

limes international



The semester magazine for international partners, students, and parents No. 12, August 2014

- New Buildings, New Rooms, New Furnishings

Under Full Power – Innovating the Energy Revolution

The laboratory for Electrical Drive Technology and Power Electronics introduces itself

Aalen University Presents in Lima



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Dear Students,

Aalen University is shaping the future, with the help of industries, of the East Württemberg region and beyond. For years, Aalen University has been one of the strongest universities of applied sciences in Baden-Württemberg. In the past seven years, Aalen University has been, measured by acquisition of external funding, research and publications, the leading university of applied sciences in Baden-Württemberg. The professors and staff members all conduct research in areas relevant to the future, such as renewable energies, a cross section of various disciplines. In mechanical engineering the latest technologies of electric mobility are being

explored. Current developments are being made in the fields of data security and healthcare, and researchers are at the forefront of the fields of computer science and healthcare management. Limes begins this issue with a new theme: Looking at important fields of the future, and what projects Aalen University is engaged in to develop these. We kick off with “Digital Networking” as one of our future trends, which will have a far reaching impact on our lives and our work. After a year full of solemn anniversary celebrations, we look forward, motivatedly, ready to contribute our energy to a far-sighted view of the future.

A handwritten signature in blue ink, appearing to be 'G. Schneider', written on a light-colored background.

Prof. Dr. Gerhard Schneider
Rector of Aalen University



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New Buildings, New Rooms, New Furnishings



Lots of construction is currently underway at Aalen University. With the renovation of existing buildings and new leases in Gartenstraße and Mercatura, the university has physically been given some air in recent months. But the space deficit is still large, and so the opening of a new auditorium / lecture hall on the Beethovenstr. campus is joyfully awaited. It should be completed in May of 2014. It will be followed, a little while later, by the newly emerging EU flagship project “Innovation Centre Aalen”, in the Burren Campus, funded jointly by the university and the city of Aalen.

Also decided over the summer was that the cooperation between the two campuses should definitely continue. The Building Management equipped further rooms with electro-acoustic systems. Various seminar and meeting rooms also received monitors. To enable events with fixed seating assignments, all rows of seats in the auditorium were numbered.

For confidential meetings, a new meeting room was set up within the building at Beethovenstraße 1. The existing meeting room adjacent to the reading room received a modern screen and was updated technologically. The adjoining room of the cafeteria in the Burren campus was converted into a general meeting and group space. This can also now be booked for a longer period if required – for example, a student project work. Studentenwerk Ulm refurbished the cafeteria at the Beethovenstr. campus in time for the start of lectures. The snack machines were repositioned and replaced in part by newer models.

The university is also awaiting an improvement of outdoor facilities at Beethovenstr. Lawn chairs and couches were set up for students to relax in good weather. There are also improvements for children: The disabled toilet in Beethovenstraße (Room 118) now includes a changing table, as well as a changing and shower area in the basement (Rooms 073 and 074), these have also been recognized as official nursing areas for mothers. Last but not least, architectural firm Behnischbau's plans for the next phase of renovating Beethovenstrasse are moving along with great strides. The preparations of Building Management and Property and Construction Baden-Württemberg (*Gebäudemanagement sowie Vermögen und Bau Baden-Württemberg*) are running in full swing. It will continue at the beginning of 2014.

■ Heiko Buczinski





research

research

August 14 times

6 Under Full Power – Innovation in the Energy Revolution

The laboratory for electrical drive technology and power electronics at the Faculty for Electronics and Informatics of Aalen University has been, for around 15 years, led by Prof. Dr. Heinrich Steinhart. The focus of the research activities in the field of drive technology is the design and simulation of electrical machines and novel control methods. In the area of power electronics, several projects are being run about

the ideas of electrical supply and power drawn from the power grid. Recently a new system for monitoring wind turbines, as well as a control and regulating module was developed for battery storage, which is used in photovoltaic systems. The overall objectives are to optimize the efficiency, the energy efficiency of electrical machines and the resource-saving energy. Numerous projects are being carried out in cooperation with small and

medium companies and are making valuable contributions to the implementation of the energy policy and strengthening the innovative capacity of the region.

Generating enthusiasm for the subject is his motivation

After training in telecommunications electronics, Professor Steinhart studied for a degree in electrical engineering at the University of Karlsruhe, with a specialization in electrical drives and power electronics. As a researcher, he earned his doctorate at the local Electro-technical Institute as part of a cooperation project with RWTH Aachen and the Nuclear Research Centre Karlsruhe. His first professional experience in the industry was research and development at Daimler. “A particular concern of mine was always building interest in my subject, especially in students” recalls the professor, adding: “The reputation of Aalen University enabled me to both teach and research new priorities in power electronics.”

The working group in the laboratory is currently composed of six academic staff. Additional staff is composed of students currently completing academic work in the course of their Bachelor and Master’s studies. As Vice-Rector in charge of research, Prof. Steinhart made, between 2001 and 2008, valuable inputs for further expansion of the university’s research activities. In addition, he built up the Steinbeis Transfer Center for electrical drive technology and power electronics.

The laboratory for electrical drive technology and power electronics has been extremely successful acquiring outside funding for research and development activities in the past five years. Thus, more than 25 externally funded projects were produced with a total funding of just under 3 million euros. Approximately half of these projects were funded by state and federal ministries, and the other half funded directly by companies. A program from which Professor Steinhart has sought funds is the ZIM, the Central Innovation Programme (*Zentrale Innovationsprogramm Mittelstand*) SME of the Federal Ministry of Economics and

Technology. Both the university and the cooperating companies receive funding to work together to develop a new product or process, sometime to bring it to market. In the past, companies in the region have especially benefitted from the expertise and regional infrastructure of Aalen University, including GTS GmbH in Mögglingen, PVATePla Analytical Systems GmbH in Westhausen, GEA Bock GmbH in Frickenhausen, or MSB Electronics and Appliance Engineering GmbH in Crailsheim. The avid hobbyist-pilot Steinhart says “It has always been a concern to promote the transfer of energy to the region. In particular, the cooperation with middle-sized companies in the region brings me great joy. And my research employees also benefit. In the past, about half have taken over projects from our partner companies. In my view, a form of technology transfer, which is particularly sustainable, is the creation of long-term partnerships with close cooperation”.

New interconnection to save batteries

In the meantime, the expertise of the laboratory is known throughout Germany. This laboratory has been repeatedly invited by national

companies to participate in joint projects in demanding programs. They will, for example, start a new project soon with the Federal Ministry of Education and Research, as part of the tender ICT 2020 – Encouraging Research for Innovation. In addition, Aalen University is also involved in the three year project “Cell-Booster”, the Fraunhofer Institute for Solar Energy Systems in Freiburg, Varta Storage GmbH in Nördlingen, and MSB Electronics and Appliance Engineering GmbH in Crailsheim. The aim of these projects is a solution for battery storage at low voltage levels; the factors of operating life, energy efficiency, and cost are given special consideration. “The share of renewable energy needed to meet national energy needs will have almost doubled by 2020. To this end, a fundamental system of restructuring the energy supply is needed”, says Steinhart, adding “In particular, the increase in the proportion of fluctuating energy networks and the integration of energy storage to the grid. Here our project will set new standards by making an important contribution to the intermediate storage of energy from photovoltaic sources in batteries”.

Ralf Schreck
Research & Transfer

International Distinction



With regard to the sustainable development of the industrial sector, energy efficiency is an increasingly important topic. For their successful research in the field of energy-efficient production, Aalen University was awarded a prize at the international conference “Flexible Automation & Intelligent Manufacturing” (FAIM). At the event in Porto, Portugal, the contribution “Dual Energy Signatures Enable Energy Value-Stream Mapping” won the “Best Paper Award”. Behind the successful linkage of energy-related issues with modern production systems are Prof. Dr. Egon Müller (Technical University of Chemnitz) and Prof. Dr. Rainer Schillig and Timo Stock (both from Aalen University).

“By means of dual energy signatures, we can determine the value-added and non-value-added time and energy consumption in the manufacturing process. Any kind of waste is thus seen”, explains Timo Stock, and he adds “Value chains can, with our approach, be holistically analysed and improved in terms of time and energy use”. The paper was written under the direction of Prof. Dr. Rainer Schillig, part of a group of researchers on the topic of design of energy-efficient value chain leads at Aalen University for almost two years. Within this group, he is responsible for the research activities

carried out by Timo Stock. Timo has been a research associate and doctoral student at the university since November 2011, as well as the Chair of “Factory Planning and Factory Management” with Prof. Müller in Chemnitz. “Winning the ‘Best Paper Award’ will show the relevance of applied research in both scientific and practical matters”, said Professor Schillig. ■ schill/sto



current RESEARCH

Threefold success in federal programme

In the federal programme “Research at Technical Universities”, three working groups from Aalen were successful. The funding line of “FHprofUnt” was promoted with the aim of increasing knowledge and technology transfer between universities and businesses.

The funding line “IngNachwuchs” was promoted with the aim of guiding young engineers through the promotion of research and practical issues. A total of 700 hundred applications were received, of which only about 5 succeeded. Prof. Dr. Rainer Borret, of the Centre for Optical Technologies, directed the VREIFORM Project through “IngNachwuchs”.

The aim of this four-year project, which receives around 430.000 Euros, is (semi-) automation of the polishing process of master moulds for injection moulding. Two requests from the Institute of Materials Research at the university were also supported. In a project from Prof. Dr. Gerhard Schneider and PD Dr. Dagmar Goll, innovative high-performance magnets will be made into new, harder magnetic phases. Robert Bosch GmbH and Magnetfabrik Bonn are both involved in the joint project, as well as KIT Karlsruhe.

The second approved project is supervised by Dr. Alwin Nagel and Prof. Dr. Volker Knoblauch, and aims to develop cost-efficient mass production of components made of metal-ceramic components with a penetrating structure. A new method of gas-pressure infiltration will be used and further developed for this project.



1,4 Million Euros for the Improvement of Research Infrastructure

The improvement in research infrastructure at universities of applied sciences in Baden-Württemberg was the focus of two recent calls for funding. Those who would especially be supported are research-active groups which have demonstrated their research performance by obtaining third-party funding and other criteria. The programme, aimed at boosting mid-level academic staff, secured six positions for scientists with a maximum duration of three years. The mid-level positions will be used to deepen and further disseminate research activities to attract additional external funding and qualified young scientists. The programme for the support of the improvement of instrumentation received 90 applications from across the country. In Aalen, Professors Kallien (Emission Spectrometer), Merkel (Dynamometer), Nausüß (Mass Spectrometer), Schneider (Hysteresegraph), and Steinhart (Network Analyzer) have all received new research equipment.



Dorota Sich with
Prof. Frick (Right)



Fresh PhD's

Several PhD's were recently successfully completed at Aalen University. The polymer chemist Dorota Sich received her doctorate at the Technical University of Dresden. In the framework of cooperation between the Institute for Polymer Science and Processing under the direction of Prof. Dr. Achim Frick and the company ElringKlinger Kunststoff GmbH, they examined the characteristics of a new fluoro-polymer material which is injection moulded and has significant advantages over Teflon. The doctoral thesis of Dominika Dabrowska was conducted under a cooperative programme between the Teesside Business School (UK) and the Faculty of Economics at Aalen University. In Aalen, the work was supervised by Professors Dr. Robert Rieg and Dr. Peter Gentsch. Dabrowska developed a set of quality characteristics which makes it possible to automate previously unused data from social media contests which could then be explored. At Glasgow Caledonian University, Christian Maier received his doctorate degree from the Faculty of General Mechanical Engineering. The work was supervised by Aalen Professors Dr. Wolfgang Pannert and Dr. Winfried Waidmann. The subject of research was the localization and visualization of sound sources to an acoustic camera, and its simulation. Christian Böhnlein's thesis was in the use of gas injection technology for forming three-dimensional fluid-carrying tubes. The work was supervised by Prof. Dr. Lothar Kallien, head of the Foundry Laboratory of Aalen University, and Prof. Dr. Babette Tonn of the Technical University of Clausthal.



Christian
Meier with
Prof.
Walcher and
Waidmann
(from right)

Christian
Böhnlein with
Prof. Kallien
(right) and Prof.
Babette Tonn

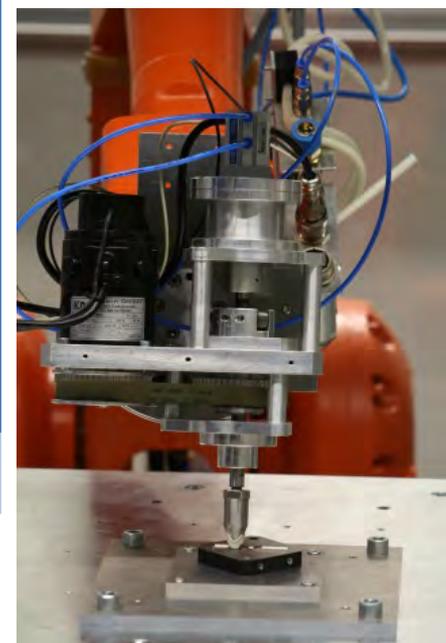




Science Minister Theresia Bauer (right) shows great interest in Aalen's research projects

Nobel Laureate Up Close

PD Dr. Dagmar Goll recently unveiled, to a high-profile audience, the latest research findings from the Institute of Materials Research at Aalen University: The annual Nobel Laureate Meeting in Lindau, to which 35 Nobel Laureates and more than 600 international young scientists had been this year invited by the State of Baden-Württemberg, traditionally ends with a boat ride on the MV Sun Queen. Under the motto "Your first step to Stockholm: Baden-Württemberg", specially designated universities and institutions were given the opportunity to present their research. On board was Dagmar Goll, who presented work on the isolation and characterization of new magnetic materials in the thematic focus "New Materials". According to Dr. Goll, in recent years, the need for new magnetic materials has increased greatly. Firstly, the materials currently used are based on rare-earth metals, which are expensive and scarce. Because of this, other innovative magnetic materials with tailored properties for applications in the fields of renewable energy and electric mobility must be found.



Robot polishing an injection mould for plastic lenses

Research for and with the Region

Research and technology transfer in the region is a special concern for Aalen University. As the central research platform, it is involved in numerous networks, cluster initiatives, and research alliances. It thus makes significant contributions to the realization of the innovation potential of small and medium-sized enterprises (SMEs), but also is a world leader in Ostwürttemberg and beyond. An example of the regional activities of the university is the “Central Innovation Programme SME” (ZIM [*Zentrale Innovationsprogramm Mittelstand*]) of the Federal Ministry for Economics and Technology. In 2012 and 2013, Aalen University’s 20 ZIM Cooperation Projects with SMEs were promoted, the majority of these taking place less than 1 hours’ drive from Aalen. Through this scheme, both the university and the participating companies receive funding for a joint one-to-three-year project. For the students, who often complete their dissertations in these projects, or project staff who collect work experience, it is possible to make contacts with potential employers in the industry. Not infrequently, they are hired on by the companies directly after the completion of their projects. New to the promotion, for example, is a project of Prof. Dr. Herbert Schneckenburger and J&M Analytik AG of Essingen, to develop a novel lens module for microscopy of living cells and organisms, a project of Prof. Dr. Ranier Schmidt and FNT GmbH from Ellwangen to develop a software for the automation of IT resources and workflows, and a project of Prof. Dr. Ranier Börret with Novoplan GmbH in Aalen and other partners to develop a semi-automated process chain for producing electroplated objects formed in mould inserts for retro-reflectors.



Merry Metallography:
The prize-winning Lama-
Magnet

Prize for Researchers from Aalen

Prof. Dr. Rainer Schilling and Timo Stock of Aalen University were awarded first prize for a conference paper written with the participation of Prof. Egon Müller (Chemnitz University of Technology). Three prizes went to Aalen University's Institute for Materials Research (IMFAA) at the 47th meeting of the German-Metallography Society for Materials Science in Friedrichshafen on Lake Constance. Johannes Herbst won first place in the "Struers Best Poster Award" for his poster "Temperature-Dependant Measurement of the Intrinsic Properties of Hard Magnetic Alloys by Light Microscopy". Roman Karimi secured the first prize in the category "Joyous Metallography" for his picture "Magnet-Lama". Additionally, a publication of Carmen Hafner, Dr. Timo Bernthaler, Dr. Volker Knoblauch and Dr. Gerhard Schneider was awarded third place among all publications of the past year in the journal "Practical Metallography"

Compilation of the messages and contact: Ralf Schreck (Research & Transfer), Ralf.schreck@htw-aalen.de



Mechatronic and Engineer Education Celebrate

In October, the course of study Mechatronics celebrated its 50th anniversary and the course of study Engineering Education its 10th. The deacons Prof. Dr. Peter Eichinger and Prof. Dr. Marcus Liebschner greeted the guests with SWR Moderator Raymond Contrael. A lecture “Mechatronics in Microsurgery”, was given by Dr. Werner Nahm of Zeiss Meditec. Many experts from the industry, research and the university were involved in subsequent discussions. The respective best graduates of the last year in the courses of study of Mechatronics, Technical Writing, and Engineering Education were awarded a cash prize of € 300. After the official ceremony, participants were invited stay for a tour of the Burren campus, and the “Micro Ships” exhibition of the artist Peter Koppert currently on display.



Karl Kessler Prize for Christian Weisenberger



Every year, Maschinenfabrik Alfing Kessler and Kessler Alfing Sondermaschinen award a prize for the best thesis at Aalen University. The 29th prize was awarded to Christian Weisenberger, a graduate of the degree programme Surface Technology/New Materials. In his thesis, the prize winner discussed the production and evaluation of lithium-ion batteries. The thesis, entitled “New microstructure analytical methods for evaluating the quality of fabrication and manufacturing process of lithium-ion batteries for mobile and stationary applications is an important step for the Institute for Materials Research (IMFAA) in the field of electric mobility”, said supervising professor Dr.

Volker Knoblauch, in his speech at the awards ceremony. The Karl Kessler Prize has been awarded since 1980. It was created at on the occasion of company founder Alfing Kessler’s 100th birthday. The prize includes a study trip. Winner Christian Weisenberger can choose between Chicago, Nanjing, Osaka, and Shanghai. ■ mot

ZFLS honours competence

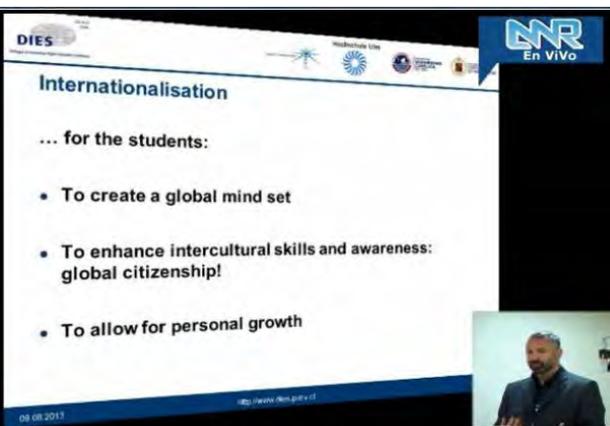
Saskia Tobias, graduate of the Bachelor programme Informatics at Aalen University, has been honoured with the award for competence from ZF Lenksysteme GmbH. For 13 years, the award has been, in cooperation with Aalen University, awarded for outstanding social commitment and excellent professional service. During the awards ceremony at the company headquarters in Schwäbisch Gmünd, this year's winner Saskia Tobias received the prize of 2000 Euro, presented by the Chairman of ZF Lenksysteme, Dr. Peter Ottenbruch. Rector Prof. Dr. Gerhard Schneider also congratulated the award recipient.

mot

Schneider on the Management Board

In a closed-door meeting of the Conference of Rectors of Universities of Applied Sciences (RKH), Rector Prof. Dr. Gerhard Schneider was confirmed as a member. In addition, the rectors of the 24 state and church-owned universities converted the hitherto informal self-organized RKH into an official organization. The "Universities of Applied Sciences in Baden-Württemberg eV" will be the central platform for joint activities of the HAW. The association represents more than 2000 professors and 9000 students in the State. The first Chairman is Prof. Dr. Bastian Kaiser, Director of the University of Rottenburg. Other board members in addition to Professor Schneider are Prof. Dr. Winfried Lieber (Offenburg University) and Prof. Dr. Jürgen Schröder (University of Heilbronn).

mot



Aalen University Presents in Lima

One doesn't make a presentation to the Peruvian Rector's Conference every day. This is a good platform for the DIES Project (Dialogue on Innovative Higher Education Strategies) offered by the Universities of Aalen and Ulm at the Internationalization Workshop in Lima. The project is funded jointly by the Federal Ministry for Economic Cooperation and Development [*Bundesministerium für wirtschaftliche Zusammenarbeit und Entwicklung*] and the National Rector's Assembly [*Asamblea Nacional de Rectores*] and is followed by both with great interest.

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19 As a part of the DIES Programme, the German Academic Exchange Office (DAAD [*Deutschen Akademischen Austauschdienstes*]) has coordinated with the International Relations Office of Aalen University the ESDI Project (Strategy of Internationalization [*Estrategia De Internacionalización*]). The programme focuses on the internationalization processes of the South American universities Pontificia Universidad Católica Del

Peru in Lima (PUCP) and the Pontificia Universidad Católica de Valparaiso in Chile (PUCV) and has established itself on a professional footing. Ulm University is another project partner on the German side. In addition to the international offices, professors, researchers and other activities of the universities are all included. Since its launch a year ago, there have been workshops in Aalen and Ulm, as

well as Skype meetings.

Aalen and Ulm universities were successful in the internationalization of the study programmes and research, and want to develop these further; they also wish to systematically improve the quality management of the South American universities PUCP and PUCV. Due to the fact that the South American universities are three to four times larger than their Swabian partners means that everyone benefits. These differences make it possible to examine the German as well as the South American sides, in order to rethink processes and decision making.

The workshop in Lima was the second in a series of five. The focus in this workshop was the representation of internationalization indicators and the roadmap “Structures for Internationalization”. The German participants were able to bring, in addition to their extensive international experience, a very different set of priorities. Miguel Vázquez was received as Head of the Language Centre of Aalen University, as was Prof. Dr. Klaus Kratzer as Vice President for International Affairs at the University of Ulm, who discusses the institutional aspects of internationalization, also present were Professors Dr. Franz Böhm (Ulm) and Dr. Ulrich Holzbaaur (Aalen), who due to their many years’ experience as agents of

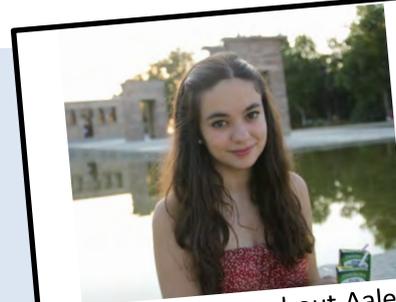
internationalization, also present were Professors Dr. Franz Böhm (Ulm) and Dr. Ulrich Holzbaaur (Aalen), who due to their many years’ experience as agents of internationalization were able to give a presentation about the necessary key figures for implementation. On the basis of the size of their respective universities, colleagues from PUCP and PUCV supplemented the work group in a significant manner.

A highlight of the Lima-week was the presentation of a project to the Peruvian Rector’s Conference ANR, where it was afforded special attention, since the project results are intended to benefit South American universities. The participants were able to share their experiences and thus gain important momentum during their workshops with outgoing and incoming students of PUCP. Key results of the meeting were valuable for the analysis and determination of indicators and processes for internationalization. These will serve as the basis for a handbook on the internationalization of universities. Over the next two years, the respective processes will be further analysed, conceptualized, and implemented.

■ Pascal Cromm
Head of International Office

Welcome to Aalen University

Ten percent of all students at the university come from abroad to East-Württemberg, to study here. In the future, more international students should populate the campus. In limes we exhibit and describe five of them, and how they felt here.



Erika Martinez, Spain

„Aalen was fantastic since the first moment that I arrived. The International Office helped us a lot with the papers and they showed us the most important things about Aalen like the bank, the post office... Also the teachers always tried to help us always but all Optics students who were very friendly and became great friends, were the best“



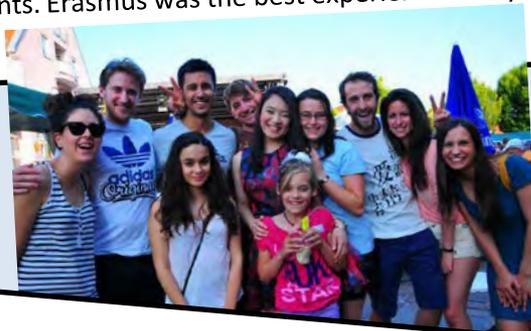
Lissa Franssila, Finland

„My start in Aalen was great! A professor came to pick me up from the train station and took me to the International Office where I met new exchange students and we became friends. It turned out to be one of the best semesters ever! Studying is great in Aalen because everything is close by and you learn to know the students around quickly. The student life is very active and you didn't have a chance to get bored. The professors were demanding and you needed to work hard to pass the course. All in one Aalen was a great place to spend a semester and get new friends for a life time!“



Eliška Hromádková, Czech Republic

„My new study life in Aalen was really nice, but also hard at the beginning. The fact, that I wouldn't see family for a long time was compensated by a beautiful city and a lot of new friends. Most of the teachers and professors in Optometry were patient and helped me and the other foreign students a lot. I do really recommend studying at Aalen University. It's a good one with familiar attitude to the students. You can meet (and I am sure you will) a lot of foreign students from different countries and continents. Erasmus was the best experience of my life.



Grant Aylward, USA

„Studying in Aalen was one of the best experiences of my life. The welcoming made me feel at home very quickly even though I was far from anywhere I knew. The International Office set up our studies, housing and important documents and helped us figuring them out. If we ever needed help someone was there, either in the office or at the tower. I felt very welcome in Aalen because of them and I know it will help for many more students in the future“



Silvia Roig, Spain

„Erasmus is something that everybody expects with excitement. We were feeling like this when we arrived in Aalen. The first days everything is new and you may be a little bit lost, but I found out everything was well organized. We got a planning to do different activities, an intensive course in German

to be prepared better before starting the semester and to choose which subjects are the best for each one. As of my personal experiences I can say that I got a lot of help from my classmates, they gave me information about the lectures, professors and we also had so much fun in the free time. It really felt like home within a few days.“



Prof. Dr. Rainer Börret, Dean of the Faculty of Optics and Mechatronic, was in London



Coaching Workshops for Professors

Since this year, professors can participate in Coaching Workshops in Cooperation of Universities in Baden-Württemberg with the “London School of Economics”. The programme has successfully started in London. In regard to “lifelong learning” and the progressive internationalization process, the cooperating language centres of universities in Baden-Württemberg have developed an intensive coaching programme in the context of their doctrine “Teaching in English”. It is offered in four days in London before the semester starts, and then continues on for the following semester. The universities London School of Economics (LSE), and the King’s College London (KCL), as well as the organization “Living English” are all partners. The seminar’s main point is not just the English language. The coaching includes an analysis of teaching methodology and provides feedback, thereby encouraging the scholars. The drama,

management, implementation, and self-management skills of the teacher in the lecture of each subject area are also focused upon. Pro Workshop, with two dates for winter and summer semesters, can take a maximum of one professor. The other places go to (Cooperating) universities in Baden-Württemberg. After the weekend workshop in London, a coaching unit is offered weekly for the relevant lecture online over the whole semester. The workshop coach, Andrew Weale, and London-based coordinator Susanne Müller-Menckes, offer a preliminary meeting in Stuttgart, where the programme is presented.

■ vaz

International Sales Expert Teaches



The new interdisciplinary Master Degree Programme “Leadership in Industrial Sales and Technology” could get an expert sales manager as guest lecturer. Currently living in Paris, the Swiss Christian Maurer is an independent advisor, coach, and trainer. He conceptualized and implemented individual situations on the effectivity gain of the international B2B sales organization. With a focus on “Leadership and Intercultural Skills” Christian Maurer will provide students with expertise for guiding international and interdisciplinary sales teams. Topic in the course, in addition to the coordination and management of sales departments will be the application of market-driven sales processes and the automation of specific sales processes. ■ kat

MBA Students Visit Hungary

30 students of the part-time MBA programme in the Graduate School of Ostwürttemberg explored for one week the Hungarian capital Budapest. In addition to daily lectures at the Budapest university EDUTUS, the students, in the course of the programme, visited German companies. The study tour was part of the course “Local Knowledge – Eastern & Central Europe”. In this course, the students were given both an insight to the culture and history of the country, as well as its economic characteristics and current developments. ■ cb



Dear Limes Readers,

A practical semester in the Czech Republic – already a lot of people can't even begin one. Is the Czech Republic not the land in which one can buy everything cheaply? Don't people go there to buy cheap cigarettes, beer, and junk? And aren't people in the capital, Prague, ripped off by taxi drivers? These were the questions floating around in my head. I hadn't heard very much about the Czech Republic, and had no personal connections there, but I jumped at the chance and wondered what to expect.

Working abroad in a German company has its advantages and disadvantages: On the one hand, you get the feeling of being abroad, but not as lost as you might be. On the other hand, you don't relate so much to your Czech colleagues, since you make contact with people you already know. But despite there always being Germans working in the executive suites, as well as more German interns, I always felt like I was in my native land.



In the company, many Czechs speak good German or English, so that the default working language is first German, then English, and finally Czech. In stores, at the gym, or in conversations with roommates, it was always much more difficult. Without any knowledge of Czech at all here, one won't get very far. It is thus advisable to learn a smattering of the local language. Czech is an incredibly complicated language with seven cases, various grammar rules, and many exceptions. Therefore, it looks very good to your colleagues if you at least try to learn their language. You can at least get a few sympathy points.

The company Brose pleased me very much. It's a family business with 21.500 employees and 53 locations worldwide. The location in Ostrava, Czech Republic has around 2.500 workers and is their largest production site.

What particularly distinguishes the company is exemplary staff performance. It is a very family-friendly company that places high value on the personal needs of its employees- The location in Kopřivnice has been operational for only ten years and it continues growing. Thus, there is constant change here, and many interesting projects in which you can participate in various positions. I could, for example, oversee the construction of an automated high-bay warehouse with small parts storage. If you really want to start a career and have a desire for interesting projects, this is a good place to start.

For interns at the company, a Czech language course is offered, focusing on the most helpful things for everyday life. A huge plus of my stay here was the very tasty beer and hearty food. There are a few leisure activities in the surrounding area, especially if you're mobile. There are a few festivals, several small and large concerts, clubs, bars, and the so-called Stodolní, a party and entertainment district 40km from Ostrava.

In conclusion I can say that I really liked the Czech Republic; however there were big cultural differences. It is after all a European country, not the other end of the world.

Sincerely, Salome Lutz

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In the next issue:

- Themes of the future
- Research Projects
- Internationalisation
- And more!

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