

## Contact at a glance

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School of Business and Economics at a glance:  
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# Global networks - Local connections

School of Business and  
Economics at a glance

Friedrich-Alexander-Universität  
Erlangen-Nürnberg





## Global networks – Local connections

The School of Business and Economics developed from the Nuremberg College of Commerce, which was founded in 1918. Since that time, the unique interdisciplinary interplay of business, economics and social sciences has remained central. In 1961 the College of Commerce was integrated into the University of Erlangen-Nürnberg as the Faculty of Business Studies and Social Sciences.

Today, the School of Business and Economics is one of the leading institutions of its type with around 5,000 students, 34 chairs, contacts across the globe and one of the broadest ranges of subjects on offer at any university in the German-speaking world. Originally created to combine higher education with real-world experience, the School continues to serve as an important university think tank and a highly sought-after local partner for the greater Nuremberg region.



## Seize opportunities Bachelor's degree programs

A top-class education combining current theory and practice is central to the Bachelor's degree programs. The innovative degree program provides students with the most up-to-date expert knowledge acquired from research and experience. The chance to:

- Learn to act independently and show initiative
- Train your problem-solving skills
- Seize entrepreneurial opportunities and calculate risks
- Build your decision-making strengths
- Gain international experience

### Courses on offer:

#### Business Studies with a focus on

- Business Administration
- Economics
- Information Systems
- Business Education

#### Socio-Economics with a focus on

- Behavioral Studies
- International Studies

#### International Business Studies

#### Business Administration and Engineering

#### Business Law (Diploma)

The Bachelor's degree course is designed to be completed in six semesters. A Bachelor's degree qualifies you either to begin a professional career directly or to gain further qualifications with a Master's degree.

Bachelor degree programs at a glance:

[www.bachelor.wiso.uni-erlangen.de](http://www.bachelor.wiso.uni-erlangen.de)





## Learn More Master's degree programs

You can continue on to a Master's course after completing your Bachelor's degree: as of winter semester 2009/10, a total of 9 Master's degree courses will be available at the School of Business and Economics. In addition to the existing degree courses, "International Business" and "International Information Systems" (IIS), graduates with a Bachelor's degree can choose from seven further programs within the disciplines of business, economics or social sciences. A Bachelor's degree is required in order to apply for these Master's courses.

### Courses on offer:

Labor Market and Human Resources  
(Doctoral) MSc in Economics  
Finance, Auditing, Controlling, Taxation (FACT)  
International Business Studies  
International Information Systems (IIS)  
Management  
Marketing  
Social Economics  
Business Education

Master's degree programs at a glance:  
[www.master.wiso.uni-erlangen.de](http://www.master.wiso.uni-erlangen.de)

## MBA - Business Management

The MBA - Business Management is a specially tailored and results-oriented course designed to equip practicing professionals for the challenges of modern management. This professional training is aimed at all managers, who are required to undertake responsible decision-making in complex times of rapid change.

MBA degree programs at a glance:  
[www.mba.wiso.uni-erlangen.de](http://www.mba.wiso.uni-erlangen.de)



## Research

The rich and varied research profile of the School of Business and Economics is based within a global network that draws on local strengths. The interaction of experts from business, economics and the social sciences produces answers to the key research questions in the field.

There are centers of competence combining the research expertise of several chairs in the following areas:

- Labor Market and Workplace Studies
- Economic Policy
- Taxation
- Valuation
- Management
- Marketing
- Information Systems
- Business Education

The results of research undertaken at the School are regularly published in international journals, research reports and textbooks, as well as handbooks for practitioners and management guides.



## Global networks

Whether Europe, Asia, America or Africa—the School of Business and Economics has connections worldwide. With over 100 partner universities in 37 countries the School forms part of an international network. Cooperation with leading universities across the globe allows our faculty to conduct research across discipline boundaries and country borders. For students at the School, this network offers them the opportunity to undertake part of their course at one of the many partner universities abroad and so to broaden their understanding of other cultures.

## Local connections

As the key academic partner in the region, the School is closely connected to business and industry both as an institution and in providing experts. Cooperation with regional and transregional companies from all branches of industry facilitates the direct transfer and practical application of research results. This collaboration also contributes to the improvement of the conditions of research and learning. With funding from four major insurance groups based in Northern Bavaria (HUK-COBURG Versicherungsgruppe, NÜRNBERGER Versicherungsgruppe, KarstadtQuelle Versicherungen, as well as uniVersa-Versicherungen) a subsidized Chair in Insurance Marketing has been established. Companies, such as GfK, TeamBank and MÜLLER MEDIEN support the modernization of teaching and learning facilities by sponsoring lecture halls.

At the heart of teaching and learning are practical activities, such as business plan seminars, case studies and talks by experts from industry, as well as project seminars, excursions, management simulation games and academic studies of companies. For the best students, an extra dose of practical experience can be gained through the sponsorship program. Representatives from companies working both nationally and internationally sponsor selected students for a year, in order to give them an insight into a variety of areas of work and to enable them to make important career contacts.



## A Tradition of Success

The School has produced a whole range of successful and famous graduates in business, economics and social sciences. During their studies in Nuremberg they laid the firm foundations for their later professional careers.

Hall of Fame at a glance:

[www.wiso.uni-erlangen.de/halloffame](http://www.wiso.uni-erlangen.de/halloffame)



*"My degree course at the School of Business and Economics in Nuremberg was excellent preparation for working life."*

**Dr Werner Brandt**

Member of the Executive Board, SAP AG  
Graduated in Business Administration, 1981



*"What I learnt at the School was the ability to think in a structured way, to approach problems methodically and to look beyond the boundaries of your own subject area."*

**Prof Dr Thomas Gruber**

Chairman of Bavarian Broadcasting  
Graduated in Business Administration, 1969



## Alumni Network



The Alumni Network and School Association at the School of Business and Economics (afwn e. V.)

brings together over 1,600 students and graduates, employers and companies, professors and employees of the university chairs, as well as important people linked with the School. At the heart of its activities are the sharing of ideas and the promotion of the School of Business and Economics.

afwn at a glance: [www.afwn.de](http://www.afwn.de)



*"Even today, the discussions we had and topics I dealt with whilst at university serve me well in my professional life."*

**Sebastian Schwanhäußer**

Member of Corporate Management,  
Schwan-STABILO Group  
Graduated in Business Administration, 1992



*"As an economist, I understand that Economics is more than just an academic discipline; it represents a particular state of mind, one which is really quite useful to me in my current work."*

**Dr Ulrich Maly**

Lord Mayor of the City of Nuremberg  
Graduated in Economics, 1987



## Nuremberg—a city with quality of life

The city of Nuremberg with its 500,000 inhabitants provides a unique combination of historic Middle Ages and modern lifestyle, Franconian flair and student life. The rich traditions of this center of trade create an atmosphere that is at once peaceful and vibrant. Nuremberg is host to a large variety of international trade fairs and is home to several global enterprises. A welcome break from research and study life can be found in the range of cultural and social activities on offer in the greater Nuremberg region; opera and theatre, the historic castle and a variety of pubs, museums and galleries. For sports' enthusiasts, Nuremberg provides easy access to opportunities for climbing or hiking in the hills of Franconian Switzerland or for enjoying water sports on one of Franconia's many lakes.

### Nuremberg Highlights

- Frühlingsfest (March)
- Blaue Nacht (May)
- Rock im Park (June)
- Norisring-Rennen (June)
- Klassik Open Air (July and August)
- Bardentreffen (August)
- Herbstvolksfest (September)
- Nürnberger Opernball (September)
- Altstadtfest (October)
- Christkindlesmarkt (December)

Nuremberg at a glance: [www.nuernberg.de](http://www.nuernberg.de)