

GBM Inside

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Universität Augsburg
Wirtschaftswissenschaftliche
Fakultät



SOCIAL DAY
2019

Page 13

GBM'S 10-YEAR
ANNIVERSARY

Page 04

GBM IN
SOCIAL MEDIA

Page 22

Table of Contents

01

FACTS & FIGURES

The GBM class, GBM board and GBM e.V. of 2019

04

GBM EVENTS

See what we have been up to in the past year

04 10-YEAR ANNIVERSARY
06 SUMMER PARTY
07 INTERVIEW DAYS

08 "ERSTI-HÜTTE"
10 ALUMNI EVENT
11 BUDDY GET-TOGETHER

12 OKTOBERFEST
13 SOCIAL DAY
15 CHRISTMAS PARTY

16 RUNNING DINNER
18 LECTURE SERIES
20 BEST PROJECT AWARD

21

DEUTSCHLAND-STIPENDIUM

GBM scholarship holders

22

SOCIAL MEDIA

GBM on Instagram

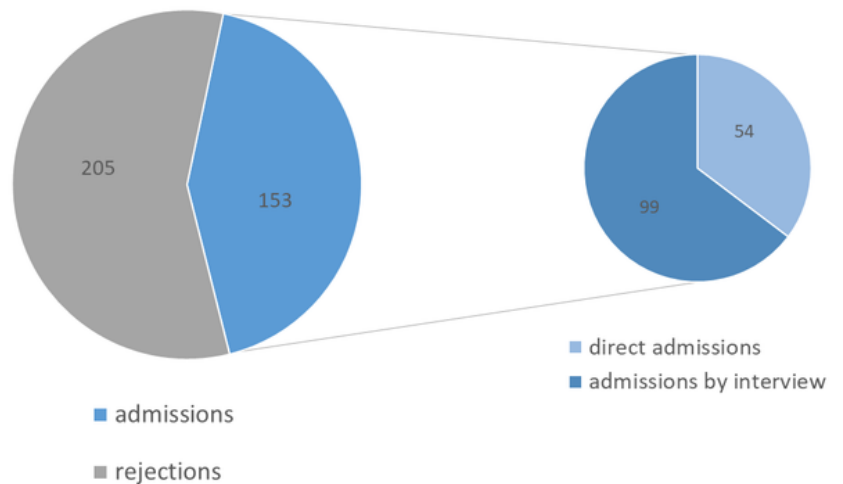


Facts & Figures

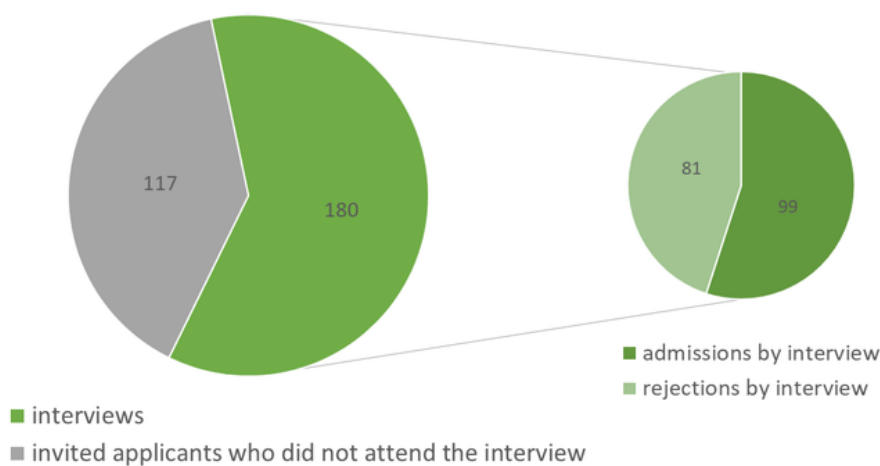
1.7

numerus clausus for
direct admission

GBM APPLICATIONS & ADMISSIONS 2019



GBM INTERVIEWS 2019



3.0

numerus clausus for
interview invitation

1.8

numerus clausus for
admission by interview*

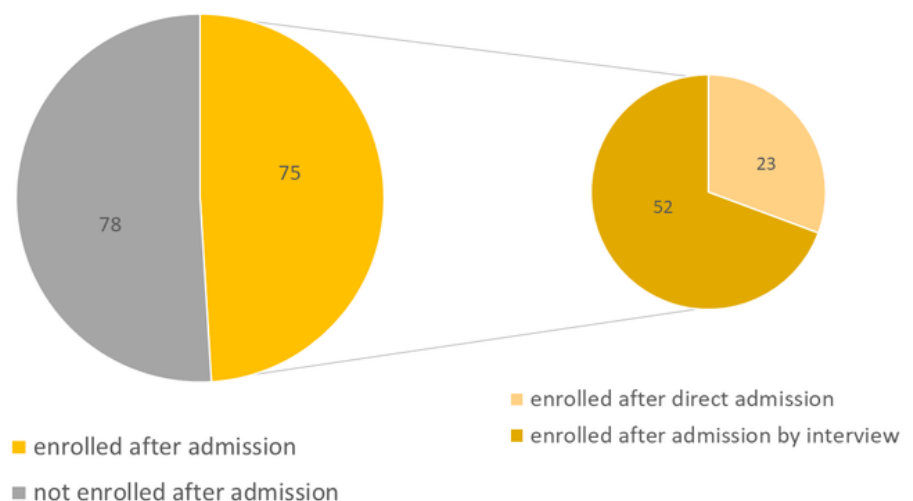
GBM ENROLLMENTS 2019

6

numerus clausus for
waiting semesters

70

planned class size



* combination of university entrance qualification (51 %) and interview grade (49 %)

The GBM Board

The GBM Board, which consists of four professors, a practitioner and a student representative, is responsible for the management and further development of the Global Business Management study programs. The managing director of the faculty and the coordinator of the Bachelor's program serve as long-term advisors to the board.



Prof. Dr. Erik E. Lehmann

Chair of Management and Organization



Prof. Dr. Michael Paul

Chair for Value Based Marketing



Prof. Dr. Wolfgang Schultze

Chair of Auditing and Controlling



Prof. Dr. Daniel Veit

Chair of Information Systems and Management



Hon.- Prof. Dr. Rainer Bernnat

Strategy&



Sandra Briechele

GBM e.V.



Dr. Carl-Martin Preuß

Faculty of Business and Economics



Leonie Hutter

Faculty of Business and Economics

GBM e.V.

THE GBM STUDENTS' OWN "LOBBY GROUP"

The "GBM e.V." is a student initiative of the University of Augsburg and was founded in order to improve the communication between GBM students and professors. Since the Global Business Management program focuses on continuous improvement, students are able to contribute to this process by being part of the "GBM e.V."

Each year in June, a new board is elected by all the members of the student initiative.

Apart from representing their fellow students' opinions and suggestions, the "GBM e.V." board organizes numerous events to foster the spirit among all members. Since the vast majority of GBM students are from other parts of Germany or other countries, every member is glad to have their GBM family in Augsburg. Starting with an orientation weekend before freshman week or a Christmas or summer party, these events offer a good base for new friendships, also between the different years.

Furthermore, the "GBM e.V." is constantly developing the growing alumni network that current students can take advantage of in their future careers when it comes to internships, advice or jobs.



The 2019 board of the "GBM e.V.", from left to right: Lion Wetzler (alumni), Anabel Tinzmann (finance), Gregor Hofmeister (second chairman), Verena Seyfarth (HR), Sarah Schnüppe (events), Alisa Gropper (social engagement), Jannik Tordera (PR), Sandra Briechle (first chairwoman), Natalie Schlachter (IT), Lena Schröder (marketing and communication)

Happy Birthday, GBM!

10-YEAR ANNIVERSARY OF OUR STUDY PROGRAM

Our Global Business Management bachelor program turned ten years old with the start of the academic year 2018/19. We celebrated this anniversary together with alumni, professors, students and participants of the Summer School from the University of Indiana, USA and the University of Bergamo, Italy on June 1st, 2019. The anniversary took place on campus in front of the Faculty of Business and Economics. We were incredibly lucky with the weather, as there was not a single cloud to be seen in the sky on this sunny Saturday.

In the afternoon, the celebration began with a welcome reception. This was followed by an official opening with a speech by Prof. Lehmann, the head of the study program, and Leonie Hutter, our GBM study program coordinator. During this event, the Best Project Award 2018 was handed over to Tanja Cermak for her remarkably well-planned and realized project "A Crowdfunding Campaign for Carbon Bicycle Mudguards". The chairmen of the Global Business Management e.V., David Reber and



Alessandro De Andrade Lausch, also took the floor. Afterwards, David Audretsch, a professor at Indiana University, gave a short speech about globalization in studies and American-German friendship. This was followed by the alumna ThyDiep "Yip" Ta from the first GBM year in 2008 with a 15-minute "connection" exercise, which allowed the guests to get to know each other closely in a short time. After dinner, we had a casual evening program between balloons, fairy lights, pavilions and various seating arrangements. There was a pub quiz, table football was played and we had a lot of fun in the photo box. The photos are still a wonderful souvenir of the beautiful evening. In addition, the GBM e.V. proudly holds a memory and guest book in hands, which was created that evening.



All in all, it was a very successful evening. There could not have been a better way to celebrate GBM's 10th birthday!



Summer Party 2019

The GBM e.V.'s annual summer party took place on July 25th. After a long day full of interviews with the potential new GBM students, we all met in the beer garden of the Zeughaus. We were able to enjoy the beautiful summer evening with delicious food, drinks and nice conversations.

Everyone had the chance to chat with their friends. In the course of the evening the we mixed up the seating so that new conversations could take place. Furthermore, students of different years got to know each other better. We were especially pleased that our GBM master students and their study coordinator joined us as well.

The atmosphere was, as always, very positive and relaxed so that some students ended the evening together in a bar after the beer garden.



The summer party was a great way to end the semester and the board of directors were thrilled with the great turnout and participation in our event.



GBM Interview Days 2019

THE NEXT GENERATION OF THE "GBM FAMILY"

On July 25th and 26th, the interviews for future students of the GBM program took place once again. About 300 applicants were invited for a personal interview and had the opportunity to present themselves as suitable candidates for the Bachelor's program.



After the initial presentations, during which the candidates received the most important information about the program and the "GBM e.V.", the 15-minute interviews began. These took place between a candidate and a professor, a research assistant and a member of the GBM e.V. Each applicant was asked to talk about his or her international experience, social commitment, practical experience and their motivations for applying to the GBM bachelor's program.

Many applicants already speak several languages and have gained experience in different cultures through many trips. Some have even completed an apprenticeship domestically or abroad. But they all have one thing in common: a thirst for knowledge, a desire to travel, an interest in an international and socially conscious business career and the desire to make their Bachelor studies something special.

Following the interviews, the applicants had the opportunity to get to know their prospective fellow students during campus tours. Current students of the second, fourth or sixth semester guided groups of up to 20 people through the beautiful campus of the University of Augsburg.

These days are also something very special for current students. They have the opportunity to actively participate in selecting their future fellow students and to convey the spirit of the GBM family to them. It felt as if their own interviews were only yesterday - time flies when you have a great time and in just over a year, these students will be the ones to welcome the prospective freshmen.



"Ersti-Hütte" 2019

MEET THE NEW FELLOW STUDENTS IN BAIRAWIES

At the beginning of their studies, our first-year students had the opportunity to take part in the "Ersti-Hütte" (a weekend of getting to know each other). It took place one week before the official orientation week at the university. It is becoming a tradition that the weekend starts with a joint breakfast at the university, where the recently arrived freshmen have the first opportunity to get to know their future fellow students. Afterwards, we take a bus

to a small but picturesque village called Bairawies.

During the weekend, the students enjoyed some presentations with useful points, since for the majority of them it was their first semester at university. To ensure the freshmen enjoyed a good start into student life, all questions were clarified.

However, the weekend was not only devoted to academic affairs. The members of the GBM e.V. had prepared several games to ease things up. The aim of the "Ersti-Hütte" for the freshmen is not only getting prepared and receiving information about their studies but also getting to know life as a student, discovering Augsburg as a home and making friendships within the program.

Even weeks after the event, the students were still talking about this unforgettable trip. Since the official orientation week took place one day later with a much larger group of participants, every GBM student was happy to see some familiar faces they already knew.





Meet the GBM class of 2019!



GBM Alumni Event 2019

As usual, the exchange between and among the program years was the main focus of this GBM event. The GBM e.V. is always keen to enhance interaction between different years of the GBM program. So far, the focus has been on current students. However, in order not to lose sight of former students, students and alumni came together at an event in Munich on October 10th, 2019.

After a welcome by Prof. Lehmann and Thy-Diep Ta from the first GBM year as well as a fun round of introductions, the participants were divided into groups and asked to give free rein to their creativity for a short, fun activity. After the atmosphere was relaxed, they tried to collect ideas and suggestions for a better communication between students and alumni. Since then, the GBM e.V. has used these results to expand the network of GBM students.

We also got the chance to listen to four exciting keynotes on the topic "What is good leadership?" Exciting facts and experiences were presented and finally discussed in a lively way. The evening was concluded with a casual get-together with drinks and snacks.

EXPERIENCE LEADERSHIP

Was Dich erwartet:

18:30 - 19:00 Uhr
Begrüßung & gemeinsame Vorstellungsrunde
Prof. Dr. Erik Lehmann (Initiator GBM), Thy-Diep Ta (1. GBM-Jahrgang)

19:00 - 20:00 Uhr
 4 x 7 Minuten **Popcorn-Keynotes** mit moderiertem **Q&A**
Panel: Was ist good leadership?
Dr. Alexander Starnecker (GBM-Koordinator 2009-2012), Thy-Diep Ta

#1: Leadership auf dem Feld:
 Vom (Profi-)Sport führen lernen
Thilo Plikat (Head of Business Development GermanPersonnel e-search GmbH, 1. GBM-Jahrgang)

#2: Game-Changing Leadership starts with listening
Andreas Elsässer (Geschäftsinhaber elsässer GmbH)

#3: Self-Leadership: Wie bleibe ich am Ball?
Veronika Schweighart (Co-Founder und COO Climated Health, 1. GBM-Jahrgang)

#4: Theorie trifft Praxis: Führung aus der Sicht eines CFO
Stefan Rampf (CFO Rentschler Biopharma)

20:00 - 20:10 Uhr
Studierende x Alumni - Perspektive User Experience
Lion Wetzel (Vorstand Bereich Alumni GBM-Verein, 11. GBM-Jahrgang)

20:10 - 21:00 Uhr
Co-Creation Workshop:
 Wir und das GBM Alumni Netzwerk... quo vadis?
Isabella Wagner (4. GBM-Jahrgang), Thy-Diep Ta

ab 21:00 Uhr
Gemütliches Beisammensein

GBM ALUMNI EVENT 2019
DONNERSTAG, 10. OKTOBER 2019
 GermanPersonnel e-search GmbH
 Hauptstr. 8
 D-82008 Unterhaching




This successful event has allowed the GBM community to grow. Our goal for the future is to use the experience and know-how of the alumni to support current GBM students on their way through university and into post-graduate life.



Buddy Get-together

Over the years, the "GBM e.V." has developed a "buddy system" to improve communication and interaction not only between students of the same year, but also between different years. In addition, this system helps new students to get used to university life and the city during their first months at the University of Augsburg and to have a personal advisor for all their questions.

In order to realize this idea, the students of the third semester volunteer as "buddies". They are then matched with a first semester student, for whom they act as contact persons. This individual contact enables a closer connection between the years and improves the overall integration within our study program.



We believe that this buddy system is able to build friendships and relationships that go beyond the program. Furthermore, it is important to us to support our new GBM students to feel home in Augsburg as soon as possible and show them that there is more to it than just studying at the university. In order to help the buddies make their first contact and break the ice, in October, we organized a "buddy get-together" for all third and first semester students to get to know each other. Due to the large number of participants, subgroups met in different places first and talked over drinks and/or dinner. This way the students did not only get to know their own "buddy" but also the buddies of their friends. Finally, everybody met at a local club to celebrate the new friendships.



GBM Oktober- fest 2019

One of the most well-known traditions of Bavaria is the world famous Oktoberfest.

As the “GBM e.V.” wanted to give the students the opportunity to gain the experience of an Oktoberfest, we organized once more a “GBM Oktoberfest” to which all current students were invited. This year, it took place in the “König von Flandern” where we also had celebrated last year. It is a very traditional restaurant, located directly in the heart of Augsburg, and offers delicious typical Bavarian food and drinks. As we wanted to capture these moments together, we provided a photo booth for all of the students to use. Furthermore we offered good music, “Brotzeit” platters and of course plenty of chilled Bavarian beer. In the course of the evening, more and more students, well-dressed in the traditional Oktoberfest wardrobe, showed up. Eventually we celebrated with about 100 students, studying in different semesters. We had the perfect mixture of experienced students and new students and it made for a great opportunity to catch up with old friends and make new friendships as well. Time flew by with good conversations, lots of fun and at 11 pm, the event was officially over.

Afterwards, many students joined the after-



party in the clubs of Augsburg, which are located in the “Maxstraße”, very close to our Oktoberfest location.

All in all the GBM Oktoberfest was once again a huge success and the perfect opportunity to meet other GBM students. Everyone had a great time and the feeling of having a “GBM family” was proven to be strong yet again.

Many thanks to everyone who participated this year!

Social Day 2019

This year our annual “Social Day” took place for the eleventh time. On November 13th, our students visited a total of eight different social institutions to support their work for one day. For us, the social component in our course of studies is very important, therefore it is essential to us to maintain events like this. In a very profit-oriented world, we see the “Social Day” as an opportunity to take a different perspective and to help people who have had to cope with sometimes severe setbacks in their lives, are ill or need support for other reasons.

A big thank you goes out to our numerous participants, but of course also to the institutions that welcomed us with open arms. They took the time to explain the concept of the institutions to our students and to think of tasks that were on the one hand helpful, but on the other hand also a lot of fun for the participants.

Like every year, the students visited the institutions in small groups. After a very warm welcome, the situations and challenges of each organization were described to the students. Afterwards everyone started with their tasks.

The students spent the day with the most diverse tasks. They built wooden hotels for wild bees for the “MutMacherMenschen” with mentally ill people, helped to set up the Christmas market in the social department store “Contact”, made beeswax wipes for the Christmas market sale to benefit projects of the volunteer center “Freiwilligen Zentrum Augsburg” and painted rooms for homework supervision of the “Stadtjugendring”. In addition, they helped with the distribution of food in the SKM warming room, played board games, read stories, baked and much more with dementia patients in the old people's homes “Christian-Dierig-Haus” and “Bella Vita”.

At the end of the day, all participants, the board of directors of the GBM e.V., as well as Mr. Krell (director of the Augsburg Volunteer Center) met to wrap up the day. Each group was given time to present their special project to everyone and show photos. Three institutions were supported with financial donations:

- #1 (400€): Stadtjugendring Fabrik Jugendwerk Lechhausen
- #2 (250€): SKM Augsburg
- #3 (200€): MutMacherMenschen

Afterwards, there was pizza for everyone and discussions about the day. Many thanks again to the “Freiwilligen Zentrum” for their steady support with the coordination, to Augusta-Bank eG Raiffeisen-Volksbank, AAB Leasing GmbH and the Stadtparkasse Augsburg for the generous donations and of course to all participants for their commitment!



Christmas Party 2019

Our annual Christmas party has evolved to an essential event of the GBM calendar and provides the perfect send-off for the year.

This year's Christmas Party took place on December 9th in another location than in the last years; the Bürgerhaus Pfersee. The GBM e.V. decorated the room to get the right Christmas feeling and made sure that there was enough mulled wine and cookies for everyone. Not only is our annual Christmas party a chance for students of all semesters to get in touch with each other, it additionally provides a nice event to say farewell to the whole year. After all students had arrived at the location, the program of the evening started. After singing a round of

well-known Christmas songs such as 'Silent Night', our fellow students found themselves in a creative challenge to recast those lyrics to quite different melodies. Those lyrics were later humorously performed. Later that evening, as our special guest, Santa himself dropped by and payed our Christmas party a visit. Santa did not come empty-handed since he had a poem with him in which he reviewed all the fun moments of the year and caused a lot of laughter. Thanks again Santa, for finding the time! Later, as the evening went on, the most creative Christmas outfit and the prize for the best cookies were awarded. All in all, this pleasant evening ensured a contemplative and memorable end to the year.



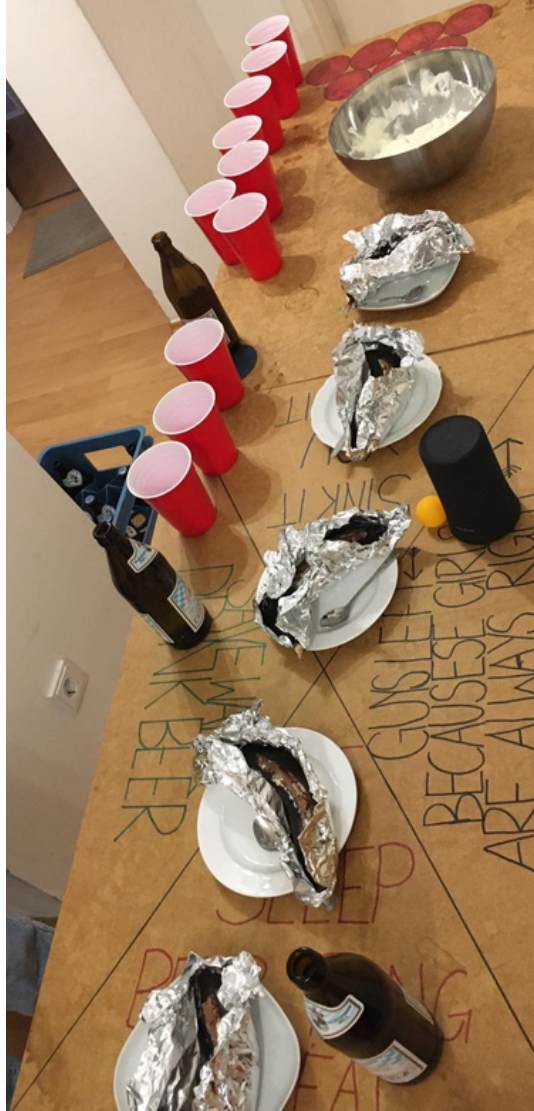
Running Dinner

DELICIOUS FOOD, GOOD CONVERSATIONS AND AN EXCHANGE BETWEEN THE PROGRAM YEARS

In January of 2020, a GBM Running Dinner took place for the second time. Cooking is always done in pairs, and six students eat together at a time. Two participants register as a team that meets two other unknown couples per course. Each team cooks once per evening in their own kitchen - whether starter, main course or dessert - which has been arranged by the organizers in advance. It is always amazing: even though it may be the first time that you have met each other, it is incredibly easy to have fun and deep conversations during the shared meal. It is sometimes even a pity that you have to change the location after a course. Yet, the nice thing is that new, interesting fellow students (and more delicious food) are waiting for you in another kitchen. After dinner, the party continued at Peaches, a club in Augsburg.

Spending an unforgettable evening together, meeting new people, cooking, eating and having fun - the idea brings people together and encourages interaction between the all of the students, so that the GBM community continues to grow together.





Lecture Series

In the winter term 2019/20, the GBM e.V. initiated a series of lectures in order to give students insights into the business world.

Lecture 01: Career and Leadership in Digital Times (January 1, 2020)

Under the title "Career and Leadership in Digital Times", three speakers gave personal insights into their everyday work. In particular, they discussed the role that digitization plays in their job portfolio as well as in the "interpersonal sphere" (e.g., in managing employees).

Allianz Technology

Verena Rappel is Head of the CEO Office at Allianz Technology. Allianz is market leader in the insurance business in Germany and serves 92 million customers in more than 70 countries worldwide. Verena Rappel has completed the Executive Assistant Program,, which offers the opportunity to become the right hand of the Management Board.

McKinsey & Company

Anna Maria Oberländer is a Senior Consultant at McKinsey & Company in the Advanced Industries and Financial Services division. McKinsey & Company is a leading management consultancy for top firms in Germany and worldwide.

Deutsche Pfandbriefbank AG

Anna Neumeier is Associate Director Digitalization at Deutsche Pfandbriefbank AG. PBB is a leading specialist bank for financing commercial real estate and public investment projects - with a focus on Europe and the USA. The bank is listed on the stock exchange and is a leading Pfandbrief issuer.



Lecture 02: Corporate Social Responsibility at IKEA (January 13, 2020)

We were very pleased to welcome a representative of the multinational furnishing group **IKEA** to our faculty. Janna Dietrich, IKEA's Sustainability Compliance Auditor, took the time to give a presentation at our Faculty of Business and Economics. The big topic of the day was Corporate Social Responsibility and all related aspects. In addition, Janna Dietrich gave us an insight into her work as an auditor and showed us

what goals and standards IKEA has set for itself in this area, what IKEA has already achieved and the path it is following to achieve these ambitious goals. In this context, Global Business Management students as well as students of various other study programs were able to expand their knowledge in a field of modern business administration that is becoming increasingly important. The response has been extremely positive. After the lecture, several students approached the speaker to thank her for her presentation. The job description of the Sustainability Compliance Auditor, which was examined in detail during the course of the lecture, was previously unknown to many students. Thus, a world opened up to them in which they might see their future.



Lecture 03: Online Seminars with MLP

The first half of the year 2020 was dominated by COVID-19. As a result, we had to cancel the rest of our planned events of the lecture series, such as the Assessment Center Training executed by our partner MLP and a factory tour. However, we did not want to let

the lecture series end already. So, we talked to our contact person of MLP and we organized two different types of online seminars replacing the canceled Assessment Center Training.

Financial Education Seminar (May 27 & 29, 2020)

In this online event, our students were able to learn about the most important topics of financial planning, how they can avoid frequent mistakes, to understand the interactions between different financial areas and how to take personal responsibility today regarding the future.

Tax Seminar (May 6, 2020)

The second part of the online seminar series was about taxes and how you can take advantage as a student concerning the tax declaration. The attendees learned specifically which costs are tax deductible, what advertising costs and special expenses are, what deadlines are relevant and how all of this relates to their study program.



Best Project Award 2019

Once a year, the Best Project Award is granted for the best project carried out in the GBM study program. The award is assigned across all project categories, that is, social, start-up, business, environmental, research and other projects.

The supervising chairs nominate outstanding projects for the award. An outstanding project is characterized in particular by an outstanding idea and/or an outstanding realization as well as a strong interest of the student to continue the project beyond the end defined in the agreement of objectives. The jury (the GBM Board) will then choose from the proposals received during the annual meeting in January/February.

This year's Best Project Award went to **Selina Illenseer** for the project "**Salamat**" (Filipino for "thank you"). Congratulations!



The aim of the project was to organize a flea market together with students of Langogan National High School in the Philippines. Selina Illenseer worked together with the school's business class to teach the students the basics of public relations, sales and organization. As a basis for this, the students received a concept developed by her. The school was financially supported with the profits made. Since Langogan is a very poor region, a clothing donation campaign was first organized in Germany and the prices at the flea market were set very low, so that everyone was able to buy clothes. The shipping costs for the clothing donations were covered by sponsors, otherwise the project could not have been carried out. For this reason, the search for sponsors represents another important part of the project. The project was especially important to Selina Illenseer, because in 2016 she herself was a student of Langogan National High School for three months.



Scholarship holders of the "Deutschlandstipendium" 2019 in the GBM program



Sandra Baumann
(class of 2016)



Lara Baur
(class of 2016)



Marius Busse
(class of 2016)



Laurin Class
(class of 2016)



Jonas Finkle
(class of 2016)



Anaís García González
(class of 2017)



Felix Gutsche
(class of 2016)

Many thanks
to all sponsors!



Benedikt Krämer
(class of 2016)



Theresa Lell
(class of 2018)



Michaela Lindenmayr
(class of 2016)



Kathrin Lutz
(class of 2017)



Xena Striebel
(class of 2018)

Social Media

To give our members and other interested parties better insights in the activities of the "GBM e.V.", we always keep our social media channels Facebook and Instagram up to date and provide all important information and remind students of specific dates or upcoming events. With these accounts we aim to increase our online presence and present our strong community to prospective students.

For one of our most popular and interesting campaigns, we invited GBM students who were spending a semester abroad to do an Instagram takeover. Each of them had the opportunity to give an insight into their lives in another country and at another university via Instagram stories for one day. With these takeovers, we wanted to give our third and first semester students the opportunity to get additional information and support in deciding on their future study abroad program. At the end of each takeover, they had the opportunity to ask questions of our students abroad. Since it was already the second year in which we posted such

takeovers, we were aiming for more variety and were able to provide insights in new destinations like Colombia, Japan, Lebanon, Brazil, Finland, Malaysia and Korea. For the first time we did not only provide insights in the daily life at a university abroad, but also in an internship. Laura took over our Instagram and showed us her work life at Siemens in Istanbul, Turkey. All the takeovers from these and many more countries can still be viewed in our highlights on Instagram [@globalbusinessmanagementev](https://www.instagram.com/globalbusinessmanagementev).

Another campaign we started in September 2019 is called "favorite photo from abroad". Students who already returned from their time abroad sent us a picture of their highlights during their travels. With this campaign, we want to show the favorite moments of our students during their studies and show that each semester abroad can look very different. On the next page, there are some examples of this year's favorite photos.

Furthermore, we are always posting stories about our recent events like our Oktoberfest, Running Dinner, Social Day, Ersti-Hütte and many more. Those stories are also saved in our highlights and can be viewed at any time.





globalbusinessmanagementev
Moraine Lake

...



globalbusinessmanagementev
Toronto, Ontario



globalbusinessmanagementev
Capetown, Southafrica

...



globalbusinessmanagementev
Rainbow Mountain

...







TAKEOVER
Osaka



TAKEOVER
Madrid



TAKEOVER
Florianópolis



TAKEOVER
Beirut



TAKEOVER
Kuala Lumpur



TAKEOVER
Mendoza



TAKEOVER
Istanbul



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