



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



School of Business, Economics and Society

Study | Research | Work | Life



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

1 FAU – diverse, passionate, innovative

Moving knowledge – now and in the future

Friedrich-Alexander-Universität Erlangen-Nürnberg (FAU) is not only one of the largest but also one of the leading research universities in Germany. We stand for innovation, diversity, and passion – values reflected in the university's top positions in national and international rankings. FAU is renowned for its interdisciplinary excellence in teaching and research. Numerous partnerships with renowned partners from research, industry and society enable FAU to put knowledge in motion and carry out groundbreaking work in pioneering areas of research.

The most innovative university in the world

FAU is considered the most innovative university in the world. Innovation is in its DNA – evidenced through groundbreaking pioneering achievements such as the MP3 standard, gastroscopy and the mathematics behind computed tomography. FAU is continuing on this path in the 21st century. One outstanding example is the research conducted at FAU Profile Center Solar. Here, scientists are working on the vision of photovoltaic systems based on autonomous technologies combining sustainability, diversity of design and flexibility that are set to redefine the entire life cycle now and in the future. Also worth mentioning is research into physiological mechanisms for neurotechnology applications in medical engineering. The combination of sensors, advanced signal processing and AI algorithms allows intuitive control of neuro-orthoses.

Focus on people

FAU is an open and diverse university that encourages mutual appreciation and respect. It offers opportunities for researchers and students to further their personal skills and expertise and promotes a climate where freedom, a cosmopolitan outlook and equal opportunities flourish. FAU thrives on the passion and dedication of everyone who researches, studies, teaches and works here. With their unique talents, skills and different perspectives they not only shape the future but also have a decisive impact on FAU at all levels.

Worth knowing: FAU was founded in 1743 and has a long academic tradition lasting over 280 years. As a leading research university, we have enjoyed groundbreaking success in a wide range of subjects. With our outstanding innovation ecosystem that connects research, industry and society, FAU is one of the leading educational institutions in the world.

Studying at FAU

With over 275 degree programs, FAU offers a diverse and inspirational learning environment and a vibrant student community. The region Erlangen-Nuremberg is characterized by its high quality of life, cultural diversity and charming natural surroundings, making it an attractive place to study. Close connections to regional and international companies, extramural research institutions and cultural institutions all invite students to broaden their horizons, to network with others and to consider academic issues from various perspectives. In addition, the FAU Academy offers an excellent range of continuing education courses for lifelong learning. By nurturing close partnerships with over 500 universities across the globe, FAU actively encourages students to gain valuable international experience.

Research at FAU

An open-minded approach lets ideas flourish. At FAU, we respect the different cultures in different subjects and value both individual and collaborative research. FAU's academic strengths are reflected in our key research priorities:

- **Exploring** principles of nature
- **Targeting** environmental and economic challenges
- **Understanding** norms, cultural practices and social formations
- **Developing** future technologies
- **Engineering** transformative health care

and in the respective Profile, Research and Competence Centers.

In following our strengths, our researchers are prepared to tackle the greatest challenges of our times. At FAU, research is not restricted to laboratories and libraries, it is a dynamic process driven by collaboration and dedication. Following the FAU motto "Moving knowledge", research at FAU is a lively and interdisciplinary exchange that continually results in new findings and advancements in society.



Exploring



Targeting



Understanding



Developing



Engineering



FAU is more than a university – it is a vibrant community where researchers, lecturers, staff and students can contribute their own unique talents and perspectives. People who develop their ideas and inspire the future with passion and commitment are recognized and valued.



A strong environment with strong partnerships

Innovation thrives on strong partnerships and trusting collaborations. FAU maintains an extensive network with connections to science, business and society, going beyond institutional and geographical borders. This includes research collaborations with international companies such as Siemens, Schaeffler or adidas, as well as close links to extramural research institutions including various Helmholtz and Fraunhofer institutes. The membership in networks such as the European University Alliance EELISA also encourages collaboration. All these collaborations and initiatives that benefit students and researchers alike lead to new procedures, technologies and services that can be rapidly transferred into practice.



Ecosystem based on innovative startup culture

FAU encourages a culture of innovation where ideas lead to successful startups. Embedded in the economically strong Nuremberg Metropolitan Region, FAU offers the perfect environment for startups. FAU provides both students and researchers with comprehensive advice and support when it comes to launching a company of their own. The startup center ZOLLHOF in Nuremberg is a beacon of excellence, acting as driver and pacemaker in the FAU innovation ecosystem. At ZOLLHOF, founders profit from reasonably priced office space, practical assistance and a strong network of companies and entrepreneurs. Other partners in this ecosystem include the open innovation laboratory JOSEPHS in Nuremberg city center or the Digital Health Innovation Platform (d.hip) in Erlangen.

High quality of life in the city and the region

Erlangen, Nuremberg and the whole Metropolitan Region not only offer outstanding prospects in science and business but also a high quality of life. Both locations of FAU have their own special charm. Erlangen is home to approximately 100,000 people, with 25,000 of them being students. This high percentage of young people gives Erlangen a special flair, making it an exciting and vibrant university town. Nuremberg, with over 500,000 inhabitants, is the second largest city in Bavaria, has an impressive historical town, offers a number of green spaces, and is one of the cities with the highest quality of life in all of Germany. With Franconian Switzerland and the Franconian lakes just near by, there is plenty for outdoor enthusiasts to get excited about. Additionally, the area is a paradise for beer lovers, with the largest concentration of breweries in Europe and numerous beer gardens.

Friedrich-Alexander-Universität

5 faculties

- Faculty of Humanities, Social Sciences, and Theology
- Faculty of Business, Economics, and Law
School of Law and School of Business, Economics and Society
- Faculty of Medicine
- Faculty of Sciences
- Faculty of Engineering

#people

- 41,000 students
- 650 professors
- 16,000 employees

#education

- 275 degree programs
- 10 double degree programs
- 35 degree programs in English
- 9 degree programs for professional development

#research

- 271 million euros in third-party funding
- 17 collaborative research centers*
- 24 research training groups*
- 8 Leibniz Prizes, 11 Humboldt Professorships

#outreach

- #1: Global leadership in innovation (THE Impact Ranking 2024)
- #2: Patent applications in Germany (European Patent Office 2024)
- Home to the ZOLLHOF – Tech Incubator (#4 in Germany according to FT Europe 2024)
- On average, more than 110 inventions, more than 60 patent applications, and more than 30 startups (as of 2020)

*involving FAU



fau.eu



Master the theory to shine in practice: the School of Business, Economics and Society offers research and teaching at a top international level, a strong focus on practice, excellent links to business, and consistent quality management.



Willkommen zu den #NUElectur

Erleben Sie Wissenschaft unter Nürnberg

UE
ECT



2 **FAU WiSo – an interdisciplinary leader in innovation and a source of inspiration**

The School of Business, Economics and Society at Friedrich-Alexander-Universität Erlangen-Nürnberg (FAU WiSo) has an excellent reputation in teaching and research within Germany. Approximately 6,000 students from various countries are enrolled in more than 20 excellent degree programs that combine academic knowledge and practical methodological skills, preparing students for careers in business, organizations and research. With contacts to partner universities across the globe and a wide range of subjects available, we offer outstanding opportunities for studying. As FAU WiSo and FAU have the system accreditation, degree programs have a high degree of flexibility and can be adjusted to keep pace with the requirements of students and professional practice.

Tradition meets innovation

The School of Business and Economics originated from the Nuremberg Commercial College for Business and Social Science, which was founded in 1918 and started teaching in 1919. Interdisciplinary cooperation between business studies, economics and the social sciences has been a defining factor ever since. In 1961, the former College was integrated into FAU as the Faculty of Economics and Social Sciences (Wirtschafts- und Sozialwissenschaftliche Fakultät, WiSo). Since 2007, FAU WiSo has been the School of Business, Economics and Society at the Faculty of Business, Economics, and Law.

Research and teaching

Top research and teaching of international renown, a strong international and practical focus, outstanding networks with the business world and consistent quality assurance are the factors behind the success of FAU WiSo. The global research and teaching network that has continued to expand throughout the school's history plays a key role in the development of the Nuremberg Metropolitan Region. In this network the school works closely with businesses, the public sector, and other departments and faculties of the university. FAU and the School of Business, Economics and Society value their early career researchers and do all they can to support them, appreciating that it is their talent and potential for development that drives innovation at FAU WiSo.

Local connections – regional partnerships

The campus of FAU WiSo is located in the heart of one of Germany's major economic regions. Courses are taught in Nuremberg city center. This location means that students are in an ideal position to make the most of the economic and social life offered by the city.

Regional partnerships: Turning theory into application

FAU WiSo maintains strong links to local businesses, organizations and key figures in industry. Representing a wide range of industries, these companies afford students access to research projects with real-world implications. Business plan seminars, case studies, expert lectures, project seminars, excursions, management simulations and final theses written at companies take center stage in teaching designed to reflect actual business practices. In addition, over a period of 12 months, entrepreneurs from nationally and internationally operating companies take selected students under their wings, not only providing them a front row view into a myriad of industrial fields, but also access to crucial contacts for career starters. The endowed professorship for Digital Industries, sponsored by Bosch Rexroth AG via the Stifterverband, is one example of how companies can become actively involved at FAU WiSo. Professorial appointments are organized in collaboration with extramural institutions such as the Institute for Employment Research (IAB), the Leibniz Center for European Economic Research (ZEW) and the Ludwig Erhard ifo Center for Social Market Economy and Institutional Economics, strengthening synergetic research and teaching. Furthermore, companies such as Team-Bank and Bissantz sponsor lecture halls at WiSo, creating excellent studying conditions and encouraging interactions with the students.

The Metropolitan Region: A hub for business and industry

The European Nuremberg Metropolitan Region is one of the ten largest economic regions in Germany. It is the economic and cultural base for 3.5 million people. Impressive infrastructure, pioneering sectors, a massive potential for innovation and a high quality of life make the region an attractive location for industrial and service companies. The center of the Metropolitan Region is the city of Nuremberg with its 500,000 inhabitants. There are approximately 25,000 businesses in Nuremberg. Nuremberg boasts a lively network of different industrial sectors. Traditional trades and high-tech businesses, medium-sized companies and global players, established enterprises and young startups all appreciate the close proximity to FAU WiSo when choosing where to set up shop. Leading regional businesses and globally operating companies begin building relationships with students even before they've finished their degrees. They know that FAU WiSo graduates have the potential to become highly qualified experts who will contribute innovative new ideas. Ideal conditions to inspire the markets of the future.



3 Studying at FAU WiSo

Bachelor's degree programs

The school's Bachelor's programs offer one of the broadest subject ranges in Germany. The standard duration is six semesters and programs always start in the winter semester. After completing a Bachelor of Arts or Bachelor of Science degree, graduates can either choose to start their professional career directly or to gain further qualifications in the form of a Master's degree. The degree programs are geared towards a wide range of professional fields. In addition to passing along the latest theoretical and practical expert knowledge, career-related elements and soft skills take center stage in the academic curriculum:

Degree programs

Business Studies with the interdisciplinary specializations

- Work and Human Resources
- FACT-S
- Data Science and Business Intelligence
- Health
- Sustainability
- Taxation
- Digitalization, Innovation & Entrepreneurship
- Marketing and Customer Insights
- Economics, Politics and Society
- Business Education (with specializations WiPäd I, WiPäd II and WiPäd trial)

Socioeconomics with specialization in

- Economy, Work and Inequality
- Digitalization and Media
- Global Governance and Sustainability

Degree programs taught in English

- International Business Studies
- International Economic Studies

Interdisciplinary degree programs

- Industrial Engineering
- Information Systems
- Technical Vocational Education and Training
- International Production Engineering Management

Bachelor's degree programs at a glance: [wiso.fau.eu/bachelor](https://www.wiso.fau.eu/bachelor)

Master's degree programs

The eleven Master's degree programs at the school prepare students for a career in science, business or public organizations. The disciplines of business, economics and socioeconomics are the school's focus. The Master's degree programs have a duration of four semesters, ending with the Master's thesis and the degree 'Master of Science'. They follow the concept of combining research and science with professional practice. Students attend compulsory modules during the first semesters, then choose different subject-related modules in the following semesters. The network connecting the school with more than 140 other universities worldwide makes it easy for students to gain international experience during a stay abroad. Master's programs always start in the winter semester (however, the FACT Master's degree program is an exception and starts in the summer semester as well).

Degree programs

- Economics
 - Finance, Auditing, Controlling, Taxation
 - Health Management and Health Economics
 - International Business Studies
 - International Information Systems
 - Management
 - Marketing
 - Socioeconomics
 - Business Education
- ### Interdisciplinary degree programs
- Technical Vocational Education and Training
 - Industrial Engineering

Master's degree programs at a glance: [wiso.fau.eu/master](https://www.wiso.fau.eu/master)

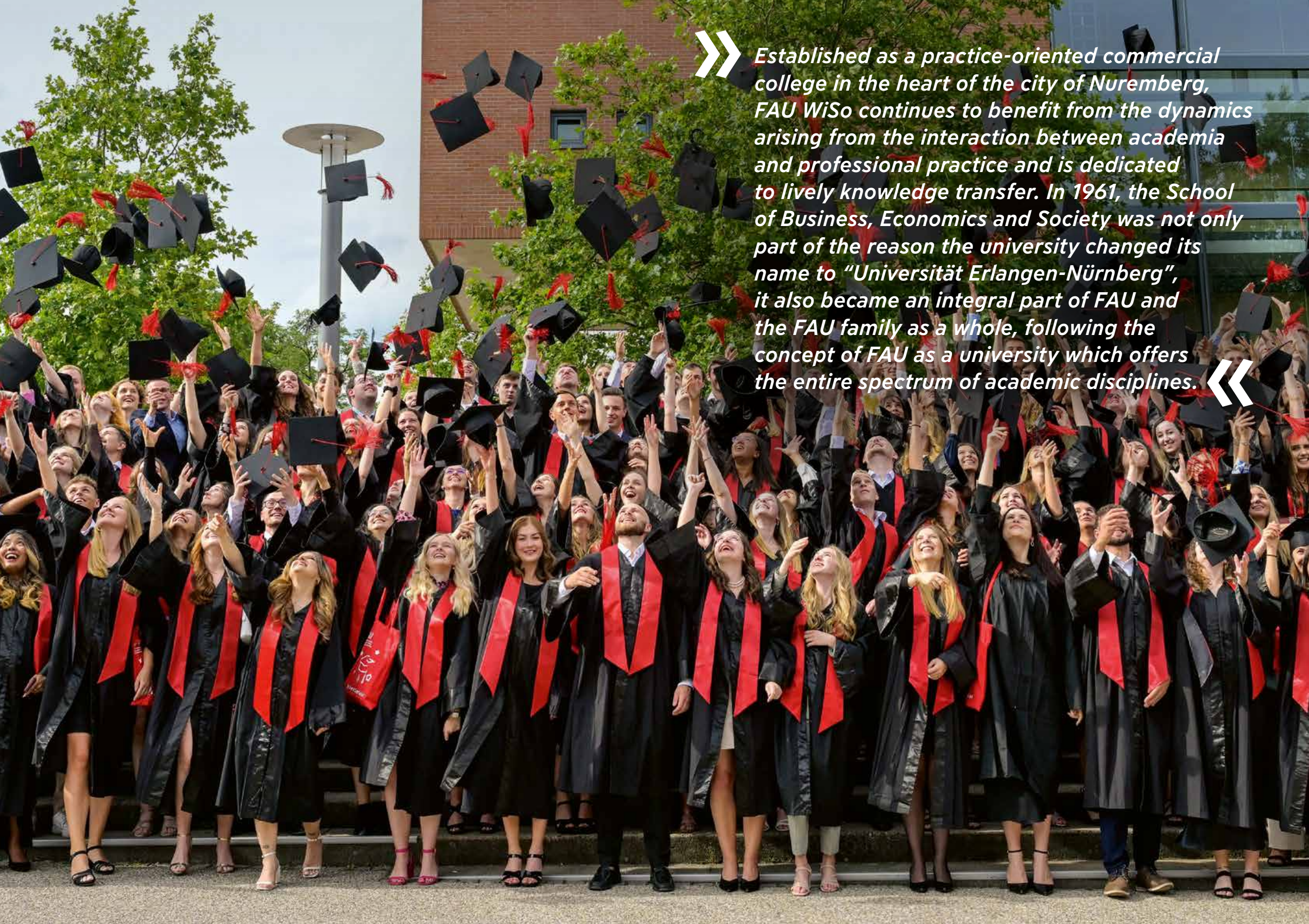
FAU WiSo Executive School: Programs for working professionals

Whether you have just completed your Bachelor's degree and are looking for a practice-oriented Master's program and a successful start to your career, are a (young) professional with initial work experience, or a senior professional aiming for the next step in your career – the Master's programs for working professionals at the FAU WiSo Executive School offer the right professional development format for every career stage. Academic excellence, practical relevance, and an interdisciplinary approach – for over 20 years, FAU WiSo has stood for professional development at the highest level.



- MBA in Business Management
- MBA in Sustainability Management
- Master in Marketing/Sales Management (MSc)
- MBA in Digital Business & AI
- Master of Health Business Administration (MHBA)

Degree programs for working professionals at a glance: [wiso.fau.eu/executive-school](https://www.wiso.fau.eu/executive-school)



» Established as a practice-oriented commercial college in the heart of the city of Nuremberg, FAU WiSo continues to benefit from the dynamics arising from the interaction between academia and professional practice and is dedicated to lively knowledge transfer. In 1961, the School of Business, Economics and Society was not only part of the reason the university changed its name to "Universität Erlangen-Nürnberg", it also became an integral part of FAU and the FAU family as a whole, following the concept of FAU as a university which offers the entire spectrum of academic disciplines. «

Bright minds: Successful graduates

Each year, a new batch of graduates leaves FAU WiSo after completing one of the most formative periods in their lives. Studying at university prepares our graduates for the next stage in their lives: starting a career. Our portraits of various alumni from FAU WiSo give an impression of the variety and opportunities available to graduates once they leave university. In our interviews, some alumni share how they have made their way in the world, what motivates them, and what they are now doing career-wise.



"In the Middle Ages, Nuremberg came up with the idea that students should learn from masters."

Dr. Nicolas Bissantz

Founder & CEO, Bissantz & Company GmbH
Studied Business Administration with a focus on Information Systems and completed his doctoral degree at FAU WiSo



"Very few things are inherently male or female, and careers certainly aren't one of them."

Anna Dimitrova

Group CFO, Deutsche Glasfaser Unternehmensgruppe
Studied Marketing, Information Systems, and Controlling



"If you manage to love your work, you'll stop seeing it as a burden. That's the key to extraordinary success."

Alexander Fackelmann

Owner & President, Fackelmann Brands
Studied Business Administration



"You have to be brave and just do it! Don't be afraid – you have to believe in your idea."

Daniel Krauss

Founder & Chief Organizational Plumber, Flix SE
Studied Organizational and Human Resource Development



"The wide range of business administration programs at FAU WiSo and its international outlook was ideal."

Niels Rossow

Commercial Director, 1. FCN
Studied Business Administration



"Without my studies, I probably wouldn't have had a career at the European institutions."

Daniela Schackis

Deputy Director General in Banking Supervision, European Central Bank (ECB)
Studied Economics



"We shouldn't chase after supposedly perfect resumes."

Dr. Helen Schropp

Senior Vice President & Global HR Business Partner Central Functions, Schaeffler AG
Studied Business Education and completed a doctoral degree



"Sharpen your judgment! Train yourself to adopt as many different perspectives as possible and gain experience along the way."

Prof. Dr. Ralf P. Thomas

Chief Financial Officer & Member of the Managing Board at Siemens AG
Honorary Professor at FAU WiSo
Studied Business Administration and completed a doctoral degree



You can find the full alumni portraits at:

wiso.fau.eu/halloffame wiso.fau.de/alumni-portraits



Exploring



Targeting



Understanding



Developing



Engineering

4 Research at FAU WiSo

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. At all times, FAU WiSo aims for excellence in research, striving to advance research and research-oriented teaching and encourage early career researchers from the outset.

There are currently more than 50 professors and around 250 early career researchers conducting research at FAU WiSo. The school's strong position within the research landscape is reflected in the large amount of research that is presented at international conferences and published in renowned journals.

Its success is also reflected by excellent results in research rankings. In the Handelsblatt Ranking FAU WiSo is rated as one of the top 20 faculties in Germany for both business and economics.

Research expertise at WiSo is grouped into eight interdisciplinary research focus areas:

- **Change in the world of work**
- **Digitalization and innovation**
- **Energy markets and energy systems analysis**
- **Health**
- **Customer Insights**
- **Taxation and tax policy**
- **Insurance and risk**
- **Sustainability**





FAU WiSo

9 institutes

- Institute of Business Education
- Institute of Economic Research
- Institute of Finance, Auditing, Controlling, Taxation
- Institute of Information Systems
- Institute of International Business and Globalization
- Institute of Labor Market and Socioeconomics
- Institute of Management
- Institute of Marketing
- Institute for Sustainability

#people

- approx. 6,000 students
- 1,800 graduates per year
- more than 50 chairs and professorships
- roughly 350 members of staff

#education

- 8 Bachelor's degree programs with a wide range of different specializations
- 11 Master's degree programs
- Executive School with 5 degree programs for professional development

#research

- 8 research focus areas
- over 7 million euros in third-party funding
- excellent results in research rankings
- 50 doctoral degrees each year

#outreach

- 15 startups (since 2020)
- varied program of events, encouraging exchange between theory, research, practice, and the general public



wiso.fau.eu

5 Institutes at FAU WiSo

Institute of Business Education (IWP)

The Institute of Business Education (IWP) is responsible for research and teaching in all areas of business education. These include the conditions, processes and outcomes of acquiring professional qualifications, as well as personal and social attitudes and approaches that are important for executing work processes. The main focus is on business administration.

Institute of Economic Research (IWF)

The expertise of the Institute of Economic Research (IWF) covers the entire range of traditional fields within the discipline of economics. The institute places great importance on applying both empirical and experimental methods in its teaching and research. The wide range of fields includes health economics, energy research, economic policy, and labor market research. The institute's work is strengthened by its collaboration with affiliated chairs from the school's institute of Labor Market and Socioeconomics, as well as FAU's Department of Mathematics.

Institute of Finance, Auditing, Controlling, Taxation (FACT)

The Institute of Finance, Auditing, Controlling, Taxation (FACT) bundles the school's knowledge and expertise in research and teaching in the areas of finance, financial accounting and auditing, controlling and managerial accounting, insurance and risk management, taxation and tax law, as well as business law. Eight chairs, several honorary professors, and numerous lecturers from different fields are involved. It focusses on a comprehensive scientific foundation as well as an intensive practice-oriented presentation of the teaching content for Master's students.

Institute of Information Systems (WIN)

The Institute of Information Systems (WIN) is a joint initiative of the chairs of information systems at FAU. The institute, which is located in Nuremberg, is part of the Faculty of Business, Economics, and Law and works closely with the chairs of computer science based in Erlangen. WIN considers information systems from an economic perspective. Its main focuses are on innovation and value creation, business models, technologies and IT systems in service industries, IT management with a focus on managing IT organizations and projects, digital industrial service systems, digitalization of work and life, and technical information systems. WIN's key goals are to promote collaboration within the university and with external institutions, to acquire third-party funding for research projects, and to develop practical solutions to real-life problems on the basis of its research.

Institute of International Business and Globalization (IBUG)

The Institute of International Business and Globalization (IBUG) researches questions relating to international business management and its impact on economy and society. The chairs at the institute focus on aspects of both business and social sciences, taking an interdisciplinary approach. Research at IBUG focuses on international relations, trade policies and regulation, social structures in an international comparison, intercultural management, international human resources management, market entry and market development strategies and international migration.

Institute of Labor Market and Socioeconomics (IAS)

The Institute of Labor Market and Socioeconomics (IAS) brings together the school's knowledge and expertise in teaching and research in the areas of labor and the labor market, work, human resources and organization, and the economy and society. The institute's chairs represent disciplines of both economics and the social sciences. A characteristic that they share is the way in which they connect theoretical and empirical research on the labor market, the deployment of employees in organizations, and the fundamental links between society and the economy in modern societies.

Institute of Management (IfM)

The Institute of Management (IfM) brings together the school's knowledge and expertise in research and teaching in the areas of business management, international management, supply chain management, corporate sustainability management, industrial management, health management, and entrepreneurship. Various chairs from a range of disciplines are involved in the institute's work. Characteristics they share include their integrated and holistic approach to management, the way in which they connect theoretical and empirical (both quantitative) and qualitative research with applied research, and their approach to teaching, which is based on theoretical foundations and methods that enable students to develop the abilities required to solve problems in professional contexts.

Institute of Marketing (IfMA)

The Institute of Marketing (IfMA) consists of several chairs at the School of Business, Economics and Society that specialize in marketing. It brings together their expertise in teaching and research, and promotes discussion of questions related to the field of marketing.

Institute for Sustainability (IfN)

The institute views sustainability as a societal task that requires collaborative action and academic insight. It pursues theoretically grounded and empirically informed research with practical and policy relevance. Its approach embraces a broad understanding of sustainability that integrates ecological, economic, and social dimensions. Particular attention is given to the role of businesses and their management in driving sustainable transformation. The institute promotes interdisciplinary collaboration, systems thinking, and methodological diversity to generate new perspectives on complex challenges – from climate change and decarbonization to circular economy, sustainable technologies, human rights, and social inclusion.



»» *For over 100 years, FAU WiSo has brought together people from very different backgrounds and with very different aims and approaches, yet nevertheless all joined by their passion for research, teaching, learning, founding, shaping, and celebrating their success at and for FAU WiSo.* ««

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