



limes international

the semester magazine for international partners, students, and parents

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Letter from the Rector



Dear Students,

We, as a university of applied sciences, have made it a mission to provide to our students solid, theoretical fundamentals and to promote the practical application of learning as well as personal development. We have this mission firmly anchored in our strategy. In order to strengthen the education of scientific principles, we have set up a fundamentals centre in January. A team from the academic staff is available for questions in the subjects of general math, business math, physics, or engineering mechanics. Whether it is during open office hours or by an individual appointment, the student will receive the advice and practical support they require. Starting in the upcoming winter semester, another support centre will be added in the Gartenstraße for students: the International Relations Office and Language Center are merging into the “International Center”. We are offering there a comprehensive service relating to studying and internships abroad as well as language courses. It is important to us, especially during a time with an ever-increasing number of students, to organise the advice and services for students in a more effective way. We have not only arranged services strategically, but also actively realised them thanks to the dedication of our staff and professors. Please take advantage of these services.

Yours,

A handwritten signature in blue ink, which appears to be 'G. Schneider', written in a cursive style.

Prof. Dr. Gerhard Schneider
Aalen University Rector

International Center Combines Services



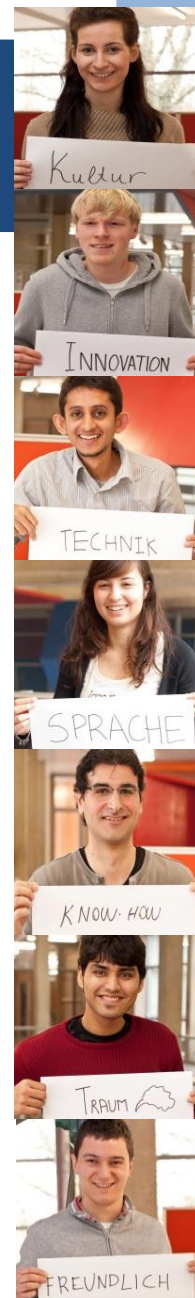
The International Relations Office Team around Director Pascal Cromm (second from left)

Students of Aalen University have numerous contacts on campus when it comes to advice and active support that accompany their study. More and more students are deciding to study for a certain amount of time abroad, learn a new language, or gain practical experience. For many years, the International Relations Office (IRO) and the Language Center (LC) have been important contact points for the students.

Starting in the Winter Semester, the counselling and services for students will become even more effective: the International Relations Office and the Language Center are moving together in the Gartenstraße and will become the "International Center". In the future, students will be able seek advice about both studying and interning abroad and at the same time obtain necessary information about foreign languages, all under one roof.

The over 400 international students also have contacts in one place, whether it is for language classes, residence, or studies. In addition, the International Relations Office will also offer regular office hours in both Beethovenstraße and Burren, "By doing this, the estimated distance to the students is knit even closer together," Pascal Cromm, the Director of the International Relations Office, points out. Along with IRO, the Language Center, the official, licensed testing centre for Test-DaF, TOIC, and TFI has also moved to the International Center. The non-for-profit organisation of the University, the "International Society Aalen e.V" (ISA), which is responsible for the development of the Buddy System as a way to care for their international students, is also moving.

All in all, the International Relations Office and the Language Center offer a comprehensive service centred on the study and experience abroad as well as language courses, not only at the University, but also abroad. Services under the IRO include advising and support for Outgoings (students and faculty), advising and support for Incomings (students and faculty), maintaining contacts with foreign companies for internships, advising foreign applicants, processing grant applications and scholarship awards like international academic education projects, as well as regularly contributing to the limes. In the Language Center, there is advising for language courses abroad and input given on language skills for scholarship applicants,



International Center Combines Services

Continued

alongside the high quality courses and the administration of internationally recognized language tests. With the formation of the new “International Center”, these services will be partly restructured and developed. Both centers are working together with the degree programme departments in developing more English language courses, study abroad programs, and foreign language qualifications for the students. The assistance and integration of international students is also a topic. In order to bring more international students to the University, the international marketing of the University is being increased. Already today, an emphasis is being placed on the so called BRIC countries (Brazil, Russia, India, and China), i.e. through participation with the Brazil programmes of DAAD, CAPES, & CNPq or with the double degree programmes with Chinese partner universities.

A great achievement: in March of this year, the national China Scholarship Council (CSC) announced that the

student exchange programme between the Chinese partner university, Sheyang University of Technology (SUT), and Aalen University was chosen to be provided with a scholarship for Chinese students from SUT who are residing in Aalen and studying in the areas of product design, manufacturing technology, basic materials, mechatronics, electronic engineering, and also computer science. The programme was picked from 226 programmes in 82 Chinese universities countrywide within the context of “Exchange Program for Excellent Undergraduate Students”. Altogether, only six projects from five universities were chosen in the whole province of Liaoning. Through their partnership with SUT, Aalen University directly profits from the Chinese funded programme and is looking forward to welcoming the future Chinese scholarship students from SUT to the new “International Center”.

▪ **Monika Theiss/ Pascal Cromm**



From left to right: Ms. LIU Dandan, Coordinator of International Education, Mr. JIANG Guoqing, Director of the Department of International Cooperation, Ms. LI Ying, Coordinator of International Exchange

New Masters Research Programme

The mechanical engineering and material engineering departments saw the launch of a new Masters Research programme “Advanced Materials and Manufacturing” for the Winter Semester 2011/12. The organisation of study includes a distinct focus on practical research.

Since October 2011, ten students have worked on innovative and exciting projects revolving around the topic of “material engineering and manufacturing technology” in collaboration with the supervising professors and their research teams. In doing so, the work is mostly integrated in collaborative research projects with industry enterprises and other research facilities. In addition to their research project work in laboratories with the most cutting edge equipment, the students also attend specific lectures. This way, they can develop a deeper know-how in the field of their research. Other courses cover current topics in the area of “material engineering and manufacturing technology” and are being read by professors of those degree programmes and top instructors of the industry. In addition, the students are being trained in scientific jobs and in the management of research and development projects. The new Masters programme is specially designed for Bachelor graduates with a background in technical engineering science. It is also designed for those graduates who have a scientific interest and would like to work in applied research.

The “Master of Science” degree provides an ideal basis for the acceptance of challenging tasks in industrial research and development – for example, as a researcher or project leader – or for a subsequent promotion. For more details and topics currently offered visit www.hochschule-aalen.de/studium/amm/

- **Prof. Dr. Volker Knoblauch/ Katja Nowotny**
“Advanced Materials and Manufacturing” Degree Programme



Renewable Energy: New Degree Programme and Professorship

New Degree Programme

The restructured electrical engineering degree programme is starting in the winter semester 2012/13 with an expanded range of courses and a concentration in “renewable energy”. In particular, it focuses on the topics of energy generation, energy transmission, energy management, and electro mobility. A new professorship is strengthening the range of courses in research and teaching.

The current changes are a step in the right direction. In the renewable energy law, the federal government has declared that renewable energy must account for at least 35 percent of used power sources by the year 2020. Therefore, the restructured electrical engineering degree programme at Aalen University addresses the electrical engineering issues revolving around the theme of renewable energy with a well-rounded field of study. For this purpose, the previous degree programme “electronics and information technology” is now divided into two new undergraduate degree programmes: “information technology” and “electronics/renewable energy”. Information technology focuses on the use of electronic computer systems like micro-computer technology because it is installed in almost every electronic device. Communication systems like internet technology or audio and video technology are also integrated into this focus. In contrast, the expanded area of study, “electronics/renewable energy” examines ways for energy creation and transmission, highlights the system of

the energy industry, and develops projects for electro mobility. Another focus is on energy systems like industry automation or vehicle systems. The basic studies convey both focuses of electro-technical fundamentals and subject specific contents, in which the main study is organised in connection with projects and in-depth lectures. Thus, the students can acquire a multifaceted know-how and therefore are best prepared for expert careers in the business. The new fields of study in electrical engineering will be available to interested students starting in the upcoming winter semester. The application for both fields of study in electrical engineering indicates that students beginning their studies can easily switch between the two focuses without problems. The application is available on the university website until July 15th. An information day and student service fair on June 29th informed accepted students about the new areas of study as well as the already planned and realised projects and research topics in these areas.

New Professorship in “Renewable Energy”

For the “Electronics/Renewable Energy” field of study and also for the interdisciplinary exchange between research and teaching, Aalen University, together with donors, established a new professorship in “Renewable Energy”.

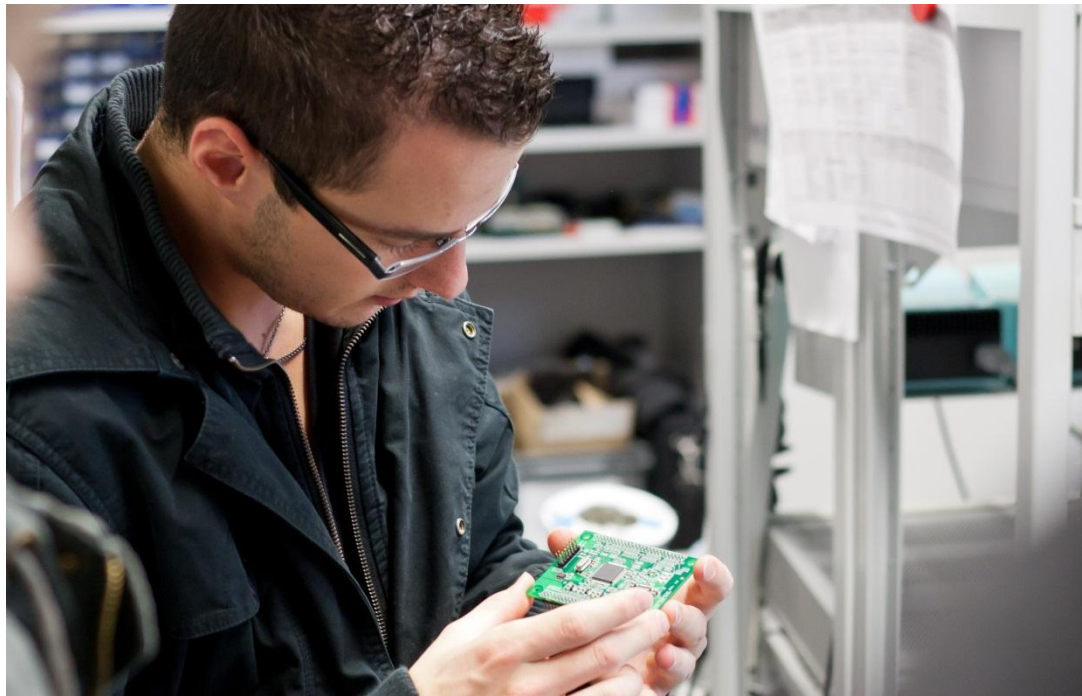
Renewable Energy: New Degree Programme and Professorship Continued

In addition to a hands-on curriculum for students, the new professorship should advance the interdisciplinary subjects in research and teaching at the University, coordinate activities in these areas, and promote multifaceted cooperation with the regional industry. The subjects addressed at the university include generation,

transmission, and storage of renewable energy.

- **Miriam Bischoff**

Professor of Electrical Engineering and
Information Technology



For more information visit: www.htw.aalen.de/eee

University Federation Southwest – Universities Combine Strengths

A new cooperation is connecting the Baden-Württemberg Universities of Aalen, Esslingen, Heilbronn, Mannheim, and Ravensburg-Weingarten. Earlier this year, the Rectors of the participating universities agreed to cooperate within the framework of the University Federation Southwest (HfSW). Together, the universities would like to use the strengths of the federation and, in particular, further develop applied teaching and research. Synergy should be utilized in relevant cooperation projects and then shared solutions will be created.

The great success by the universities of applied sciences (HAW) leads to new challenges. These challenges lead to many projects needing to be tackled at the same time. The growing regional and international competition is accompanied by limited financial and personal resources. This calls for new forms of cooperation.

“The participating universities would like to combine their strengths and create additional benefits through the federation”, says Professor Dr. Dieter Leonhard, Rector of



The Rectors of the Five Participating Universities

University Federation Southwest – Universities Combine Strengths

Continued

Mannheim University. In addition, the HfSW would like to boost the profile of universities of applied sciences between the other universities and competitive universities. Last but not least, the remarkable size of the University Federation Southwest, which represents more than 25.000 students and around 850 professors, helps to boost its profile.

The Federation faces tasks that could exceed the opportunities and potential of one university or can be better solved as a group. By the increasing amount of tasks, the double graduation year of 2012, and the demographic changes, universities are faced with increasing demands and are confronted with more complex tasks. In addition to the systematic cooperation, an essential prerequisite for the success of HfSW is the mutual nature of the network. Thus, a central requirement of the HfSW is that the participating universities maintain and develop their specific strengths, regional roots, and individual profile. Through the foundation of this association in April, the University Federation Southwest received an international framework.

The focal points of the University Federation Southwest include the areas of research and teaching, internationalisation, and quality and training. The participants are working already at full speed on initial

projects which include questions on research and accreditation. Thus, the protection and development of innovative research is a central goal for HfSW. The Federation developed a central quality assurance procedure where the high level of research can be maintained and improved. “The Best Practice Transfer is already in full swing,” assured Rector Prof. Dr. Gerhard Schneider. For example, first proposals are being developed for professors and staff members. In addition, data centres at member universities have already undertaken initial joint projects. A local office was set up at Esslingen University to coordinate efficiency of the projects.

The HfSW is publicly represented by a Board of Directors. Prof. Dr. Dieter Leonhard, Rector of Mannheim University, and Prof. Dr. Bernhard Schwarz, Rector of Esslingen University, were chosen at the inaugural meeting to be Chairman and Vice-Chairman of the Board, respectively. “We see a contribution to further developing the strengths of the Baden-Württemberg universities of applied sciences through the Federation,” rejoices Professor Dieter Leonhard.

- **Nadja Haase**
HfSW Office

Optometry/Audiology on Burren Campus



At the end of 2011, the movers marched up and the Optometry / Audiology department moved from Gartenstraße to the new building in Burren. The new building provides 1,800 square metres of space for laboratories for refraction testing, contact lens fitting, physiological, technical optics, and spectacle optics. The basement floor houses the audiology department because there is less sound proofing required there as opposed to above ground. The audiology department has

hearing loss measuring rooms and many examination rooms. Something very special is the anechoic chamber. In this specially soundproofed room, measurements can be made at the threshold of hearing. Carl Zeiss has equipped the new building as one of the leading centres in Germany for the training of opticians with the latest equipment for the measurement of visual acuity and ophthalmic examinations. The company has also set up a counselling centre at the

University, where students can practice consulting and sales techniques.

"Thanks to the excellent cooperation with the building authority, the architect, and the contractor, Optometry / Audiology got a custom building that fits perfectly on the campus," exclaimed Dean Prof. Dr. Jürgen Nolting.

Along with the access to the old equipment, modern measuring and testing equipment were also purchased so that the equipment is as up to date as the building. "The degree programme worked for almost 30 years at the satellite building on Gartenstraße. We are looking forward to closer and better cooperation with our neighbours. The walk has become shorter and the communication better," agrees the team.

▪ Ralf Michels

Optometry/Optometry and Audiology Degree Programme



Laser Material Processing

Interdisciplinary, Strong Research, and Forward Thinking



Aalen University is one of the strongest research universities for applied sciences in Baden-Württemberg. This strength is formed through laboratories and centres. One of which is a laser laboratory. Since 2009, Prof. Dr.-Ing. Harald Riegel has directed the laser laboratory. The Laser Safety Officer, Dipl.-Ing. (FH) Roland Thiede, has been responsible for the technical operations of the laboratory since 1991.

The distinguishing characteristic of the laser laboratory is the current, applied, and realistic teaching. The laboratory is affiliated with the new field of studies in mechanical engineering / production and management as well as mechanical engineering / business and management, which

have emerged from mechanical engineering / production engineering. The faculties of optics and mechatronics, as well as economics, use the laser laboratory for manufacturing and laser applications, respectively. Since 2010, a publicly funded research project, “Laser Material Processing of Hollow Sphere Structures” is being financed by the Baden-Württemberg Foundation.

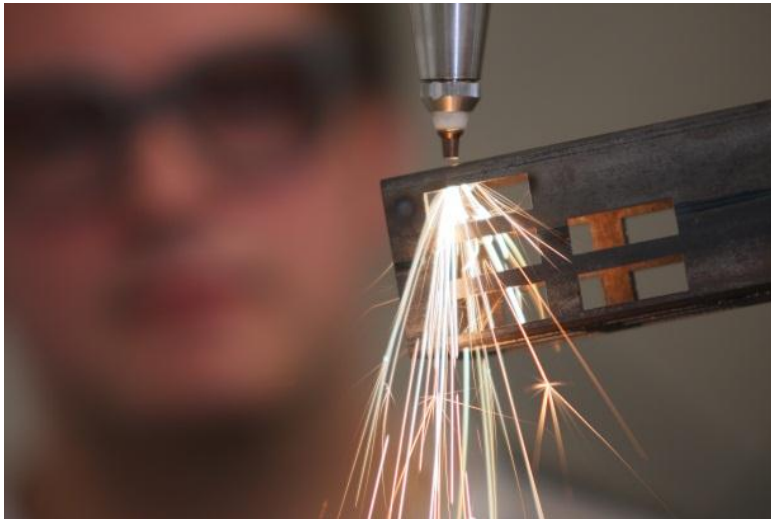
Laser cutting, laser welding of sandwich structures, and laser drilling of lightweight materials are being explored in the laser laboratory. The simulation of the thermal processes in the laser material processing is being taken on by Prof. Dr. Markus Merkel at the centre for virtual product development. Also, under the direction of Prof. Dr. Lothar Kallien, the laser weld ability of aluminium and magnesium die-castings are being studied in an internal research project with the Foundry Technology of Aalen. Also in particular, the Institute for Material Research (IMFAA) makes material graphic analyses with Professors Dr. Gerhard Schneider and Dr. Volker Knoblauch at the laboratory.

The laser laboratory is also active as a service provider. For example, it supports the Centre for Optical Technologies (ITDC) in their “F3 Laser Optics” research project with Prof. Dr. Rainer Börret, which is also funded by the Baden-Württemberg Foundation. Students of the laser laboratory also work in application laboratories of laser companies or as industrial equipment operators. The companies are often world leaders in their field.

Laser Material Processing

Interdisciplinary, Strong Research, and Forward Thinking, Continued

Current projects that are being worked on are the "Laser Welding of Aluminum ", "Laser Polishing of Steel", "Laser Precision Cutting", and "Laser Sublimation Cutting of Copper". These areas of research lead to new manufacturing processes.



The mixture of solid fundamentals in laser material processing and current, applied projects with the industry leads to an interesting and interdisciplinary field of study in the laser laboratory, which offers good prospects for a successful and exciting career.

- **Edgar Hoffmann**

Mechanical Engineering and Materials Engineering Faculty

Alternative Propulsion Technology Made “Tangible”

“Future Mobility 2011” is a representative consumer study within the research project “Energy for Future Mobility” and was carried out in Germany in the summer of 2011. The study provides the first comprehensive findings on the open mindedness of consumers on alternative propulsion technology in general and, in particular, electric mobility.

Despite the fact that the presence of the theme “alternative propulsion technologies” is everywhere the consumer feels there is still insufficient information today about the alternatives, especially electro mobility, to traditional internal combustion engines in the media. Depending on the alternative propulsion technology, between 50 and almost 80 percent of the respondents indicated that they feel they know little to nothing about hybrid, electro mobility, natural gas, and other alternative technologies. There is interest in the new technologies because in the next five years, 83 percent of the respondents want to use hybrid technology. So far, electro mobility is mainly associated with mobility of short trips for the respondents: 52 percent of the people surveyed would ask about electric vehicles when purchasing a new car in the next five years. Electro mobility, however, still falls behind all other considered technologies such as internal combustion engines, hybrid, bio fuel, petrol, and natural gas. Automobile manufacturers, energy companies and mobility services are therefore required to make the idea of alternative propulsion technologies “tangible” for the consumer and in the case of electro mobility, they are

required to get rid of the existing consumer reservations. Above all, the transition to alternative propulsion technology is linked to the factors of comparable purchasing prices and operating cost and, thus, comparable to the condition of “Total Cost of Ownership”. When transitioning to a vehicle with an alternative technology, only every other car user would accept a higher purchase price. In particular, driving an electric vehicle is still seen as a strong option for short trips. Regardless of how well respondents feel informed about electric mobility, however, the agreement with the statement “Driving an electric vehicle is already an option for me.” is well below 50 percent. Potential can be seen for electric mobility in urban areas and also for households that have multiple vehicles: Half of the respondents who live in a big city and have more than one vehicle in the household can imagine driving an electric vehicle in the form of a “city car”.

Definitions:

Total Cost of Ownership

All costs that have an effect on a product throughout the product’s life span.

Plug-in Hybrid

Motor vehicle that runs on both petrol and electric battery power. The battery can be charged through an external electricity supply.

Alternative Propulsion Technology Made “Tangible”

Continued

The results show that many consumers associate the topic of electro mobility with purely battery-powered vehicles. A stronger prominence of plug-in hybrid technology in the public eye could make sure that the caveats about the limitations of electric vehicles are done away with. Also, the expectations of economic incentive models show that

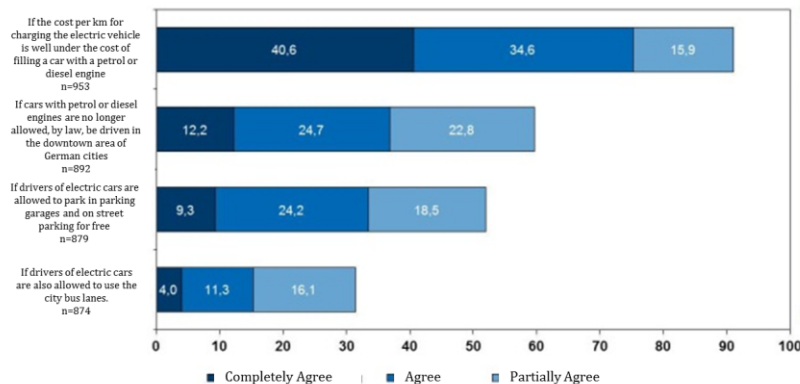
the total cost of ownership is strongly relevant in buying-behavior. Electro mobility is significantly lower when compared to the cost of petrol and diesel. The fact that electricity is comparatively less expensive attracts the use of electric vehicles by the respondents.

▪ **Prof. Dr. Anna Nagl**

General Management of the Research Project
“Energy for Future Mobility”

Using the bus lane and free parking seem to be less attractive incentives to inspire motorists to use electric vehicles. Cheaper electricity makes a electric vehicle more attractive.

Question: “Currently, purchasing an electric vehicle costs around 9000 EUR more than purchasing cars with petrol or diesel motors. Under which conditions would you seriously consider buying an electric vehicle despite the higher prices?” [in %]



Comments

- This analysis shows the importance of operating costs for car users.
- An electric vehicle would be considered despite the current high prices if the electricity costs would be significantly lower than costs for petrol or diesel in conventional vehicles.

Total cost of ownership is purchase behavior relevant.

Quelle: Repräsentative empirische Erhebung Projektteam Energy for future Mobility 2011. Befragte = 5.039; Rücklauf = 1.016 gültige Fragebögen

Above: Conditions for the Transition to Electric Vehicles

The research project "Energy for Future Mobility" is a multi-university project between Aalen University and Reutlingen University and is funded by the state of Baden-Württemberg. Dr. Ing. h.c. F. Porsche AG, the National Agency for Electric Mobility and Fuel Cell Technology e-mobil BW GmbH, the top management consulting firm bozom | consulting associates | munich, and the Automotive Industry Organisation (VDA) are involved as partners from the business industry. Part of the research project is a Germany-wide, representative consumer survey, "FUTURE MOBILITY 2011". The purpose is to study the demands of the market for alternative propulsion technologies and the derivation of business model options for the industries involved.

Many Awards for Outstanding Achievement

For the thirteenth time, the Kreissparkasse Ostalb Foundation has awarded the university award for outstanding works. Stefan Saur (Bachelor of Science, Chemistry) received an award for his paper on, "Process of Extracting Lignin, Cellulose, and Hemicellulose from Biological Materials with Ionic Liquids". Birgit Heyden, Christopher Kirr, Simon Schwanse, and Stefan Tobolt were also nominated from Aalen University. For their nomination, they received a certificate and a gift. Martin Böckler, a masters student of Computer Controlled Systems, was awarded a prize from LF Guidance System. Michael Hankel, CEO of ZFLS presented Böckler with the 2,000 Euro prize.

At the annual college festival, special prizes of the economy were awarded: Daniel Einsiedler received the Hans-Georg Schuhbauer Prize (Mechanical Engineering). Oliver Wirth

(Photonics) accepted the award for technology and medicine. The Award from association of "Company Tax Law Between Research and Practice" went to Jörg Albrecht (International Economics). Graduate Maryam Muhammad (Mechanical Engineering) from Malayia received the award from DAAD. Theres Bucher and Maarten Hobé (Optometry), both graduates of the Masters degree programme Vision Science and Business, received the Karl Amom Optometry Award. The Südwestmetall Award was given to Sebastian Barth (Optoelectronics / Laser Technology). In the Healthcare Management degree programme, the Hartmann Prize went to Patrick Heitz. The University Award for Research and Teaching went to Prof. Dr. Lothar Kallien and Prof. Dr. Joachim Albrecht, respectively.

▪ **Monika Theiss / Johanna Heymann**



ZFLS-Prize Winner Martin Böckler with Michael Hankel, CEO of ZFLS.



Stefan Saur received the University Award from the Kreissparkasse Ostalb Foundation.



The Prize Winners at the University Festival

German Scholarship Recipients Meet their Sponsors

Since the winter semester of 2011/2012, there is another grant programme available for the students of Aalen University: the Germany Scholarship. Sponsors and students meet once in the semester to get to know each other and exchange experiences. The Germany Scholarship not only supports especially gifted students, but also applicants that have outstanding achievements in school and study. Private donors are needed to finance the scholarship. Thanks to the commitment of many companies, seventeen scholarships could be awarded, all through the Federal Ministry of Education and Research (BMBF), along with the introduction of the Germany Scholarship. The sponsors are C.&E. Fein GmbH (Schwäbisch Gmünd), FNT-GmbH Facility Network Technology (Ellwangen), INNEO Solutions GmbH (Ellwangen), Kessler & Co. GmbH & Co. KG (Abtsgmünd), Kreissparkasse Ostalb (Aalen), Leitz GmbH & Co. KG (Oberkochen), LMT GmbH & Co. KG (Oberkochen), Mapal Dr. Kress KG (Aalen), TRW Automotive GmbH (Alfdorf), ZF Lenksysteme GmbH (Schwäbisch Gmünd) und Brunel GmbH (Lindau).

The representatives of the companies already met the scholars the last semester and so this time, they were able to personally get to know the scholarship recipients. The students and the companies introduced themselves to each other. Vice Rector Prof. Dr. Alexander Haubrock presented



each scholar with a Germany Scholarship certificate. The University regularly looked after the meetings during the overall preparation of the Germany Scholarship. In 2012, the University has received an additional seventeen scholarships to give away. The number of scholarships now rises to 34. More information about the Germany Scholarship can be found at: www.htw-aalen.de/de-stipendium.

▪ **Monika Theiss**

Highest Award by the Federal Republic of Germany goes to Professor Heinz Diepes

Professor Heinz Diepes is the recipient of the Distinguished Service Cross of Merit Award from the Federal Republic of Germany. Lord Mayor Martin Gerlach presented the prestigious award at a ceremony. In his speech, Rector Prof. Dr. Gerhard Schneider praised Professor Diepes as the founder of the Optometry degree programme and also the academic profession. Dean Prof. Dr. Jürgen Nolting said in his speech that Professor Diepes is the “Pope of Optometry” in Germany. In 1981, Professor Heinz Diepes was appointed the first professor for the newly established

Optometry degree programme at the university. He formed the first degree programme for Optometry at a German university with great personal commitment. This thematic and conceptual definition of Optometry as a new academic profession has become a model for the curriculum of other universities. Therefore, one can legitimately regard Professor Diepes as the founder of Optometry as an academic profession.

- **Monika Theiss**



“Karl and Auguste Kessler Education Foundation” Founded



The machine factory, Alfing Kessler, was founded 100 years ago. A group of shareholders from the company has taken the opportunity to bring the “Karl and Auguste Kessler Educational Foundation” to life. With funds of 500,000 Euros, the interest of children and youth towards science and technology should be awakened. In this area, there are considerable deficits. The technical subjects would offer brilliant career prospects and help to better understand the environment that emphasizes the Alfing Kessler machine factory. District Administrator, Klaus Pavel, is thrilled: "This is great. This is also typical of Alfing, for a company that always places technology in focus and stands for the formation of the key for the future."

The establishment of the Foundation was announced at a

training workshop for the Wasserafinger manufacturer of crank levers. “We want to further promote and financially support the education and training of young people”, says Eberhard Funk, Mafa CEO. Along with Eberhard Funk, the Board of Trustees for the Foundation are Funk’s colleague, Konrad Grimm and the former director of SHW, Manfred Heinritz.

The objectives of the Karl and Auguste Kessler Educational Foundation are consistent with the concept of explorhino – the team is looking forward to the significant support in the future. Mafa is confident in the workshop for young researchers at Aalen University: “explorhino offers an appropriate programme starting in kindergarten and the curriculum is offered until the end of schooling.” The Rector of Aalen University, Professor Dr. Gerhard Schneider, thanked the Foundation on behalf of the University and explorhino: “An investment of this amount cannot go with saying.” With such close proximity to the university, its own building should be built in the near future for explorhino. Here, a museum with space for hands-on participation could be found, along other classrooms and laboratories. Children and youth could try out everything there, tinker and experiment. The experiments that explorhino offers make physical and technical phenomena understandable - and they also bring fun with them.

▪ **Johanna Heymann**

Technical Writers in Demand Nationwide

Technical Communication – this is a specialty at Aalen University. For the past thirteen years, the degree programme educates technical writers. As an engineer and a media expert in one person, these professionals are always in demand when it comes to document engineering, be it for an iPhone App for an E-Bike or for a several hundred Kilo maintenance manual for a helicopter. Now, an industry advisory board has been established for the degree programme. The result: the Aalen graduates are in demand nationwide. Thomas Laidler, who also graduated from this degree programme, welcomes the new academic regulations. With the new conditions, a semester abroad at a partner university should be available without having to jump through bureaucratic hurdles. “English and international experience are an absolute must”, says the senior technical writer at Voith Turbo Schneider Propulsion. For his former classmate Achim Götz, today working for eurosript Services in Berlin, many media themes were not even dreamed of during his studies. “Today, it is finally reality”. Thomas Emrich of itl AG gives concrete examples. Documentations on mobile devices are a big topic at the moment: “Aalen provides that”. Oliver Wahler of the Fellbacher IndustrieHansa, a leading documentations service provider in Germany, emphasizes that graduates of Aalen have the best chance in the job market because of their well-grounded

technical and media training: “This combination is rare and, therefore, we are always hiring technical writers from Aalen”.

- **Constance Richter**



The Industry Advisory Board of Technical Communication

Hello Aalen!

We are four students from South Africa and we are spending one semester together at Aalen University. The first few days in the Ostalb district were full of new experiences and a lot of fun! We have already learned so much about Germany and the German customs. We are really looking forward to the next few months. In the limes, we would like to show you some experiences from our first few weeks in Aalen.

We celebrated St. Patrick's Day at the Irish Pub in Aalen.



Best regards,

Matthew, Liezel, Sekelwa & Sizwe



Our first weekend trip together.
Destination: Munich!

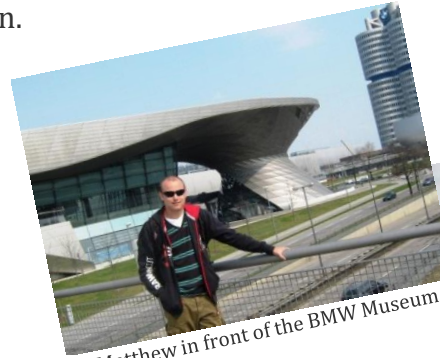


Sekelwa and Liezel in Munich

Street Musicians in Aalen's City Center



First experience with the weather in Aalen –
A big difference from the sunny climate in
our home country!



Matthew in front of the BMW Museum



The VfR Aalen makes us proud and
has now move up to the 2nd League!

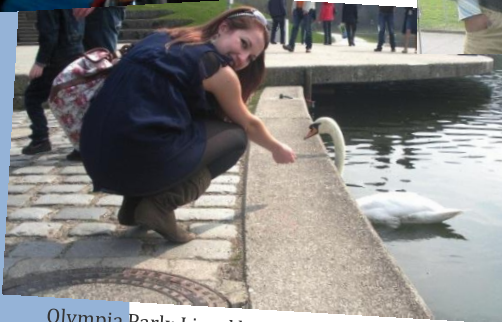


Our first football game in Aalen.



Sekelwa playing a water game in Munich.

Olympia Park: Liezel befriended the locals.



Aalen University Distinguishes Itself Increasingly Internationally



Annual Dinner for Malaysian Students, invited by Honorary Senator and Honorary Consul General for Malaysia, Dr. Helmut Baur (Center). Also pictured are Malaysian Consul Jamalul (5th from left), Rector Schneider, Vice Rector Haubrock, Former Rector Hering and representatives of GIZ and the IRO, all of whom are responsible for the programme.

20

Aalen University is recording an additional successful external funding source for the DAAD-Project of the university management programme, "DIES" (Dialogue on Innovation Higher Education Strategies"). This programme is funded by the Federal Ministry for Economic Cooperation and Development (BMZ). In the next four years, Aalen University, along with Ulm University as the coordinator, will be accompanying two traditional South American universities from Peru and Chile through their internationalization processes.

Aalen University has been very successful in the past year. For example, the University participated in the EU Tempus IV programme with two of only sixty three projects

selected in Europe. This is reason enough to take a snapshot of the increasing international profile of Aalen University. Among EU projects, each with a three year period, is one that partners with universities in the Caucasus region to help strengthen the connections of Ukrainian, Georgian, and Armenian universities to companies and to the labour market. Other partners are in the West Balkans region. Nine practical Serbian universities are supported in the development of appropriate management structures, student services, and international relations. The BMZ funded DIES-project deals with the adequate development of the internationalisation strategies of the two South American universities. The DIES-project and the two Tempus

Aalen University Distinguishes Itself Increasingly Internationally

Continued

projects are further milestones for the International Relations Office (IRO) in the internationalisation process of Aalen University. Since early 2011, the IRO, along with three other universities in east Württemberg in Heidenheim and Schwäbisch Gmünd, is implementing the DAAD-PROFIN project MOST KIND through funds from the BMBF. The degree programme, International Technical Sales is also receiving funds for a current LLP Erasmus EU education project TOM, which establishes double degree programmes in Ghent (Belgium), Lyon (France), Suceava (Romania), and London (United Kingdom).

For many years, Aalen University has been involved in two programmes through the state of Baden-Württemberg. One such programme is a successful Malaysia programme that brings scholarship recipients of the Malaysian government to Aalen every year. The students are looked after by GIZ and the IRO so that the students can integrate as quickly as possible. Once a year, the scholarship recipients are invited to dinner by Honorary Senator and Honorary Consul General, Dr. Helmut Baur, where they talk about their experiences to-date in Germany.

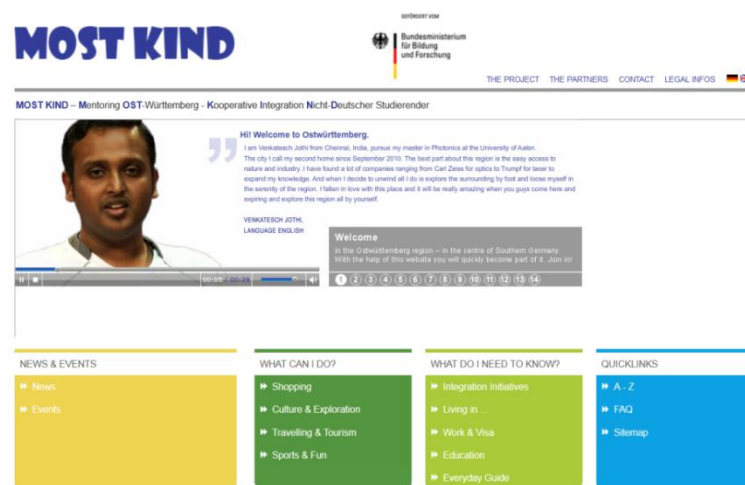
From the beginning, Aalen University has also been involved in a country programme that was established a few years ago with the elite Mexican university, Monterrey Tech. The students primarily go there for exchange. The students from Baden-Württemberg do not have to pay the high tuition fees to study at Monterrey, which is one of the best universities in South America.

Numerous partnerships on all continents complete the picture. For the first time, more than 400 students are studying at Aalen University for the summer semester. In the coming years, the university will make further efforts to double that number. In addition, the university also has newer partnerships with the Czech Republic, Croatia, South Africa (Vaal) and Tanzania as well as a joint international recruitment for the university with the University Federation Southwest (see page 5).

▪ Pascal Cromm

For more information about MOST KIND visit:

www.most-kind.de





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In the next issue...

- **50 Years and a Strong Partner for the Future**
- **Featured Research**
- **International Student Consulting Services**

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