissions examination
- Work experience related to business and economics

CAREER PROSPECTS

- Middle and top-level management in different business functions
- Start-up experience

POTENTIAL EMPLOYERS

- Companies of all sizes across different sectors
- Consulting firms



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MASTER'S PROGRAM IN MANAGEMENT (MIM)

Study progress

Semester 1	Semester 2	Semester 3	Semester 4
Management Foundations 10 ECTS	Management Foundations 10 ECTS	Elective modules (free choice of six modules worth 5 ECTS each) from the module groups	Master's thesis
Finance & Controlling 5 ECTS	Project, Presentation & Team skills 5 ECTS		
Project, Presentation & Team skills 5 ECTS	Elective modules (free choice of three modules worth 5 ECTS each) from the module groups*		
Elective modules (free choice of two modules worth 5 ECTS each) from the module groups*	15 ECTS	30 ECTS	30 ECTS
30 ECTS	30 ECTS	30 ECTS	30 ECTS

Module groups*

- Strategic Management & International Business
- Value Creation & Digital Transformation
- Entrepreneurship & Innovation
- Financial Management
- Health Care Management
- Marketing Management
- Supply Chain Management
- Sustainable & Responsible Management
- Management Research

120 ECTS – Standard duration of study: 4 semesters

* A full list of the modules in each of the specializations is provided in the module handbook and is subject to change each semester. Students may combine modules from several module groups as desired. If students take at least four modules (20 ECTS) in a specialization, the specialization will be printed on their degree certificate.

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Compulsory modules

Elective modules

PROFES- SIONAL DEVELOP- MENT

Completing professional training while working requires a great deal of motivation and commitment. FAU WiSo has designed its programs with efficiency in mind and offers a modern approach combining academic knowledge and practical methodological skills with interdisciplinary strategies for management tasks.

54 Master's program in Sustainability Management

56 Master's program in Digital Business & AI



MASTER'S PROGRAM IN SUSTAINABILITY MANAGEMENT



18 months



English



Starts in winter semester



Part-time professional development and 100% online



MBA



From winter semester 2024/2025, the Master's program in *Sustainability Management* starts for the second time at FAU WiSo. The program is taught in English and can also be studied online. The MBA *Sustainability Management* is aimed at people who strive for more responsibility in business, economy and society and want to implement sustainability in practice. In 18 months, the part-time executive

education program provides the necessary expertise, tools and implementation skills for sustainable development and management of companies. Developed and realized in an intensive exchange between FAU and Siemens AG, it combines the best of science and business in a unique and innovative way. Through the combination of theoretical knowledge transfer, strong practical orientation as well as the specialization in sustainability topics, the program qualifies graduates for a successful career as a manager in the areas of sustainability management, process and project management or consulting with the internationally recognized academic degree *Master of Business Administration* (MBA).

PROGAM STRUCTURE

The part-time MBA *Sustainability Management* starts annually in the winter semester. The content is provided in a total of nine modules each consisting of 50 working hours. The special feature of the MBA *Sustainability Management* is the structure of the modules, which makes it possible to combine working and studying. It offers a high degree of individual

flexibility, both in terms of location and time. Each module is taken as 25 hours of self-study and 25 hours of live online sessions. For the self-study, qualitative learning material (videos, literature, case studies, etc.) is provided. During the live online sessions, the focus is on interaction in the group as well as dialog with the professors. For each module, live online sessions are held on four Fridays (3pm–8pm CET) and one Saturday (9am–2pm CET).

The Master's program combines strategic, methodological, functional and practice-oriented contents into an integrative profile, and comprises three clusters, each of which include three modules.

The first cluster *Enabling* provides an insight into the relevance of the sustainability megatrend and the essential foundations for sustainable management (*Sustainability Foundations*). Essential drivers and enablers of sustainability are addressed in two further modules. In the module *Sustainable Technologies*, emergent technologies and new fields of application are explored, while the module *Sustainability & Digitalization* delves into the complex interrelationships and interactions between sustainability and digitalization.

The second cluster *Managing* covers strategic and leadership-oriented content (*Responsible Strategy & Leadership*), as well as the important functional area of *Sustainable Marketing & Communication* and the increasingly relevant finance and controlling perspective in the module *Sustainable Finance, Accounting, Controlling, Reporting*.

Finally, the third cluster *Transforming* imparts skills in the area of *Sustainable Innovation* as well as *Smart Circular Economy & Sustainable Value Networks*, and also includes an application-related part for applying previously acquired knowledge in the module *Sustainability Project Work*.

SELECTION CRITERIA

- At least completed Bachelor's degree (180 ECTS)
- Minimum of one year of practical experience at the beginning of the MBA program (e.g. qualified internships, student work, professional experience)
- Good English language skills
- Strong application

tion as well as *Smart Circular Economy & Sustainable Value Networks*, and also includes an application-related part for applying previously acquired knowledge in the module *Sustainability Project Work*.

Finally, a *Master's thesis* has to be written in the last four months of the program. Depending on the students' medium-term goals, three different orientations are possible: Job Development, Business Development or Doctorate.

kv/db

PARTICIPANT BENEFITS

- Gaining a recognized academic degree: MBA
- Increasing career and earnings opportunities
- Individual flexibility by combining synchronous and asynchronous study elements
- Institutional MBA provider
- International orientation
- Theory-based practical orientation
- Networking



SUBJECT ADVISORS

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- www.linkedin.com/company/mba-sustainability-management-friedrich-alexander-university-n-rnberg-erlangen/



MASTER'S PROGRAM IN DIGITAL BUSINESS & AI



18 months



English



Starts in winter semester



Part-time professional development



MBA



Digital Business & AI is a professional development Master's program taught in English, that prepares managers for the opportunities and challenges of digitalization, data science and artificial intelligence in a globally competitive field. Graduates are awarded the title Master of Business Administration (MBA). In 18 months, students learn important digital skills in the areas of Management, Computer Science, and Security and Law through practical and interactive study. The focus is particularly on preparing students for the challenges of artificial intelligence (AI) and the rapidly developing digital environment. Digital strategy, leadership and transformation processes are key aspects of the program, as are the digitalization of business models, value added chains and processes. Further areas covered

in the program are digital technology, AI, Internet of Things, Big Data analytics, digital sales and marketing, IT security and law, all of which are taught by experts from academia and industry.

SKILLS

- In-depth and interdisciplinary knowledge in management, digital technologies, AI, computer science and data security and law
- Management, business and digital skills
- Ability to manage digital transformation processes

PROGRAM STRUCTURE

The MBA Digital Business & AI starts every year in the winter semester and consists of nine modules (plus a Master's thesis), each of which is taught in three classroom sessions on Fridays (3pm–8pm) and Saturdays (8am–6pm). The program is structured around four focus areas: Strategy, Methods, Functions, and Applications.

The strategic *Digital Strategy & Leadership* module teaches the fundamentals of developing digital and AI strategies, as well as core concepts of digitalization and strategic management. In the subsequent *Digital Transformation & Projects* module, participants learn how to successfully implement digitalization projects in practice and how to overcome potential implementation problems.

In the methodological part, *Digital Technologies & Applications* deals with emerging technologies as well as concepts, methods and solution approaches for the development and implementation of user-friendly technologies. The second methodological module, *Business Analytics & Data Science*, deals with methods and technologies for processing, integrating and analyzing mass data. In the context of *Applied AI*, numerous fields of application of AI, machine learning and deep learning as well as possible opportunities and risks are presented.

This is followed by modules that teach the special functions of Digital Business & AI. For example, *IT Security & Law* covers the basics of IT security, cryptography and IT law. Digital innovation concepts are explained in the *Digital Innovation & Business Models* module. On this basis, students work in teams to develop, present and evaluate their own creative innovation ideas. *Digital Processes & Services* focuses on the topic of process mining, which deals with data-supported business process analyses. Finally, the Digital Marketing & Sales module deals with concepts, approaches and tools for marketing and sales in the digital age. An extracurricular *digital field trip* and a *final Master's thesis* round out the program.

kv/af/db

SELECTION CRITERIA

- Academic degree worth 180 ECTS (Bachelor's program and above)
- At least one year practical experience during or after the first degree by the start of the MBA program
- Good knowledge of English
- Strong application (application form, letter of motivation, CV, certificates, proof of relevant experience)

BENEFITS

- Recognized academic degree: MBA (and pathway to studying a doctoral degree)
- Greater career opportunities in digital business & AI
- Interdisciplinary and practical program



SUBJECT ADVISORS

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- www.mba-digital-business.de
www.facebook.com/mba.digital.business
www.linkedin.com/school/mba-digital-business/



SERVICES

When students need guidance or support, the School of Business, Economics, and Society has a broad range of services that can help. The International Office and the Language Center can assist students in preparing for stays abroad. The Career Service and Alumni network (afwn e.V.) support students with practical advice in professional contexts. Sharing ideas and experiences is an essential part of these activities.

- 60 Language courses
- 62 Study abroad
- 64 WiSo Career Service
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- 69 WiSo alumni association

LANGUAGE COURSES

Students at FAU WiSo benefit from professional language training taught by native-language teachers in several languages. Language courses at WiSo are offered by the Foreign Languages Department in Nuremberg (FAN), which is part of the Language Center.

COURSE LEVELS

The Language Center offers a broad range of language courses at different levels. However, English is only offered at higher levels as applicants are expected to have previous knowledge of English from their school education. Course levels are indicated based on two certification frameworks.

UNICERT®

UNICERT® is an international certification framework for foreign language training at universities. It ensures that course levels can be compared and that students can prove their language skills by acquiring a certificate.

CEFR – COMMON EUROPEAN FRAMEWORK OF REFERENCE FOR LANGUAGES

The CEFR is a skills framework adopted by the Council of Europe that promotes student mobility and makes comparing foreign language skills across Europe possible.

EXISTING LANGUAGE SKILLS FROM SCHOOL

The level of language skills learned at school depends on how long students have learned a language and their individual ability. The Foreign Languages Department in Nuremberg offers placement tests in the last week of the lecture-free period and the first week of the lecture period to assess individual language skills and ensure students take courses at the right level. Students need to take a placement test before registering for a course at: www.studon.fau.de



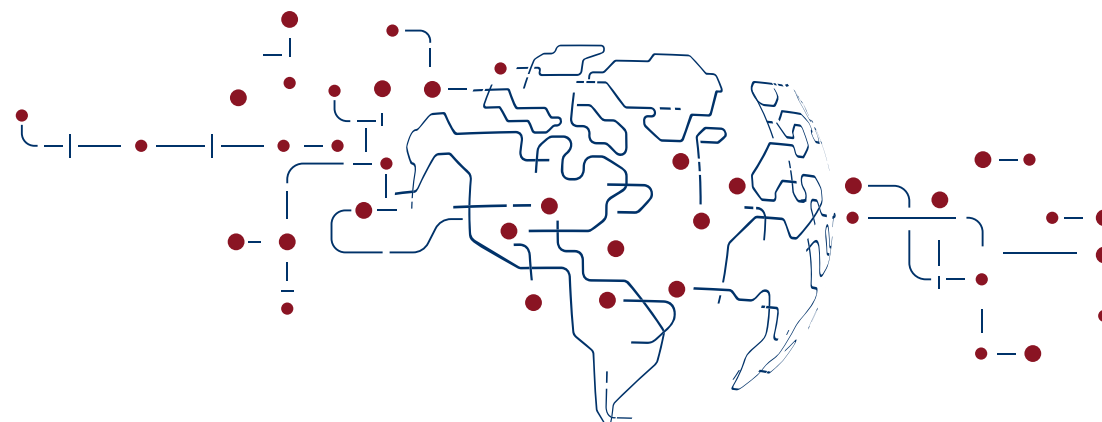
UNICERT LEVELS AND CEFR LEVELS

- **UNICert® Basis (A2 CEFR):**
Basic knowledge of the language
- **UNICert® I (B1 CEFR):**
Advanced basic knowledge of the language
- **UNICert® II (B2 CEFR):**
Advanced knowledge of the language
- **UNICert® III (C1 CEFR):**
In-depth knowledge of the language
- **UNICert® IV (C2 CEFR):**
Not offered at WiSo



LANGUAGES

- Chinese
- English
- French
- Italian
- Portuguese
- Russian
- Spanish
- Turkish
- German as a foreign language



PLACEMENT TEST AND LANGUAGE COURSE REGISTRATION

After students have taken a placement test to determine their individual language skills, they can register for language courses online.

- Students can register for all language courses taught at WiSo at: www.studon.fau.de

FOREIGN LANGUAGE TRAINING IN DEGREE PROGRAMS

In the *Foreign Languages* module, Bachelor's students take two courses worth two SWS each or one course worth four SWS in a foreign language chosen from the courses offered at FAU WiSo. Although students can only take English at UNICert® III level, they may choose any level for all other languages. International Business Studies students must also take courses in a second foreign language at any level worth 4 SWS. Socioeconomics students taking the International specialization must also take courses in another foreign language worth 8 SWS at any level.

- **FURTHER INFORMATION**
- 💬 **Information desk (student assistants)**
- 📍 Room 2.430
 - Lange Gasse 20, 90403 Nuremberg
 - 🕒 Opening hours during the lecture period: Mon.–Thu., 8 am–6 pm, Fri., 8 am – 3 pm
 - 🕒 Opening hours during the lecture-free period: Mon.–Fri., 10 am–3 pm
 - Hours may change at short notice. Please check the website.
 - 📞 Phone: 0911/5302-95414
 - ✉ E-mail: fan-infotheke@fau.de
- 💬 **Secretary's Office**
- 📍 Room 2.238
 - Lange Gasse 20, 90403 Nuremberg
 - 🕒 Opening hours: Mon.–Thu., 8 am–2 pm
 - ✉ E-mail: sabine.glauber@fau.de
 - 💬 Manager: Dr. Mario Oesterreicher
 - 📍 Room 2.428
 - Lange Gasse 20, 90403 Nuremberg
 - ✉ E-mail: mario.oesterreicher@fau.de

STUDY ABROAD

Asia, America, Africa or Europe – with approximately 140 partner universities, FAU WiSo offers students exciting opportunities to complete part of their program in another country.



GOING ABROAD

Exchange students spend a semester abroad at a partner university. This option tends to be less expensive and requires less individual planning, as tuition fees are usually not charged. Exchange students must choose from the 140 FAU partner universities. It is also possible to take part in direct exchanges organized by the faculties, but these may be restricted by subject. Free movers can also apply to a university of their own choice (usually subject to tuition fees) and must organize all administrative matters and learning agreements themselves. Although this option requires long-term planning and individual commitment, students have even greater freedom in choosing study destinations.



DURATION

To allow adequate time for taking subject courses, learning a language and sharpening intercultural skills, students are recommended to spend one to two semesters abroad.



WHEN TO GO

Bachelor's programs are designed for students to study abroad in the fifth or sixth semester. Studying abroad in the second year of the program is only recommended in excep-

tional cases, such as studying in southern hemisphere countries where the academic year begins in March. At European universities, studying abroad in the summer semester can lead to examination conflicts due to different lecture periods.



RECOGNITION OF EXAMINATION ACHIEVEMENTS

Learning agreements must be concluded with program coordinators at both universities before students study abroad for the degree program coordinator to recognize examination achievements on the student's return.



ORGANIZATIONAL ASPECTS OF STUDYING ABROAD

Students may be granted a leave of absence for studying abroad. However, if students obtain more than 25 ECTS in this period, the semester abroad will count as a semester that they have studied at university. A maximum of 60 ECTS can be recognized. Despite the leave of absence, the contribution to Student Services must be paid at FAU.



APPLICATIONS AND FURTHER INFORMATION

The International Day is held at the beginning of November. During the event, WiSo and the International Office offer talks, workshops, alumni chats and exchange information to help students organize their stay abroad. Experts and coordinators also give students tips on planning a stay abroad, exchange programs, internships, double degrees, scholarships, BAföG for studying abroad and language tests. A series of talks is also held in the summer semester. Applications for studying abroad can be submitted to the International Office from the beginning of December.



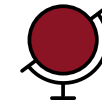
LAST MINUTE PLACES

At the beginning of the summer semester, students may still apply for remaining places: these last-minute places are awarded by the International Office via the procedure described.

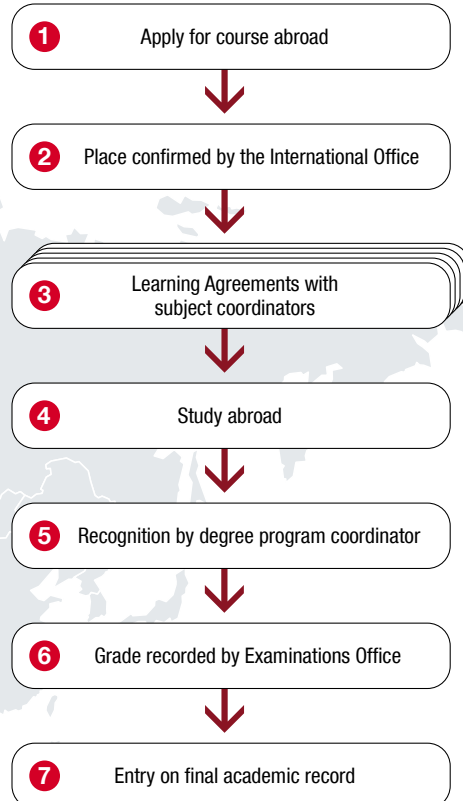


140 PARTNER UNIVERSITIES ON ALL CONTINENTS

Argentina • Belgium • Bolivia • Brazil • Burkina Faso • Chile • China • Colombia • Croatia • Denmark • Finland • France • Greece • Iceland • India • Ireland • Italy • Japan • Mexico • Norway • Paraguay • Portugal • Russia • South Africa • South Korea • Spain • Taiwan • Thailand • United Kingdom • Uruguay • USA • Vietnam • ...and many more!



RECOGNITION OF ACHIEVEMENTS EARNED ABROAD



FURTHER INFORMATION
International Office
Room LG 2.232
Phone: 0911/5302-95627
E-mail: wiso-international@fau.de
www.ib.wiso.fau.de/en/
Jörg Reisner (Manager)
Exchange Coordinator ERASMUS+
General Advisor (Incoming, freemover, internships, scholarships, language courses, etc.)
Heidrun Kuka
Exchange Coordinator OVERSEAS,
Ambassador Student Ambassadors

WiSo CAREER SERVICE

The Career Service is a gateway to the professional world for students of the School of Business, Economics and Society and also liaises with partners from industry, society, university institutes and research institutions.

ABOUT THE CAREER SERVICE

The Career Service at the School of Business, Economics and Society provides students with subject-specific information and advice on finding a job and planning a career. This includes services for developing professional

and social skills, insights into professional fields and mediating important contacts.

Its services are aimed at enhancing students' career opportunities and ensuring that they have a successful start to their careers.

CONSULTATION AND SUPPORT FROM THE CAREER SERVICE

Seminars and talks

- Seminar program: "Soft skills" and "Job applications and career entry"
- WiSo-Job-Talks: Alumni and experts talk about their professional experience.

Information events

- Career Day: Information day and company fair

Mentoring programs

- Mentoring program for Bachelor's students: Professionals from partner companies are paired with Bachelor's students
- WiSo Coach program: Alumni from the region support Master's students

Advisory services

- Application portfolio checks: Individual advice and tips on application documents
- Individual advice: The Career Service can answer questions about career pathways and professional work

Modules

- *Subject-specific internship:* Students can apply for recognition of an internship or a student traineeship

Job vacancies

- www.stellenwerk-erlangen-nuernberg.de/en



CAREER DAY

Whether you are new to WiSo or about to graduate – the Career Day has something to offer for everyone! Every year in the summer semester, both regional and international companies give presentations at the event and provide information on the topics of job applications and successful career entry. On Career Day, professionals are invited to share their professional experience by giving talks and taking part in workshops. The extensive program also includes individual CV checks and application photos. Students also have the opportunity to make direct contacts with potential employers. At the Career Day 2024, attractive employers such as Allianz, Baker Tilly, DATEV, Deloitte, KPMG, Lidl, msg Systems, Puma, PwC und Schaeffler took part in lively discussions. In the Career Lounges, students who were interested in individual companies could have one-on-one discussions with HR managers who were on hand to answer their questions about entry-level opportunities and exchange contact details. Taking part is always worthwhile for students because everyone has to apply for a job or internship at least once in their lives.

CAREER DAY OFFERS

- Expert talks
- Workshops
- Company fair
- Career lounge
- CV checks
- Application photos
- Job wall for students and graduates
- ...and much more!



FURTHER INFORMATION

The Career Day program will be published online at:



www.careerday.wiso.rw.fau.de



@fau_wiso_career

MENTORING PROGRAM FOR BACHELOR'S STUDENTS

Bachelor's students have ample opportunity to learn from professional experience in a mentoring program that is especially designed for them.

Launched in 1998, the mentoring program is far more extensive than an internship or traineeship. For one semester, company representatives become practical mentors for students, mediate contacts with executives, involve students in project work, advise on the choice of study priorities and career issues, and later supervise practical or study-related work. By taking part in the program, students can work together with companies and organizations to solve real-world problems during their studies. Companies and students can decide flexibly when and for how long they want to work together in the mentoring program. At the start of the program, the Career Service organizes a kick-off event followed by a networking exchange where students have the chance to meet professionals and discuss arrangements for a mentorship. After the event, company representatives and students hand in their wish lists with the names of the

applicants or companies of interest to them. Based on the wish lists, the Career Service assigns the students to mentors so that they can finalize the details of the mentorship including expectations, duration and activities, as soon as possible.

PARTNERSHIPS 2024

- **Accenture GmbH:** Management and strategy consulting, technology
- **Baker Tilly:** Auditing, tax, legal and management consulting
- **Deloitte GmbH:** Auditing, risk, tax and financial consulting
- **HLP Hussmann:** Auditing, tax consulting
- **Circana:** Marketing consulting, market research
- **KPMG:** Auditing, risk, tax and financial consulting
- **msg systems AG:** IT consulting and software development
- **Munkert & Partner:** Auditing, tax consulting
- **NÜRNBERGER VERSICHERUNG:** insurance
- **ODDO BHF:** Financial sector
- **PwC:** Auditing, tax consulting
- **Scoretex:** Wholesale, sportswear
- **TeamBank AG:** Financial sector
- **Rödl & Partner:** Auditing, tax consulting



► **CONTACT PERSON**
 Peter Köbler
 Phone 0911/5302-95678
 E-mail: wiso-career-service@fau.de
www.career.wiso.fau.de

WiSo COACH PROGRAM

The WiSo Coach program creates a partnership between Master's students and alumni who have successfully established themselves in their profession.



"Everyone can benefit from the WiSo Coach program, whether they want to learn more about themselves or the right professional field for them," says Renate, a Master's student in International Business Studies.

Renate took part in the WiSo Coach program for career planning advice and tips on how to get her career off the ground. Renate's mentor is an HR professional employed by the city of Nuremberg, an area which matches Renate's professional interests. "I am even more interested in this profession now and plan to do an internship," says Renate.

During the mentoring relationship, Renate also discussed her application documents with her mentor. She particularly wanted to know how to market her own strengths and

weaknesses in a job application and to learn more about how assessment centers work. "You rarely get the opportunity to ask an experienced HR manager for their opinion on job applications," says Renate.

► **FURTHER INFORMATION**
 The application period starts at the beginning of the summer semester.
 Peter Köbler
 E-mail: wiso-coach@fau.de
www.career.rw.fau.de/service-fuer-studierende/mentoring-programme/wiwi-coach-programm/

BUDDY PROGRAM

The FAU WiSo buddy program offers new students the opportunity to network with contacts from higher semesters and get answers to questions they may have about studying at WiSo.

Where are the student restaurants? How can I activate my library card? When do I have to register for exams? New students have plenty of questions. WiSo set up a clever initiative to help students get started way back in 2009: from the simulation game onwards, 25 to 30 students share a buddy from a higher semester, who can answer their questions and show them around the university and the city. The project was set up at the request of students who wanted more help starting out at WiSo. New students can now ask for help and stay in touch with their buddies and fellow students via e-mail, WhatsApp or online platforms such as StudOn. Buddies regularly organize group meetings where students can meet up in a casual and relaxed atmosphere and share what's on their mind. "We hold meetings both at the university and in nearby pubs or bars, depending on the occasion. At the beginning, we mainly talk about organizational things like examination registration and other areas of academic life where students might need help. "Once we've got that out of the way, there's lots of time to relax, socialize and get to know new faces," says a former program coordinator. Buddies remind new students of important dates and also share their own experiences of studying at WiSo. In the past, buddies have helped new students draw up study plans for the upcoming examinations. This support was particularly well received by the new students: "This gives you an idea of what to expect and

which examinations might be a little tricky, when to start learning, and how to learn." Many students also saw the meetups for all groups as a great opportunity to get to know other students and the city better. In the winter semester 2020/21, the hybrid buddy program helped new students to find their way around another virtual semester. New students starting out on their first online semester were able to ask questions and meet other students in Zoom meetings arranged especially for them. Feedback from previous buddy programs is reviewed to offer students the best possible start into academic life in future years. Positive feedback and critical suggestions from the buddies and new students are taken into account equally.



- FURTHER INFORMATION
- 💬 Tina Wölfl, M. Sc. and Julia Kocima
 - 📞 Phone Tina Wölfl: 0174/2032647
Phone Julia Kocima: 01522/8376589
Phone: 0911/5302-96473
 - ✉ E-mail: wiso-mentoren@fau.de
 - 🌐 www.wiso.fau.eu/
mentoring-program-for-new-students

WiSo ALUMNI ASSOCIATION

Graduating is just the beginning of building a successful career. Those who have a diverse network of contacts to fall back on are definitely at an advantage in their professional life. FAU WiSo welcomes all graduates to its alumni association (afwn e. V.) which students can even benefit from before finishing their degree.

The association has around 1,300 members including individuals and companies affiliated with WiSo. It was set up to promote sharing ideas and experience at the School of Business, Economics and Society and during events such as the WiSo-Career-Day. The alumni association also contributes to the bi-annual graduation ceremonies, guest lectures and promoting young researchers in the WiSo coach program for Master's students. Anyone who would like to connect with alumni during and after their studies and support WiSo may become a member of the alumni association. Memberships are free of charge for students and graduates for up to one year after completing their studies.

» *Maintaining contacts through alumni associations is easy, informal and inexpensive. WiSo's alumni association benefits students, alumni and companies in the region*«

Eva-Maria Hackenschmied,
Rainer Ostermeyer
Chair of the alumni association



- FURTHER INFORMATION
- 💬 Eva-Maria Hackenschmied and Rainer Ostermeyer
 - 📍 Room LG 2.221
 - 📞 Phone: 0911/5874-103
 - ✉ E-mail: info@afwn.de
 - 🌐 www.afwn.de
 - 📷 [fau_alumni_wiso](https://www.instagram.com/fau_alumni_wiso)
 - ✉ [@fau_alumni_wiso](https://www.instagram.com/fau_alumni_wiso)

afwn
Alumni & Freunde
WiSo Nürnberg e. V.

DISCOVER NUREMBERG

It's important not to miss out on enjoying life while you are studying in Nuremberg. The city has an unmistakable flair and many unforgettable experiences in store for both culture enthusiasts and night owls. With a medieval ambience and modern urban lifestyle, Nuremberg is an ideal setting to enjoy life outside of university.

- 72** Entrepreneurial spirit at FAU WiSo
- 74** Exploring Nuremberg
- 78** Living in Nuremberg
- 80** Student's representatives and student initiatives
- 82** Der Trichter: Institute for the Joy of Life



ENTREPRENEURIAL SPIRIT

Graduates of the School of Business, Economics and Society are highly-sought after by employers for their practical knowledge and experience. But the same practical skills are also the perfect basis for students to start their own company. FAU WiSo and several partner organizations in the Nuremberg Metropolitan Region offer programs and initiatives for start-ups and entrepreneurs.

After finishing a Bachelor's or Master's program at FAU WiSo, graduates often ask themselves what's next. A career in research? Starting out at a regional or global company? The direct practical relevance of FAU WiSo programs and close partnerships with industry offer the best opportunities for launching a graduate career. But they are also a strong grounding for graduates to start their own company.

Graduates with ambition and entrepreneurial spirit can count on a wide range of support. The following list covers institutions, programs and initiatives that the university has either set up itself for founders and young entrepreneurs or in which it is significantly involved.

UNIVERSITY PROGRAMS AND COLLABORATIVE PROJECTS

FAU Start-up Service

The FAU Start-Up Service advises and accompanies founders at FAU from the initial idea to market entry. The start-up service offers all students free advice, help with applications for grants & funding, as well as competitions and other events.

- ✉ zuv-gruenderbuero@fau.de
- 🌐 www.fau.eu/successful-start-ups

Impact E3

Impact E3 is aimed at all students who want to change the world for the better with their (business) ideas. The aim of the project is to enable students to develop and implement innovative

solutions for social and ecological challenges through entrepreneurial thinking and action. In addition to lectures and seminars, in-depth workshops and the extra-curricular one-semester "Impact Creators Program" are also offered. In this program, students work in interdisciplinary teams on real impact ideas and learn how to finance sustainable and ecological projects in a stable manner.

- ✉ impact-e3@fau.de
- 🌐 www.impacte3.de

FAU Digital Tech Academy

The FAU Digital Tech Academy is the center for entrepreneurship and innovation – and always has digitalization in mind, but is deliberately aimed at students and doctoral candidates from all faculties, disciplines and semesters.

Through its programs and workshops, it imparts methodological knowledge and practical experience to transform innovations into business ideas and ideas into real start-ups.

The focus is on three main programs, which are supplemented by workshops and events: The interdisciplinary and extra-curricular "FAU Digital Tech Fellows Program" trains 20 hand-picked talents to become "digital changemakers" once a year. The selected students and doctoral candidates work on digital start-up projects in a 12-week business design sprint. The "Entrepreneurial Innovation Hub" begins with trend and technology scouting and the analysis of possible future business opportunities, after which students work in interdisciplinary teams on start-up ideas, validate them on the market and gain knowledge about fi-

nancing options.

"Starting Business Ideas @ FAU" is a series of workshops that are independent of each other but build on each other in terms of content, providing basic knowledge on founding a company and validating business ideas.

- ✉ dta@fau.de
- 🌐 www.dta.fau.de

5-euro business

Starting a business with a capital of just five euros in one semester might sound tricky but that's exactly what students from different subjects do in the 5-euro business competition. The teams are accompanied by executives from local companies and benefit from expertise in marketing, project management and law in seminars. During the finals, the student teams present their work and compete for the top places at their university or college.

- ✉ erlangen-nuernberg@5-euro-business.de
- 🌐 www.5-euro-business.de/standorte/erlangen-nuernberg/

SUPPORT FOR START-UPS FROM COLLABORATIVE PARTNERS

ZOLLHOF Tech Incubator

ZOLLHOF is one of the fastest-growing incubators in Germany and has a close partnership with WiSo. It focuses on supporting young technology companies and digital innovators. The 30 teams currently based at ZOLLHOF can access the infrastructure that a young company needs: cost-effective office space, broadband Internet, cloud access, and much more. A team of 20 experts are also available to advise technology start-ups in programming, design, financing and legal issues. Young entrepreneurs also benefit from contacts to business and industry, research and other start-up initiatives.

- ✉ hello@zollhof.de
- 🌐 www.zollhof.de

JOSEPHS® Innovation Lab

FAU and Fraunhofer IIS have created a unique innovation laboratory with JOSEPHS® in the center of Nuremberg where companies can in-

vite visitors to test their services or products. In this way, companies can gather direct feedback and suggest how products and services could be developed. This innovative concept of co-creation between developers and users is particularly useful for young companies and start-ups.

- ✉ info@josephs-innovation.de
- 🌐 www.josephs-innovation.de

Founders' Initiative Middle Franconia

WiSo and the Nuremberg Chamber of Commerce work together closely and their collaborations include an agreement for cooperative degree programs. The Chamber also supports young graduates who want to launch their own business idea. In 2011, the Chamber of Commerce and other partner organizations, including the ZOLLHOF, launched the start-up initiative Founders' Initiative Middle Franconia, which advises entrepreneurs and arranges loans.

- ✉ yvonne.stolpmann@nuernberg.ihk.de
- 🌐 www.gruenderinitiative-mittelfranken.de

ENTREPRENEURIAL CULTURE AT FAU WiSo

FAU WiSo has seeded many well-known business start-ups. Perhaps most famous and among the first is the *GfK Society for Consumer Research*, which was founded in 1934 by Wilhelm Vershofen and is today the largest market research institute in Germany. DATEV, founded in 1966 by Dr. Heinz Seibiger, who studied business and economics in Nuremberg, is just as well-known today. The *Global Savings Group*, an e-commerce partner for leading publishers, and *Communication Ads*, Germany's fastest-growing start-up, are also the work of WiSo graduates. Other companies associated with WiSo include: ZOLLHOF, Flixbus, BISSANTZ, Rödl & Partner, Streetspotr, Amoonic, Ecosia and primoza.



EXPLORING NUREMBERG

Rich in culture, history and art.

A HISTORICAL PLACE TO STUDY

Although more than 90 percent of the center of Nuremberg was destroyed by bombing at the end of the Second World War, there are still many examples of historical architecture around the city. The magnificent Imperial Castle, which is shown on the city logo, is now more than 900 years old and the historic center still gives an idea of what the city looked like hundreds of years ago. There's a long list of historic sights to visit in Nuremberg, including the city wall, impressive churches and medieval half-timbered houses.



544,414 (End of 2023)



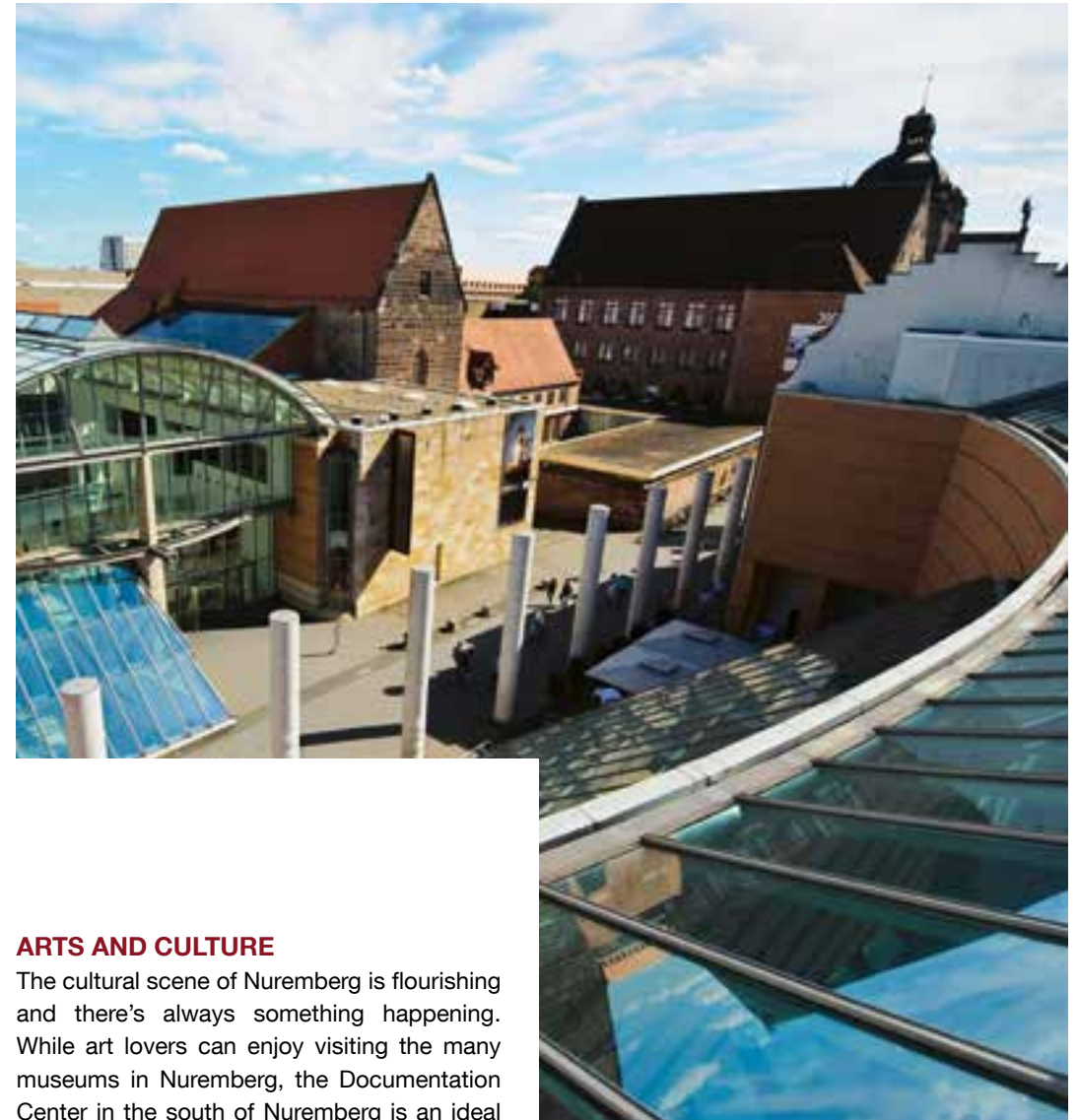
Bavaria's second largest city



Economic and industrial hub



Center for trade fairs and expos



ARTS AND CULTURE

The cultural scene of Nuremberg is flourishing and there's always something happening. While art lovers can enjoy visiting the many museums in Nuremberg, the Documentation Center in the south of Nuremberg is an ideal destination for people who are interested in history, offering a comprehensive impression of the National Socialist regime and the history of the Nuremberg Rallies. Concerts are held frequently at the Meistersingerhalle, Frankenhalle and Tafelhalle. The opera house, the theater, open air concerts, galleries and workshops are also part of Nuremberg's extensive cultural program.

The cultural diversity of the city is particularly reflected in upcoming districts such as Gostenhof, which many affectionately call "GoHo". The district has something out of the ordinary for every taste from gourmet restaurants to friendly pubs and from vintage to designer shops.

CULTURAL ACTIVITIES

- State Museum for Art and Design Nuremberg
- Germanisches Nationalmuseum
- Toy Museum
- Future Museum
- Museum for Industrial Culture
- Documentation Center Nazi Party Rally Grounds
- Opera House
- State Theater
- ...and many more!



SPORT AND LEISURE

Sports enthusiasts are spoilt for choice in Nuremberg at any time of the year. In the summer, sports facilities, swimming pools, parks and lakes are ideal for hiking, swimming and relaxing in the sunshine.

Wöhrder Wiese is a popular park to visit for jogging, cycling, yoga and slacklining. When the weather gets colder, frozen lakes, toboggan runs and bouldering halls are perfect places for staying fit. There are also plenty of indoor fitness studios in the city center for enjoying sport in winter. Nuremberg has around 300 regional sports clubs with many sports courses to choose from. FAU's University Sports courses are often a more cost-effective way of taking up a sport.

And for those who would rather cheer others on, there are many professional teams in Nuremberg that are worth seeing in action.

POPULAR LOCATIONS

- City center
- Dutzendteich
- Swimming pools
- Parks (Wöhrder Wiese, Stadtpark)
- Bouldering halls
- Fitness studios
- ...and many more!

LOCAL TEAMS

- FC Nürnberg (Football)
- Ice Tigers (Ice hockey)
- Nürnberg Falcons BC (Basketball)
- ...and many more!



NIGHTLIFE AND ENTERTAINMENT

Nuremberg comes to life at night. From small, cosy bars to trendy clubs, popular locations attract visitors to the city center at night. There is a dance floor for everyone: Schimanski for pop, Hinz and Kunz for hip hop or Stereo for indie. Slightly further away from the center, clubs like Z-Bau and Rakete are for the techno and electronica lovers. Fogón is popular for its Latin music.

If that still doesn't sound good and dancing isn't on the cards, the Wanderer bar in the city center is a good place to start. It has a great selection of local beers in summer and spectacular views over the historic center. Rote Bar with its fresh, contemporary flair and flamboyant cocktails has also become a regular fixture of a night out in Nuremberg.

- FURTHER INFORMATION
- 🌐 www.nuernberg.de
www.curt.de/nbg

WHAT'S HAPPENING IN AND AROUND NUREMBERG IN 2025?

- Freizeit-Messe Nuremberg (Leisure-Fair, March 12–16)
- Bierchen und Bühnchen (Festival, April 12)
- Frühlingsvolksfest (Spring Festival, April 19–Mai 4)
- Bergkirchweih (Beer Festival, June 5–16)
- Rock im Park (Music Festival, June 6–8)
- Brückenfestival (Music Festival, August 8–9)
- Bardentreffen (Music Festival, August 1–3)
- Herbstvolksfest (Autumn Festival, August 29–September 14)
- Lange Nacht der Wissenschaften (Long Night of Science, October 25)
- Nuremberg Christmas Market (November 28–December 24)
- ... and much more!

LIVING IN NUREMBERG

The first challenge that most students face is finding somewhere to live, rather than studying itself.

Student accommodation or shared apartments are often a popular alternative to going it alone. A good time to look for somewhere to live is at the end of the lecture period or the end of the semester. This is when many students who are graduating and moving on are looking for new tenants to take on their apartments or rooms. You can find ads on notice boards in university buildings, in newspapers and online. Some also get lucky by putting up their own accommodation wanted ad. It's always worth visiting the Student Services accommodation team early on, who also manage the student accommodation at FAU. Nuremberg's student accommodation is not only close to the campus, it is also suitable for student budgets. Rooms in student accommodation are usually significantly cheaper than comparable rooms on the commercial market thanks to state funding. And just like in a shared apartment, no one needs to feel alone or be bored in the student accommodation as they are sure to find neighbors who are the same age, sociable and have similar interests. It is worth noting that it can take months to secure a place in student accommodation. After finding a place to live, students must notify the registration authorities within the first week after moving in.

STUDENT ACCOMMODATION IN NUREMBERG

- Studentenwohnheim Weinstadel/Wasserturm (Maxplatz 8/10)
- Studentenwohnheim Dutzendteich (Dutzendteichstraße 8/10)
- Appartementhaus Kühnhoferstraße (Kühnhoferstraße 2)
- Wohnanlage St. Peter (Walter-Meckauer-Straße 12-28)
- Internationales Studentenwohnheim Max Kade (Grolandstraße 56)
- ...and many more!

FURTHER INFORMATION

- The Student Services website also offers a list of accommodation in Erlangen.
- 🌐 www.studentenwerk.fau.de
 - WohnService Studentenhaus Nürnberg (Mensa)**
 - 📍 Andreij-Sacharow-Platz 1
90403 Nuremberg
 - ☎ Phone: 09131/8002-281/-287/-288/-289
 - 🌐 www.werkswelt.de

THERE'S MORE TO LIFE THAN STUDYING

PRACTICAL EXPERIENCE

University groups and associations are not only the perfect opportunity to make new friends, they also offer valuable practical experience. Sneep, JCT and MTP, for example, provide practical experience in sustainability, consulting and marketing. AIESEC arranges suitable internships abroad. There are many opportunities to put knowledge to work.

- 🌐 www.wiso.rw.fau.eu/study/current-students/student-organizations/

STAYING FIT

Capoeira, basketball, fencing, sailing, tai chi, yoga and many other sports are all on the University Sports program. Just don't leave it too long to register!

- 🌐 www.hochschulsport.fau.de
- www.sport.fau.eu/wassersportzentrum

MAKING MUSIC

Fresh talents are always welcome in the choir, rock ensemble, big band, in the musical or in a chamber music group. There are many ways to make music at FAU.

- 🌐 www.musik.fau.de
- 📱 www.musik.phil.fau.de/ensembles

STUDENT RADIO AND TV

The student media initiative "funklust" reports on campus and student life in videos and radio broadcasts – a perfect introduction to journalism and media.

- 🌐 www.funklust.de
- 📱 www.facebook.com/funklust
- 📺 [@funklust.de](https://www.instagram.com/funklust.de)

STUDENT PARTICIPATION

Student initiatives are not just good for résumés, they can really make a change to university life. Get involved in the Café Trichter in the Findelgasse building, help shape university policy with students' representatives groups such as the FSI and the RCDS, or make life easier for fellow students by volunteering.

- 🌐 www.wiso.rw.fau.eu/study/current-students/student-organizations/



STUDENTS' REPRESENTATIVES AND STUDENT INITIATIVES

Student organisations are an important source of practical experience and a way to actively shape university policy.



Name: FSI WiSo
Focus: Representing students' interests in university committees and organizing events. (Jumping Dinner, WiSo party) and consultation.
www.fsi-wiso.de



Name: RCDS Nürnberg
Focus: Representing students' interests, organization and information events.
www.rcds-nuernberg.de



Name: MTP – Marketing between theory and practice
Focus: Participation in workshops, lectures, congresses and consulting projects with companies.
www.mtp.org



Name: AIESEC
Focus: Placing students abroad and finding volunteers for social projects.
www.aiesec.de



Name: Sneep (Student network for ethics in economics and practice)
Focus: Promoting business ethics.
www.sneep.info



Name: BWN e. V. (Börsen- und Wertpapierverein Nürnberg e. V.)
Focus: Teaching knowledge of financial markets through practical lectures, excursions and workshops.
www.bwn-online.de



Name: Junior Consulting Team e. V.
Focus: Student management consulting.
www.jct.de



Name: START Erlangen-Nürnberg e. V.
Focus: Promoting entrepreneurial thinking, founding and innovation.
www.start-nuernberg.de



Name: Rock your life! NÜRNBERG e. V.
Focus: Commitment to educational justice.
www.nuernberg.rockyourlife.de



Name: Int-WiSo e. V.
Focus: We bring cultures together! Students' Representatives of the international degree programs at the School of Business, Economics and Society.
[@Intwiso](https://www.instagram.com/intwiso)



Name: FSI WInf/IIS
Focus: Representing all IIS, WInf and WiWi with WInf specialization, we collaborate with other universities, organize events for the students and guide them through everything at the university.
www.fsi-winf.de

Read more about students' representatives and initiatives at:
www.wiso.fau.eu/student-organizations

DER TRICHTER: INSTITUTE FOR THE JOY OF LIFE



The unofficial heart of the FAU WiSo is hidden in the historic vaulted cellar of Findelgasse: der Trichter e.V. The student café has become indispensable for all students, teaching staff and employees of FAU WiSo. The story of this cozy cellar is about free spirit, imagination and cooking pots. A declaration of love to a very special place: three reasons to invite you to join in the fun!



REASON 1: THE LOCATION

The history of the Trichter begins back in the 19th century, when the beloved premises served as the elementary school's student baths. Nowadays, the stone cellar impresses with its rustic wooden furniture, fireplace, special acoustics and a small kitchen with its enchanting aromas. The creaking wood, the comfortable benches, the historical murals and the dreamy light make our "funnel" the coziest place at FAU. Since 1986, this historical cellar has been home to a self-managed

student café, which is run with great passion by volunteers.

Did you know? The café is not named after the "funnel" of alcoholic drinks that is supposedly popular with students. On the contrary: the funnel stands for "the funneling of knowledge" – based on the Nuremberg funnel. The Nuremberg funnel is used rather jokingly to describe a mechanistic way of thinking, learning and teaching.



*»If you lack wisdom in
some things, let Nuremberg
bring you the funnel!«*

Advertising stamp from 1910

*We just have a good
time together!«*

Peter

REASON 2: THE VEGAN FOOD

Like every café, the Trichter started out small. In the meantime, the food served here during the lecture period is completely vegan and almost every culinary wish can be served with sparkling cold drinks or high-quality coffee. And all at student-friendly prices. Although the first Michelin star has yet to be awarded, as a café the Trichter regularly provides catering for university events of all kinds.

*»Carry on
the funnel
spirit!«*

The funnel highlight is definitely the annual summer party, where the "Trichtis" are on top form and transform the university into a jumble of music, delicacies and fun and games for an evening. But the most important thing is simply to have a good time together!

*»The fact that the funnel
spirit still fills the vault so
many years after it was founded
is thanks to all those who contribute
and support us. To ensure that
the history of the funnel survives
for many more generations,
we now appeal to you to
continue writing the history
of the funnel. Our doors
are open to you!«*

Bastian

REASON 3: THE COMMUNITY

The Trichter lives from the community, consisting of more than 20 Bachelor's and Master's students who look after their guests during the lecture period. In addition, fellow students become friends, professors become approachable and daydreams become funnel adventures. Everyone is welcome and invited to drink coffee, eat lunch or lend a helping hand – even after closing time.

FURTHER INFORMATION Der Trichter e.V.

- Findelgasse 7/9, 90402 Nuremberg
- E-mail: trichter.wiso@gmail.com
- Opening hours:
- Mon.–Thu., 9.30 am – 2.30 pm
- @der.trichter

FURTHER INFOR- MATION

There are many ways of finding answers at FAU WiSo and the following pages contain further information and contact persons who can provide advice and assistance. The FAU WiSo A–Z explains all relevant terms related to studying, starting with the letter A for Accommodation and ending with the letter Z for Zoom.

- 86** Study advice
- 87** Examinations Office
- 88** FAU WiSo A–Z
- 102** Legal



STUDY ADVICE

Help and guidance are never far away. The Student Advice Center can help with general inquiries related to studying at FAU WiSo and career advice. For inquiries that are related to specific programs, students should contact the subject advisors.

STUDENT ADVICE CENTER (ZSB), SCHOLARSHIPS AND CAREER SERVICE

Advice on study opportunities and subject combinations, admission regulations and application procedures as well as study design and examination requirements, difficulties with studies, before changing or withdrawing from a program.

Dipl.-Sozialw. Susanne Heinrich
Phone: 09131/85-24826
Room LG 2.119
E-mail: zsb-rewi@fau.de

Dipl.-Theologin Salome Höfler
Phone: 09131/ 85-71218
Room LG 2.119
E-mail: zsb-rewi@fau.de

Open consultation hours without appointment

Room LG 2.119
Wed.: 9–12 am
Thu.: 9–12 am
(additional appointments possible, also in Erlangen)

Dr. Bianca Distler
(Cooperative programs)
Phone: +49 174 6052471
Room LG 2.119
E-mail: verbundstudium@fau.de
Appointments on request Mon.–Fri.

SUBJECT ADVISORS FOR BACHELOR'S PROGRAMS

Subject advisors help with content-related questions on the degree program, such as program structures, choosing specializations, recognition of achievements from abroad and questions relating to the examination regulations.

Subject advisors for the Bachelor's program in International Business Studies

Luisa Wicht, M. Sc.
(Intake 2019 and prior)
Phone: 0911/5302-95241
Room LG 5.124
E-mail: luisa.wicht@fau.de
Nikhila Raghavan, M. Sc.
(Intake 2020 and onward)
Phone: 0911/5302-96416
Room LG 5.123
E-mail: nikhila.raghavan@fau.de

Subject advisor for the Bachelor's program in International Economic Studies

Maximilian Pöhnlein, M. Sc.
Phone: 0911/5302-95202
Room LG 6.114
E-mail: wiso-ba-ies@fau.de

SUBJECT ADVISORS FOR MASTER'S PROGRAMS

Subject advisor for the Master's program in Economics

Bianca Haustein, M. Sc.
Phone: 0911/5302-96401
Room LG 5.163
E-mail: wiso-mse@fau.de

Subject advisor for the Master's program in International Business Studies

Dr. Laura Kirste, Maxim Grib, M. Sc.
Phone: 0911/5302-95102
Room LG 5.214
E-mail: laura.kirste@fau.de

Subject advisor for the Master's program in International Information Systems

Kian Schmalenbach,
M. Sc., David Horneber, M. Sc.
Phone: 0911/5302-96475
Room 33.1.12
E-mail: studium-iis@fau.de

Subject advisors for the Master's program in Management

Jule Holmer, M. Sc.
Phone: 0911/5302-95288
Room LG 4.229
E-mail: jule.holmer@fau.de
Eva Dötschel, M. Sc.
Phone: 0911/5302-95489
Room LG 4.225
E-mail: eva.doetschel@fau.de

EXAMINATIONS OFFICE

The Examinations Office is the point of contact for any inquiries regarding examinations. Each degree program or specialization has an individual contact person.

BACHELOR'S PROGRAMS

Bachelor's program in International Business Studies

Cornelia Baumann
Room LG 2.215
E-mail: cornelia.baumann@fau.de

Bachelor's program in International Economic Studies

Aischa Hofmann
Room LG 2.212
E-mail: aischa.hofmann@fau.de

MASTER'S PROGRAMS

Master's program in Economics

Nadja Hirsch
Room LG 2.213
E-mail: nadja.hirsch@fau.de

Master's program in International Business Studies

Cornelia Baumann
Room LG 2.215
E-mail: cornelia.baumann@fau.de

Master's program in Management

Ute Haberberger
Room LG 2.218
E-mail: ute.haberberger@fau.de

Master's program in International Information Systems

Ilona Hirscheider
Room LG 2.215
E-mail: ilona.hirscheider@fau.de

This information is subject to change.
Please see the website for more information.

FAU WiSo A-Z

With many new concepts, services and programs to get used to, unfamiliar language can quickly become overwhelming for new students. The following glossary explains important concepts related to studying at WiSo – from A as in accommodation to Z as in Zoom.

A

► ACCOMMODATION

Student Services Erlangen-Nürnberg is a useful contact for questions regarding accommodation. Student Services website:

🌐 www.werkswelt.de

► ACCREDITATION

The quality of teaching at WiSo is assured by quality management procedures at the School and university level which have been verified by an external quality assurance body. All Bachelor's and Master's programs are accredited.

🌐 www.qm.wiso.fau.de/qm-system/akkreditierung/

► ALUMNI ASSOCIATION

Anyone who would like to connect with alumni during and after their studies and support WiSo may become a member of the association Alumni & Freunde WiSo Nürnberg e.V. Memberships are free of charge for students and graduates for up to one year after completing their studies.

🌐 www.afwn.de

B

► BAFÖG

Information on BAFÖG student finance can be obtained from the Amt für Ausbildungsförderung, Andreij-Sakharov-Platz 1, 90403 Nuremberg, or online:

🌐 www.xn--bafg-7qa.de/bafoeg/de/home/home_node.html

► BROCHURES

WiSo brochures can be collected from the Information Desk at Lange Gasse. Brochures such as this study guide or the information brochure on studying Master's programs are available free of charge. The information desk is located at Lange Gasse 20 on level 1, opposite the mailroom. The brochures are also available online.

🌐 www.wiso.fau.de/broschueren

C

► CAMPO

campo provides online access to services offered by the Student Records Office and the Examinations Office. It includes features for registering for modules and examinations. You can also use campo to manage your personal details, register for examinations and obtain an overview of your grades. You can also print out your official documents and certificate of enrollment via campo.

🌐 www.campo.fau.de

► CAREER DAY

The Career Day is an information day about starting a career and applying for a job. It takes place annually in the summer semester and students can take part in exciting seminars, application training, CV checks, a career lounge and a company fair, where regional employers introduce themselves.

🌐 www.careerday.wiso.rw.fau.de/en/

► CERTIFICATE/ FINAL ACADEMIC RECORD

The degree certificate and the final academic record must be requested from the Examinations Office. The form for requesting these graduation documents is available on the Examinations Office website.

► CHE RANKING

The Centre for Higher Education Development (CHE) conducts surveys every three years among students and employees of universities and higher education institutions in Germany. CHE uses these surveys to compile rankings for university research and teaching. The CHE ranking is highly regarded and is of particular importance to employers. WiSo is therefore continuously working to improve its position and has already implemented a number of measures based on the ranking results. Further information on the CHE ranking and the measures implemented:

🌐 www.wiso.fau.de/che/

► COMMUNICATIONS AND MARKETING OFFICE

Communications and Marketing Office is a point of contact for external and internal communications. In addition to public relations, this also includes university marketing, school outreach, corporate publishing, event management and online marketing (web and social media) at WiSo.

💬 Manager: Silke Sauer

📍 Room 0.020
Findelgasse 7/9, 90402 Nuremberg

📞 Phone: 0911/5302-95689

✉️ E-mail: wiso-kommunikation@fau.de

🌐 www.wiso.rw.fau.eu/school/communications-and-pr/

► CONTACT PERSONS

Contact persons, opening hours and details for getting in touch with services, such as the Student Advice and Career Service, are available on this web page:

🌐 www.wiso.fau.eu/contact

► COPYING

Almost all libraries at FAU are equipped with copying machines. In addition, there is a copy shop at Lange Gasse 20 on level 0. Students pay with their FAUcard.

► CO-OPERATIVE DEGREE PROGRAMS

Through a joint degree course at FAU that integrates vocational training, students have the opportunity to obtain a vocational training qualification alongside their degree from the Nuremberg Chamber of Industry and Commerce for Middle Franconia or the Chamber of Crafts for Middle Franconia.

🌐 www.dual.fau.de

► COURSE CATALOG

All lectures, exercises, seminars and tutorials are listed in the course catalog.

🌐 www.campo.fau.de

► CULTURE AND LEISURE

Information on cultural events and things to do in Nuremberg:

🌐 www.wiso.fau.eu/studying-in-nuremberg

D

► DEAN OF STUDIES, OFFICE OF THE DEAN OF STUDIES

The Dean of Studies at WiSo is responsible for all questions relating to studies and teaching, in particular for ensuring quality and strategic development. The Dean of Studies also acts as a mediator between students and the university management.

💬 Prof. Dr. Karl Wilbers, Johanna Bachmeier, Katharina Schröder, Dr. Maria Wittmann

📍 Room 4.162/4.178

Lange Gasse 20, 90403 Nuremberg

✉️ E-mail: wiso-studiendekan@fau.de

🌐 www.qm.wiso.fau.de
www.wiso.fau.eu/services-and-institutions



► ECTS

ECTS (European Credit Transfer and Accumulation System) ensures that student achievements can be compared and recognized across Europe. Each module is assigned ECTS credits to indicate the workload required in class and self-study. A single ECTS credit corresponds to a workload of 30 hours.

► E-LEARNING

The digital era is also transforming education. Electronic resources will continue to gain importance. There are a variety of e-learning systems in place at FAU. These range from electronic distribution of learning materials to extensive online courses with virtual exercises, forums or online examinations.

🌐 www.wiso.fau.de/e-learning

► EXAMINATIONS OFFICE

All information on examinations, examination registration and contact persons is listed on the Examinations Office website at the School of Business, Economics and Society. The Examinations Office team can be reached in person during the contact hours below.

- 📍 Room 2.212, 2.213, 2.215, 2.218
Lange Gasse 20, 90403 Nuremberg
- 🕒 Contact hours:
Mon.–Thu., 9–11 am, Tue., 1–4 pm
Individual appointments at request.
- 🌐 www.fau.eu/examination-offices



► FAMILY SCOUT

The Family Scout the first point of contact for students and employees with inquiries relating to child and relative care. If you have any questions, requests or recommendations regarding family, childcare and family-friendliness at FAU WiSo, you are welcome to Socontact the Family Scout:

🌐 wiso-familienscout@fau.de

► FAUBOX (DATA EXCHANGE)

With the FAUbox, the Erlangen Regional Computing Center (RRZE) offers all FAU staff and students 50 gigabytes of free storage on RRZE's servers. Users can synchronize their data easily via app, desktop or web client. All FAU members need to log in is their IdM username and password. One of the main advantages of the FAUbox is that it has a higher level of security than comparable online services.

🌐 <https://faubox.rrze.uni-erlangen.de/login>

► FAUCARD (STUDENT ID)

The FAUcard is a student ID card, a copy card, and it can also be used to pay at the cafeterias and student restaurants. You can put credit on your card using the machines in the restaurants and cafeterias and the copy shop. The FAUcard is also your library card. Students must always update their FAUcard each semester at one of the validation stations. Two validation stations are currently available at Lange Gasse 20 on level 0 and level 1. Payment terminals are located at Lange Gasse 20, in the library, the cafeteria and in the cafeteria at Andrei Sakharov Square.

► FAU APP

The FAU App combines information on all areas of student life at FAU such as online news, room finder or the menus for campus restaurants in one convenient app.

🌐 www.fau.eu/fau-app

► FAMILY ROOM

Since the summer term 2023, the WiSo offers a family room that students and employees with caring responsibilities can use. The family room is located in room 3.118 in Lange Gasse 20 and can be used from Monday to Friday. The room is equipped with a changing table, crib and a play area with a play mat and some games such as puzzles, books and coloring materials as well as diapers and changing accessories. Of course, the room also offers a fully equipped workstation with electricity for parents.

Important: To use the family room, please send an email to wiso-frauenbeauftragte@fau.de

fau.de so that we can activate your IdM Account. For further bookings all you need to do is reserve a slot on StudOn.

► FAU STUDENT SURVEY (FAU-ST)

FAU student survey (FAU-St) FAU-St invites all FAU students to participate every year. In 2024, the survey focused on satisfaction with degree programs. Participation is worthwhile, as the results lead to changes and improvements in everyday student life.

► FIRST-GENERATION ACADEMICS

At WiSo, a new mentoring and support program for those who are the first to study in their families (first-generation academics) started in the winter semester 2023/24. Interested students can write an email to: wiso-bildung-gerecht@fau.de

🌐 www.gender-und-diversity.fau.de/diversity/vernetzung/vernetzung-im-bereich-soziale-herkunft-und-bildung/

► FOREIGN LANGUAGES DEPARTMENT IN NUREMBERG

Information on language courses for WiSo students is available from the Foreign Languages Department in Nuremberg. The Self-Access Language Learning Center and the information desk are located in the new building at Lange Gasse.

🌐 <https://sz.fau.eu/dept-fan/>



► GRADUATION CEREMONY

Twice a year, the School of Business, Economics and Society (WiSo) invites its graduates to a festive farewell ceremony.

🌐 www.absolventenfeier.wiso.fau.de



► HALL OF FAME

The School of Business, Economics and Society in Nuremberg has educated many successful and famous alumni. Some are featured in the Hall of Fame. A tradition of smart minds:

🌐 www.wiso.fau.eu/hall-of-fame

► HIWI

The German abbreviation "HiWi" refers to student assistants that are employed by the university. Student assistants take on supporting tasks at chairs and other university institutions.



► IDM

IdM, short for 'Identity Management', is the central user management system at FAU, and the IdM portal is the first point of contact for managing your digital identity. Your IdM user account is used to access various web services at FAU, such as StudOn or campo. In addition, students have an overview of their user data. If students change their address during their studies, it automatically synchronizes on all other systems and websites. First semester students have to activate their user ID – which is on the information sheet on campo and their FAUcard – via the following URL:

🌐 www.idm.fau.de

► IMPORTANT DATES AND RSS FEED

All important dates are available online at:

🌐 www.wiso.fau.eu/events

INFOTHEK

Students can find quick answers to general study-related questions at the Information Desk. It is staffed by students for students and is located at Lange Gasse 20 on Level 1, directly opposite the mail room. Current bro-

chures and flyers are also available at the information desk.

- 🗨 Manager: Silke Sauer
- 📍 Level 1
Lange Gasse 20, 90403 Nuremberg
- 🕒 Opening hours during lecture periods:
Mon.–Thu., 9.30 am–3.30 pm
Fri., 9.30 am–2.30 pm
Online consultation available.
- 📞 Phone: 0911/5302-896/-895
- ✉ E-mail: wiso-infothek@fau.de
- 🌐 www.infothek.wiso.fau.de

▶ INSTITUTES AND CHAIRS

There are eight institutes and over 35 chairs at the School of Business, Economics and Society.

- 🌐 www.wiso.fau.eu/institutes-and-chairs

▶ INTERNATIONAL OFFICE

The International Office is a central point of contact for students, teaching staff and researchers for information on international mobility. The small international library (Lange Gasse 20, Room 2.231) offers a wealth of information on studying abroad, internships, language courses, funding opportunities and intercultural learning. The team can help with any questions and concerns related to international study and mobility.

- 🗨 Manager: Jörg Reisner
- 📍 Room 2.232
Lange Gasse 20, 90403 Nuremberg
- 🕒 Secretary's Office:
Mon.–Thu., 9.00 am–1 pm
Tel.: 0911/5302-95627
- ✉ E-mail: wiso-international@fau.de
- 🌐 www.ib.wiso.fau.de/en

▶ IT SUPPORT CENTER NUREMBERG (IZN)

IT Support Center Nuremberg (IZN), a branch of Erlangen Regional Computing Center (RRZE), is available to help with questions and problems related to using the IT infrastructure at WiSo.

- 🌐 www.izn.rrze.fau.de

- Computer rooms
- 📍 Room 0.420, 0.421, 0.422, 0.215
Lange Gasse 20, 90403 Nuremberg
Computer rooms 2.025, 2.026
Findelgasse 7/9, 90402 Nuremberg
- 🕒 Opening hours available at:
- 🌐 www.izn.rrze.fau.de/cip-pools
- Service desk
- 📍 Room 0.439
Lange Gasse 20, 90403 Nuremberg
- 🕒 Opening hours available at:
- 🌐 www.izn.rrze.fau.de
- 📞 Phone: 0911/5302-95815
- ✉ E-mail: rrze-izn@fau.de



▶ JOBS

Find the student job you're looking for. The Stellenwerk job website lists student jobs, internships and entry-level career opportunities. Positions are suitable for both students and graduates.

- 🌐 www.stellenwerk-fau.de



▶ LECTURE

Lectures are held during the semester. Normally, lectures are not held on Saturdays, but examinations and special events may be held at this time.

▶ LIBRARY

In addition to support with literature searches, various (online) training courses and a wide range of specialist books (printed and online) and research databases, the Economics and Social Sciences Branch Library also offers plenty of space for learning. Current opening hours and further information:

- 🌐 www.ub.fau.de/en

- Library catalog: www.opac.fau.de
- Economics and Social Sciences
Branch Library, Nuremberg:
Lange Gasse 20, 90403 Nuremberg
- 🕒 Opening hours:
Mon.–Sat., 8 am–midnight
Sun., 10 am–midnight
- 📞 Phone: 0911/5302-95830 (info)
Phone: 0911/5302-95318
(lending services)

▶ LOCATIONS

The School of Business, Economics and Society has two locations in the historical center of Nuremberg: Findelgasse 7/9 (FG) und Lange Gasse 20 (LG). In addition, two new, smaller locations are based in the west of the city at the former AEG site and the Nuremberg Campus of Technology (NCT).



▶ MAIL

At FAU each student receives their own e-mail address after activating their student user ID in IdM. You can access your mailbox using web mail with e-mail programs like Outlook or Thunderbird. If you do not want to use this as your main e-mail account, you have to change the settings to have your e-mails forwarded to another address.

- 🌐 <https://faumail.fau.de>

▶ MENSA (CAMPUS RESTAURANTS)

Students and university staff can have lunch on weekdays at the Mensa on Andrey-Sakharov Square. Students pay with their FAUcard. The Mensa and the cafeteria also offer drinks and snacks at lunchtime. During the semester, the cafeteria at Lange Gasse offers sandwiches, drinks and small snacks, and fresh coffee is available from the espresso bar. Further information on opening hours and the current menu is given on the Studentenwerk website:

- 🌐 www.werkswelt.de

Students can also get something for lunch at the Trichter café in the Findelgasse building, which is run by students. Snacks are also available from vending machines. In the Lange Gasse building the vending machines are located on level 1, opposite the staircase to the library in the room next to the cloakroom.

- 📷 @der.trichter

▶ MENTORING PROGRAM FOR NEW STUDENTS

In many situations, getting started is easier if you have some support, and starting at university is no exception. Existing students at WiSo act as mentors for newcomers and are available to answer questions and help you with any problems when you start your studies, help you create a network and maybe even help you make new friends. More information is provided during the simulation games and also available via e-mail from the organization team.

- 🌐 www.wiso.fau.eu/mentoring-program-for-new-students

► MENTORSHIP PROGRAM

The mentorship program at WiSo gives Bachelor students and companies the opportunity to establish contact at an early stage. The sponsoring companies support their sponsored students as mentors, arrange contacts or enable the students to do an internship in their own company. The application phase starts in the winter term.

🌐 www.career.rw.fau.de/welcome/

► MICROSOFT OFFICE

All FAU students can use the latest version of Microsoft Office free of charge via www.Studi-Soft.de. Use is tied to student status and ends with de-registration. Further information and instructions can be found at:

🌐 www.rrze.fau.de

► MICROSOFT TEAMS

Microsoft Teams is a collaboration platform that combines chat, telephone and video conferencing as well as other functions. To use Teams, you need to register an Office 365 account with Microsoft. You can register yourself in the FAU IDM portal under "Request/Tasks".

► MODULES

A module is one of the separate parts of a program taught at university which focuses on a specific topic. For example, in the first semester of the Bachelor's program, students study issues facing companies and entrepreneurs. The lecture and tutorial on this subject are part of the module "Entrepreneurs and Businesses". Each completed module is indicated on the student's final academic record.

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► MODULE HANDBOOK

What content is covered by the module? What do I need to know before taking a module? Is there an oral examination or written examination at the end of the module? All this information can be found in the module handbook. The module handbook is indispensable for planning your studies. Module handbooks for Bachelor's and Master's programs are published on the WiSo website:

🌐 www.wiso.fau.de/modulhandbuecher



► NETWORK FOR STUDENTS WITH CHILD(REN) AND/OR OTHER CARE RESPONSIBILITIES

Are you starting college with care responsibilities and don't know how to juggle everything or where to find the most important information? Are you looking for people who are in the same situation as you? Join our growing network of students with care responsibilities at FAU! Here you will find all the relevant information at a glance, contacts who can support you, and most importantly, people just like you. We share ideas, help each other, and formulate demands to make our university even more diverse and inclusive. Become part of our network! Contact us at: tina.woelfl@fau.de or eva.gengler@fau.de or join the network directly on StudOn:

🌐 www.studon.fau.de/crs5395428.html

► NUEDIALOG

#NUEdialog is an annual event organized by the School of Business, Economics and Society where science and practice meet. This year's business and science congress #NUEdialog will take place on November 14, 2024. The event, which is being offered for the sixth time this year, is dedicated to the focus topic "Innovation and Transformation".

🌐 www.nuedialog.de/

► NUELECTURES

#NUElectures offers a citizen-oriented platform for science to actively communicate with urban society and take up suggestions from it. In the #NUElectures format, WiSo researchers present innovative research at various locations in the city. Topics from WiSo Nuremberg's key research areas are brought to the city's citizens in exciting venues. The #NUElectures stand for what WiSo also stands for: a close interaction between science and business.

🌐 www.nuelecture.de



► OFFICERS FOR EQUAL OPPORTUNITIES FOR WOMEN IN SCIENCE AND THE ARTS

Prof. Dr. Martina Steul-Fischer is the women's representative at the Faculty of Business, Economics and Law. The Office of Women's Advancement (Lange Gasse 20, Room 5.121) can help students and academic staff with any questions and concerns relating to equality and career advancement. All information on the work of the women's representatives and funding programs for female students and academic staff is given on the website:

- 💬 Prof. Dr. Martina Steul-Fischer
(Officers for equal opportunities for women)
- 💬 Valerie Havemann
(Assistant to the Officer for equal opportunities for women)
- 📍 Room 5.121
Lange Gasse 20, 90403 Nuremberg
- 📞 Phone: 0911/5302-95768
Appointments by e-mail.
- ✉️ E-mail: wiso-frauenbeauftragte@fau.de
- 🌐 www.frauenbeauftragte.rw.fau.de



► QUALITY CIRCLE

In the Quality Circle, students discuss their ideas and feedback on a degree program with the program manager. The Quality Circle is intended to identify potential areas for improvement from current studying conditions (What problems are currently occurring? Are there any suggestions for solutions or improvements?). Find out more about getting involved.



► REGISTRATION AND LECTURE PERIODS

Information on registering for the semester and important dates and deadlines are available on the FAU website:

🌐 www.fau.eu/semester-dates

► ROOM OF SILENCE

With the establishment of a Room of Silence in the summer semester 2024, the WiSo department aims to create a place of retreat where religious, spiritual and contemplative needs and concerns can be met. This is in line with the Code of Conduct on religious and ideological diversity at FAU. The activation of the FAUcard for use as a key to open the room can be requested by e-mail at:

✉️ wiso-raumverwaltung@fau.de

► RESEARCH MANAGEMENT AND DOCTORAL AFFAIRS OFFICE

Research management at the School means providing all researchers with comprehensive and effective support for their individual and collaborative research activities – from applying for and managing third-party projects to transferring their results. The Research Office is the main point of contact for all questions related to research. There is also an Office of Doctoral Affairs to support doctoral candidates.

- Research Office
- 💬 Dr. Dennis Kirchberg
Gabriele Mühlöder
- 📍 Room 3.043
Findelgasse 7/9, 90402 Nuremberg
- ✉️ E-mail: wiso-forschung@fau.de
- 🌐 www.wiso.rw.fau.eu/research/
- Office of Doctoral Affairs
- 💬 Elisabeth Müller
Gabriele Mühlöder
- 📍 Room 3.042
Findelgasse 7/9, 90402 Nuremberg
- ✉️ E-mail: wiso-promotion@fau.de
- 🌐 www.promotion.rw.fau.eu

► RRZE IN NUREMBERG/IZN

IT Support Center Nuremberg (IZN), a branch of Erlangen Regional Computing Center (RRZE), is available to help with questions and problems related to using the IT infrastructure at WiSo. Students can get help in person at the IZN Service Desk in Room 0.439, Lange Gasse 20, 90403 Nuremberg.

🌐 www.izn.rrze.fau.de



► SCHEDULE

Students can create their own schedule using the online course catalog in campo. By selecting "Lecture list" from the search bar you can find courses by title and chair. campo often displays multiple time slots per week for exercises and tutorials. These are parallel courses, you only need to attend a course at one of these times. For help on creating your schedule visit:

🌐 www.wiso.fau.eu/schedule

► SCHOLARSHIPS AND FOUNDATIONS

Information on potential funding may be found under the following link:

🌐 www.fau.eu/education/student-life/fi-nancing-your-studies/

► SCHOOL ADMINISTRATION

The School Administration is the central point of contact for administrative matters at WiSo. It supports the School Board in its wide range of tasks, including advising committees, administering the budget, allocating rooms, managing staff and organizing academic affairs. The School Administration offices are located in the Findelgasse 7/9 building. Information and contact persons for all matters relating to the School Administration:

🌐 www.fbv.wiso.fau.de

► SCHOOL OF BUSINESS, ECONOMICS AND SOCIETY

The School of Business, Economics and Society at the Faculty of Business, Economics, and Law goes back to the Nuremberg Commercial College, which was founded in 1918 and began teaching students in 1919. In 1961, the Nuremberg Commercial College was integrated into FAU as the Faculty of Economics and Social Science (Wirtschafts- und Sozialwissenschaftliche Fakultät, WiSo). It is now known as the School of Business, Economics and Society. All information about WiSo research and teaching, institutions, contact persons and opening hours is available online:

🌐 www.wiso.fau.eu

► SOFTWARE TRAINING

University life is easier with the right IT skills. RRZE offers software training for students and staff at FAU at reasonable prices. Training sessions are available in Erlangen and Nuremberg. For the complete course program and further information on signing up for a course visit:

🌐 www.kurse.rrze.fau.de

► SPORTS

Aikido, basketball, TaeBo, Taekwondo, kayaking and canoeing, sailing and many other sports are offered by University Sports at FAU for students to switch off from academic life. Please make sure you sign up early to avoid disappointment.

🌐 www.hochschulsport.fau.de

► STUDENT ADVICE CENTER (ZSB), SCHOLARSHIPS AND CAREER SERVICE

The Student Advice Center (ZSB), Scholarships and Career Service provides information on all organizational aspects of studying at FAU, such as admission requirements and application procedures. It also offers advice on changing or withdrawing from degree programs and similar topics. Contact persons and office hours:

🌐 www.wiso.rw.fau.eu/study/



Subject advisors can help you with questions about the content of a specific degree program. The contact persons for Bachelor's and Master's programs at WiSo are listed on the following page:

 www.wiso.fau.eu/student-advice

▶ STUDENT RECORDS OFFICE

FAU's Student Records Office is responsible for enrollment, de-registration and changes of subjects/degree programs. It is also the first point of contact for all questions on semester registration (Rückmeldung), tuition fees and study leave (Beurlaubung).

-  Manager: Melanie Schlütter
-  Room 0.051
Halbmondstraße 6-8, 91054 Erlangen
-  Office hours:
Mon.–Fri., 09.00–12:00 am
Phone: +49 9131 85-71224
-  E-mail: studierendenverwaltung@fau.de
-  www.fau.eu/student-records-office

▶ STUDENT SERVICES


Student Services Erlangen-Nuremberg operates all cafeterias and restaurants at the university as well as childcare facilities and is the contact point for many other questions on accommodation and life at university.

 www.werkswelt.de



▶ STUDENT SURVEY

Each year in January, students at WiSo are asked to participate in an online student survey. It is worth taking part as the results are taken seriously and you also have a chance of winning attractive prizes. The last survey results are published on this website:

 www.soziologie.wiso.fau.de/forschung/projektberichte

▶ STUDENT REPRESENTATIVES AND STUDENT INITIATIVES

An overview of the student representatives and initiatives at WiSo can be found in this guide on p. 86-89 and online:

 www.wiso.fau.eu/student-organizations/

▶ STUDON

StudOn is FAU's platform for online learning and course management. Students can register for courses via StudOn and access or store seminar handouts, reading lists and general information. StudOn also allows direct exchange between students and lecturers in forums, chats and Wikis. StudOn is also used for online examinations. Students can log in with their FAU user account.

 www.studon.fau.de

▶ STUDY PLAN

The study plan is an overview of all modules that students need to complete in a degree program. Study plans also recommend which modules should be taken in specific semesters. Students can find a study plan for their program in the degree program and examination regulations as well as in the module handbook.

▶ STUDY SPACES

WiSo has study spaces and group study spaces for independent study or studying in groups. The library has a large number of study spaces. In the basement at Findelgasse there are group study rooms with projectors that can be booked in advance. The Information Desk can provide further information on the availability and opening times of group study rooms.

 www.infothek.rw.fau.de

▶ SWS (SEMESTER HOURS)

Semester hours (SWS) specify the workload that is required per week in units of 45 minutes (especially for lectures, tutorials and seminars).



▶ TEACHING EVALUATION

Teaching evaluation at WiSo aims to assess the quality of teaching and to implement a continuous improvement process based on the results. The teaching evaluation results can be found here:

 www.qm.wiso.rw.fau.de/qm-berichte/lve/

▶ TUTORIAL

Most Chairs at WiSo offer tutorials which are taught by research staff to accompany lectures. In these tutorials, the contents of lectures are discussed in greater detail through specific examples and case studies. Tutorials are usually offered several times a week, so you can choose a suitable time. Some Chairs require students to register for the session they would like to attend. If registration is required, the chair will provide further details on their website.

▶ TUTORIALS BY STUDENTS

Tutorials by students from higher semesters are held alongside lectures and provide the opportunity for students to repeat, deepen and practice content from the lectures.



▶ WI-FI

Free Wi-Fi is available in the Lange Gasse and Findelgasse buildings. Students can access the service using their IdM user account, which is also used for logging on to other university services such as StudOn.

► WiSo CAREER SERVICE

The Career Service at WiSo provides information and advice on questions relating to applying for a job and starting a career. With seminars and workshops, information events and application portfolio checks, the Career Service helps students to focus on their professional goals. The Career Service's network of company contacts enables students to gain practical experience during their studies. The Career Service is a gateway to the professional world for students of the School of Business, Economics and Society and also liaises with partners from industry, society, university institutes and research institutions.

- 🗨 Peter Köbler
- 📍 Room 2.123
- 📍 Lange Gasse 20, 90403 Nuremberg
- 🕒 Office hours:
Tue. and Thur. 9.30–10.30 am
- 📞 Phone: 0911/5302-95678
- ✉ E-mail: wiso-career-service@fau.de
- 🌐 www.career.wiso.fau.de

► WiSo COACH PROGRAM

This is a mentoring program organized by the Career Service and the WiSo alumni association, in which WiSo graduates offer Master's students their professional experience as mentors. In addition to providing tips on starting a career and career planning, mentors also support students with personal development. The application period starts at the beginning of the summer semester.

- 🌐 www.career.wiso.fau.de

► WiSo JOB TALKS

An event organized by the Career Service, where professionals are invited to talk to students about their work with snacks provided in a brown paper bag.

- 🌐 [www.career.rw.fau.de/
service-fuer-arbeitgeber/
kooperationsveranstaltungen/
wiso-job-talks/](http://www.career.rw.fau.de/service-fuer-arbeitgeber/kooperationsveranstaltungen/wiso-job-talks/)

► WiSo OASE

Since the summer term 2024, a garden of the future has been created on the FAU WiSo campus in Lange Gasse between the outdoor parking lot and the bicycle racks. The oasis is a project by and with volunteers for a sustainable conversion of the green spaces at FAU WiSo. Fallow and unsightly areas were designed, greened and upgraded in a sustainable and climate-friendly way. More information:

- 🌐 www.wiso.fau.de/wiso-oase



► ZOOM

Zoom is a video conferencing system that is available to all FAU employees and students for online seminars, live online lectures and video conferences.

- 🌐 <https://fau.zoom.us/>



LEGAL

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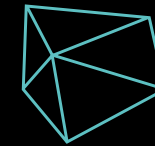
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2024 2025

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Digital Tech Fellows

Educating digital changemakers!

The Digital Tech Fellows Program is a one-semester elite program for entrepreneurial and tech talents at FAU. 25 selected top talents from all faculties and study levels at FAU have the opportunity to work on their own start-up ideas or challenges from corporate partners and experience the entire Business Design process, an agile innovation management approach to develop a new and validated digital business model.

The students will learn hands-on knowledge covering topics such as:

- Ideation & Design Thinking
- Business Model Design
- Prototyping & Validation
- Innovation Tools & Methods

Also find us on:

f #fauta
in fauta
@ dtafau
dta.fau.de



