



**PRME**

This is our **Sharing Information on Progress (SIP)**  
Report on the Implementation of the **Principles for  
Responsible Management Education**

04/2016

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# Message from the Rector of the IUBH

Dear PRME Participants, dear Stakeholders, dear Reader,

herewith we would like to present our **2<sup>nd</sup> report on the implementation of the Principles for Responsible Management Education (PRME)** – first initiative concerning organised relationship between the United Nations and Business Schools - reflecting the time span from August 2014 to April 2016. In this update we describe the ways we reinforce the Six Principles for Responsible Management Education within the IUBH. From faculty research, course curricula and engagement with the business community, this update will show how GSOM continues to integrate PRME into our programmes and initiatives.

Today we prepare students for international careers in service management at three international campuses: Bad Honnef, Bad Reichenhall and Berlin (launched in September 2015). Moreover, we are constantly growing – we now offer a Dual Degree Studies in Duesseldorf, Erfurt, Munich, Bad Reichenhall and Berlin as well as various opportunities to combine work and studies due to our Distance Study programmes – for more information please visit our website or [www.iubh-corporateprogrammes.de](http://www.iubh-corporateprogrammes.de).

Additionally we offer tailor made educational programmes for corporate companies. Our programmes mainly focus on service and management. At the bachelor level we offer Aviation, Event, Healthcare, International, Hospitality, as well as Tourism, Marketing and General Management, Business Law and Business Informatics. At the master level we provide International Management with various specializations, Transport & Logistics Management.

It is an honor for our university being part of PRME worldwide and also a member of the PRME D-A-CH chapter since almost 3 years. The mission of PRME is to inspire and champion responsible management education, research and thought leadership globally – this has been our mission even before becoming a signatory party and it will remain our mission also in future.

We are also proud to acknowledge that we are not only committed to offer our students high-grade study programmes and attractive university services but also to fully support the six major principles espoused by the Principles for Responsible Management Education (PRME):



As institutions of higher education also involved in the development of current and future managers we declare our willingness to progress in the implementation, within our institution, of the following Principles, starting with those that are more relevant to our capacities and mission.

We are reporting and will report on progress to all our stakeholders and exchange effective practices related to the following principles with other academic institutions:

**Principle 1 | Purpose:**

We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

**Principle 2 | Values:**

We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

**Principle 3 | Method:**

We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

**Principle 4 | Research:**

We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

**Principle 5 | Partnership:**

We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

**Principle 6 | Dialogue:**

We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, and civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

We understand that our own organisational practices should serve as example of the values and attitudes we convey to our students. Therefore we continuously



focus our efforts on advancing sustainability, and encouraging international collaboration, as we strive to live up to our university's vision.

In this report we especially would like to deepen the **Principles 4; 5; 6** because during the last 2 years we experienced dynamic development in the fields of dialogue and partnerships but in particular in research issues.

Let us mention that recognized accreditations, awards, partnerships and memberships guarantee the excellent quality of the university and its study programmes. All study programmes are accredited by the independent accreditation agency FIBAA, and recently, five degree programmes were additionally distinguished with FIBAA's rarely awarded golden Premium Seal. IUBH is the first university in Germany to be awarded five premium seals.

The IUBH consistently achieves high ratings in assessment measures, including top marks in the current CHE-Ranking 2014 in all relevant categories. In the field of business administration the IUBH ranks as Germany's best private university of applied sciences with most ratings in the top performing group. As an internationally oriented academic center, we are always open to new perspectives, approaches and projects. Constructive dialogue and co-operative development of interdisciplinary competences form important pillars of research, teaching and learning which are provided by our encouraged staff.

Today, with more than 9.000 registered students from more than 60 countries enrolled in more than 15 presence and distance learning programmes with highly qualified professors, lecturers and guest lecturers from all over the world supporting IUBH at different campuses, IUBH is more than just a well-known and respected private university - it is a benchmark in higher education, where business ethics, equality, equity, diversity, sustainable development and quality have been a longstanding part of our philosophy which we work off every day.

The Principles of PRME are inspired by internationally accepted values, such as the United Nations Global Compact's, providing an engagement structure for academic institutions to advance social responsibility through incorporating universal values into curricula and



research. Please find our **Communication on Engagement within the United Nations Global Compact** as a signatory party since December 2011:

<https://www.unglobalcompact.org/what-is-gc/participants/15352-IUBH-School-of-Business-and-Management#cop>

Acknowledging the benefits of the PRME, allow me to finish with UN Secretary-General Ban Ki-moon`s quote: "The Principles for Responsible Management Education have the capacity to take the case for universal values and business into classrooms on every continent."

Sincerely yours



Prof. Dr. Peter Thuy  
Rector IUBH



## Six principles



### Principle 1 | Purpose:

### Principle 2 | Values:

### Principle 3 | Method:

Explaining our commitment to the first three Principles of PRME we would like to explain that the IUBH stands for all the on campus programmes offered in Bad Honnef, Bad Reichenhall and Berlin. Besides that, IUBH is strong in Distance Learning and Dual Studies. Our purpose is to also in future stand for well-founded, sound scientific study and focuses particularly on promoting the work ethic and service mentality of the students.

Covering herewith **the principles 1, 2 and 3 of the PRME** it is necessary to underline that the International University Bad Honnef · Bonn (IUBH), University of Applied Sciences, attracts students, professors, and employees from all over the world thanks to its global network of partners and tuition programmes. Whether from Australia, the USA, Asia, or Germany – our professors and lecturers prepare students who are motivated and willing to work in a rapidly and continually changing multi-cultural society and who seek a future career in international services management.

The profile requirements of internationally employed managers have changed dramatically in recent years. The International University of Applied Sciences Bad Honnef · Bonn School of Business and Management has recognised this development in the future-oriented training it offers to interested young people as the first private, state-university operating exclusively in the service sector.

With our attractive Bachelor's and Master's degree courses we seek to set new standards within the new generation of management. Our programmes and curricula are all inspired by their internationalism, closeness to the industrial sector, and practice orientation. The courses offered are fully geared to meeting and exceeding the expectations of international companies.

PRME seeks to establish a process of continuous improvement among institutions of management education in order to develop in our students a new generation of business leaders. PRME's mission is to inspire and champion ethical and responsible management education, research, and thought for global leadership that takes into account the Triple



Bottom Line of people, the planet and profits – we fully support and implement the above mentioned as an institution of higher education.

University Philosophy: the International University of Applied Sciences Bad Honnef · Bonn School of Business and Management, located in Bad Honnef and Bad Reichenhall, is the center of competence for Business Administration and Service Management. It stands for well-founded, sound scientific study and focuses particularly on promoting the work ethic and service mentality of the students.



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#### Principle 4 | Research:

Research plays an important role for the IUBH – it is crucial to assessing society and programme needs, developing engaging results-based curricula, preparing the most effective outreach messages, demonstrating student success, and more. It allows us to enable a better understanding of corporations in the creation of sustainable social, environmental and economic value.





➤ **IUBH Research Coordinators** (Prof. Dr. Clare Hindley / Prof. Dr. Francisco Tigre Moura) are responsible for main tasks dealing with research within the IUBH:

- Support of departments by developing all-encompassing research clusters (competence center for research fields)
- Contact person for external research inquiries to the university
- Consultancy of lecturers to acquire third-party funds
- Research, processing and selective forwarding of information to departments and lecturers
- Monitoring of trends in research funding as well as supporting applications for funds (Federation, State, EU)
- Conference visits on research management topics
- Documentation of research competencies and research results (current: research report; prospective: research database in CARE)
- Organisation of internal research transfer (workshops on research once a semester)

**Please find a list of recent papers, presentations, research projects and mentorships:**

➤ **Papers and Presentations of the Aviation Management Department:**

Brützel, C. (2014/15): Review of Single European Sky Initiative and Development of Recommendations in Order to enhance Implementation Process.

Brützel, C (2014): Organizational Governance of Air Navigation Services - Ownership forms including public, commercialization, public private partnerships and not-for profit organizations.

Brützel, C (2014/15): Public Shareholder Concern in Regional Airports vs. Governance of Airport Competition and Subsidiarisation within the European Union.

Vogel, H.-A. (2014): Airport Privatisation: Does it Help or Hinder in the Long Term? 37<sup>th</sup> Airport Economics & Finance Symposium, London.

Vogel, H.-A. (2014): Airport Financial Management and Control. 37<sup>th</sup> Airport Economics & Finance Symposium, London.

Vogel, H.-A. (2014): The Effect of Economic Regulation on Financial Performance: A Case Study of European Airports (with A. Graham). 18<sup>th</sup> Air Transport Research Society World Conference, Bordeaux.

Vogel, H.-A. (2015): Airport Privatisation: New Funding Models Required!. 38<sup>th</sup> Airport Economics & Finance Symposium, London.

Vogel, H.-A. (2015): Financial Management of Airports. 38<sup>th</sup> Airport Economics & Finance Symposium, London.

Ehmer, H., Kromm, J., Symbolic Politics as a Matter of Airport Noise Mitigation Programs, ATRS Conference Bergamo 28<sup>th</sup> June 2013

Scheelhaase, J., Ehmer, H., Grimme, W., Maertens, S.: Vorschläge für eine deutschlandweit einheitliche Vorgehensweise in Bezug auf den Fluglärm, Präsentation, Bonn 20.2.2014

Ehmer, H.: Inclusion of Aviation under the European Emission Trading Scheme: Ethical Evaluation of Airline and State Reactions, GARS Workshop Air Transport and Climate Change, Worms 4<sup>th</sup> April 2014

Ehmer, H., Maertens, S., Giller, A.: Uncontrolled Growth or Uniform Regulation – the Case of Noise Surcharges at German Airports, ATRS World Conference, Bordeaux 17<sup>th</sup>-19<sup>th</sup> July 2014

Ehmer, H., Bück, S.: European Commission Guidelines on State Aid to Airports and Airlines – Focus: German Regional Airport Market, GARS Workshop Managing Innovation in Air Transport, Istanbul, September 26, 2014

Ehmer, H., Bück, S.: EU-Leitlinien für staatliche Beihilfen für Flughäfen und Luftverkehrsgesellschaften – Fokus deutsche Regionalflughäfen, IDRF-Herbsttagung 4.-5. November 2014 Mannheim

Ehmer, H., Syed Asfand Ali Abbas, Ahmed Munir Ashraf: Christian and Islamic Values and their Importance for Management, Special Public Meeting at IUBH, 16.12.2014

Ehmer, H., Desel, U.: Presentation of IUBH, Amsterdam University Meeting, 4<sup>th</sup>-5<sup>th</sup> February 2015

Ehmer, H., Ökonomisch-politische Einflussmöglichkeiten des Fluglärms: DLR-FAF-MIDAS-Workshop, Northeim 8.-10.9.2015

Dr. rer. pol. C. Evangelinos et al: EU Projekt ATARD – Air Transport And Regional Development (EU COST Action: TU 1408) Dr. Evangelinos ist MC Mitglied in ATARD und repräsentiert Deutschland.

Dr. rer. pol. C. Evangelinos et al: Abschlußbericht des DFG Projekts „Aufwandsschwellen und Aufwandsbewertungen in der Verkehrsnachfragemodellierung des Personenverkehrs“ (<http://gepris.dfg.de/gepris/projekt/191700931>).

Evangelinos, C. (2015): The effects of parking cash-out on modal choice, Konferenz Verkehrsökonomik und -politik, 10-11 Juni 2015, Berlin.

➤ **Papers and Presentations of the Business Administration & Economics Department:**

Moura, F. T. (2015/2016). IUBH and Trivago: Coordination of a research project involving IUBH and Trivago (Dusseldorf).

In the first semester of this project about 50 students were participating in this project - they compared the behavior if diverse travel-planning-platforms. Now, more than 80 students are interested and actively participating in the course "Business and Marketing Research".

➤ **Papers and Presentations of the Event Management Department:**

Jäger, D. (2014/2015): Markenmanagement für urbane Events

Prof. Dr. Mühlböck (2010/12): Education and Training Needs for International Exhibition Organizers, study in cooperation with UFI

➤ **Research Projects of the Hotel Management Department:**  
➤ **Industry Projects & Cooperation**

In connection with the new established pillar (since WS 2014/15) "IUBH Corporate Programmes", the field of industrial projects and industry collaborations has intensively developed also in the Department of Hotel Management. So already existing cooperations with academic training programmes were expanded. This means that the existing

cooperation within the framework of "classical" cooperation priorities like research, also based on BA and MA work, or the mutual exchange of Professors and Lecturers have been intensified. The IUBH has close cooperation with such known hotel companies as Althoff Group, A & O Hotels, Hilton, Leonardo Hotels, Motel One, Oetker Collection, Starwood, RIMC International and many more...

### ➤ Research Projects & Cooperations

In the context of long-term projects of the EU initiative COST "European Cooperation in Science and Technology" Prof. Dr. Willy Legrand and Philip Sloan organise annual meetings, composed of working - and research groups as well Management Committee on various topics of the Tourism, Wellbeing, Ecosystem Services and Environment.

COST (European Cooperation in Science and Technology) is Europe's longest-running intergovernmental framework for cooperation in science and technology funding cooperative scientific projects called 'COST Actions'. With a successful history of implementing scientific networking projects for over 40 years, COST offers scientists the opportunity to embark upon bottom-up, multidisciplinary and collaborative networks across all science and technology domains.

Last meeting took place on campus Bad Honnef from May 6th to 8th 2015. More than 50 participants took part in highly productive working sessions and general keynote sessions with the following topics:

Prof. Dr. Helmut Wachowiak, Topic: "Tourism planning, local tourism products & medical tourism"

Prof. Heather Hartwell, Topic: "Food, Terroir & Wellbeing"

Nikki Rose, Topic: "Eco-Agritourism as a Means to Preserve Culture and the Environment"

The aim of such initiative is to explore, challenge and develop the interdisciplinary potentials of research in the fields of tourism, recreation, wellbeing, health and ecosystem services, as well as build bridges and promote knowledge transfer between the research, practitioner and policy-making communities, both across these knowledge areas and different European regions and contexts.

### ➤ Mentorship

Delgado-Krebs, R., Coach of Lauren Schmidt, Meij Vos, Lisa Umann and Peter Simondy Muller, David Sudowe and Miriam in the EM Mise en Place Cup held in Maastricht, the Netherlands, February 2015

Legrand, W., Official Mentor of Mr. Patrick Kryzanowski, finalist at the Worldwide Hospitality Awards ceremony in the category Best Professional Success held at the InterContinental Le Grand in Paris, November 17, 2014

Sloan, P., Vincent Löffler and Laura Schöber's *Official Mentor*, runner-up in the Accor Take Off worldwide challenge competition June 2015.

Sloan, P. Torben Kock, David Klein and Dominik Flatten's *Official Mentor*, semi-finalists in the Hong Kong Polytechnic Challenge Cup held in Hong Kong, June 2015.



Sloan P., Bianca Breucker's Official Mentor finalist in the Hyatt Student Prize competition held at the Hyatt International, Paris, December 6th 2014

Sloan P., Norman Bechler's Official Mentor finalist in the CHME Young Guns competition held in London, May 2015.

➤ **Research Projects of the Departments: Tourism Management and Event Management:**

WS 2013/14: "Survey on mobile services required by the new Generation" in Kooperation mit SEAT 4a GmbH&Co.KG, Hamburg

WS 2012/13 – WS 2013/14: „IHK-Branchenreport Tourismus und Hotellerie Bonn/Rhein-Sieg“, in Kooperation mit der IHK Bonn/Rhein-Sieg, Bonn

WS 2013/14: „Studie zum Einfluss mobiler Endgeräte auf das Reiseerlebnis von Konsumenten“, in Kooperation mit seat4a GmbH & Co.KG, Hamburg

SS 2014: „Pilotstudie zu Entwicklungen im Online-Tourismus und Untersuchung zur Vorhersage des Buchungsverhaltens anhand psychographischer Variablen als möglichen Mehrwert für den Online-Tourismus-Vertrieb“, in Kooperation mit dem Verband Internet Reisevertrieb e.V., München

WS 2014/15: „Untersuchung zur Steigerung der Attraktivität und Buchungsquote der Angebote an geführten Touren im Online-Vertrieb und Entwicklung eines Scout-Tutorials“, in Kooperation mit Mylocalscouts UG, Hamburg

SS 2015: „IUBH Touristik Radar 2015: Konsumentenbefragung zum Thema „Pauschalreiserichtlinienänderung“, in Kooperation mit dem Verband Internet Reisevertrieb e.V., München

SS 2015: „Karriere und Konsum: Wie sieht der touristische Nachwuchs diese Schlüsselthemen jetzt und in der Zukunft aufgestellt?“, wissenschaftliche Unterstützung beim Aufbau des Nachwuchspanels des Travel Industry Clubs (TIC) und des Branchenmagazins „fw“ (Deutscher Fachverlag)

Jäger, D. (2014/2015): Markenmanagement für urbane Events

Prof. Dr. Mühlböck (2010/12): Education and Training Needs for International Exhibition Organizers, Studie in Zusammenarbeit mit dem Weltmesseverband UFI, Paris

➤ **Publications of the Aviation Management Department:**

Vogel, H.-A. (2013): Shareholder Value of European Airports. In: Airports and the Automotive Industry – Security Issues, Economic Efficiency and Environmental Impact. Nova Science Publishers, New York.

Ehmer, H., Kromm, J.: Symbolic Politics as a Matter of Airport Noise Mitigation Programs, INAIR Conference, Bratislava (Slovakia), 7<sup>th</sup> November 2013, conference proceedings, p. 27-34

Evangelinos, C. Mittag, M. und Obermeyer, A. (2015): Die ökonomischen Risiken einer zu naiven Marktliberalisierung – Der Fall des deutschen Fernbusmarktes, Zeitschrift für Verkehrswissenschaft, 85 (1), 65-90

Obermeyer, A., Treiber, M., Evangelinos, C. (2015): On the Identification of Thresholds in Travel Choice Behaviour (Under review – Journal of Choice Modelling).

Evangelinos, C., Püschel, R., Niemeier, H.-M. (2015): Special Interest Groups and Price Structure – An Application to Noise Charging at Zurich Airport (Under Review– Public Choice)

➤ **Publications of the Business Administration & Economics Department:**

Böhlich, S. (2015): Herausforderungen für die Human Resource Governance, in: Der Aufsichtsrat 07-08/2015, S. 107-109

Böhlich, S. (2015): Auf dem Weg in die Netzökonomie, in: Personalwirtschaft 03/2015, S. 54-56

Bornemeyer, C. (2014): Betriebswirtschaftslehre – Die Klausur, in: WISU – Das Wirtschaftsstudium, 43. Jg., Nr. 5, S. 646-649.

Grömling, Michael, 2015, Viele Wege zum Wohlstand, in: FAZ, Nr. 211, S. 16

Hubertus Bardt / Michael Grömling / Michael Hüther, 2015, Schwache Unternehmensinvestitionen in Deutschland?, Diagnose und Therapie, in: Zeitschrift für Wirtschaftspolitik, 64. Jg., Heft 2, S. 224-250

Brümmerhoff, Dieter / Grömling, Michael, 2015, Die Zahlungsbilanz. Ein Datenwerk für Theorie und Politik, in: WiSt – Wirtschaftswissenschaftliches Studium, 44. Jg., Nr. 7, S. 380-387

Cholewa, Jan / Goecke, Henry / Grömling, Michael, 2015, IW-Konjunkturampel. Konzept, Daten und Evaluation, in: IW-Trends, 42. Jg., Heft 2, S. 61-77

Grömling, Michael, 2015, Kontinent der Unterschiede, in: VDMA-Nachrichten, April, S. 18-19

Grömling, Michael / Kolev, Galina / Matthes, Jürgen, 2015, Auswirkungen des Energiepreisverfalls auf den deutschen Außenhandel, Gutachten, Köln

Bardt, Hubertus / Grömling, Michael / Hüther, Michael, 2015, Schwache Unternehmensinvestitionen in Deutschland? IW-Policy Paper Nr 4/2015

Karl Lichtblau / Jürgen Matthes / Manuel Fritsch / Michael Grömling / Berthold Busch, 2015,

Manufacturing in Europe, A growth engine in the global economy, hrsg. von Institut der deutschen Wirtschaft Köln / Institut der deutschen Wirtschaft Köln Consult, Köln

Bardt, Hubertus / Chrischilles, Esther / Grömling, Michael / Matthes, Jürgen, 2014, Abhängigkeit gleich Verletzlichkeit? Energieimporte in Deutschland und Europa, Gutachten, Köln

Grömling, Michael, 2014, Deutsche Leistungsbilanz und Recycling der Petrodollars, in: IW-Trends, 41. Jg., Nr. 3, S. 123–136

Hubertus Bardt, Ralph Brügelmann, Jan Cholewa, Markus Demary, Michael Grömling, Michael Hüther, Galina Kolev, Rolf Kroker, Simon Krutsch, Jürgen Matthes, Jochen Pimpertz, Thomas Puls, Holger Schäfer, Thilo Schaefer, Die deutsche Wirtschaft im Stop-and-go-Modus – IW-Konjunkturprognose Herbst 2014, in: IW-Trends, 41. Jg., Heft 3, S. 21–71

Grömling, Michael, 2014, Lässt sich der Aufstieg von Nationen mit dem sektoralen Strukturwandel erklären?, in: ifo Schnelldienst, 67. Jg., Nr. 14, S. 3–7

Busch, Berthold / Grömling, Michael, 2014, EU-Osterweiterung: eine Bilanz nach zehn Jahren, in: Wirtschaftsdienst, Nr. 5, S. 311–316

Brümmerhoff, Dieter / Grömling, Michael, 2014, Revision der Volkswirtschaftlichen Gesamtrechnungen 2014, Folgen für die ökonomische Analyse, in: Wirtschaftsdienst, Nr. 4, S. 281–287

Grömling, Michael, 2014, Erfahrungen deutscher Unternehmen mit der EU-Osterweiterung, IW Policy Paper, Nr. 7, Köln

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Grömling, Michael, 2014, What drives manufacturing?, IUBH Working Paper, Nr. 10, Bad Honnef/Bonn

Grömling, Michael, 2014, Warum man die deutsche Exportstärke nur mit Brachialgewalt aufhalten kann, The Huffington Post Blog-Beitrag,

[http://www.huffingtonpost.de/.../michael-groemling/brachiale-eingriffe-schaden-nur\\_b\\_4607913.html](http://www.huffingtonpost.de/.../michael-groemling/brachiale-eingriffe-schaden-nur_b_4607913.html) [17.1.2014]

Brümmerhoff, Dieter / Grömling, Michael, 2014, VGR-Revision 2014: Was bedeuten die höheren Investitionen für die ökonomische Analyse?, Thünen-Series of Applied Economic Theory, Nr. 133, Rostock

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Grömling, Michael, 2013, Economic Outlook for Germany, Upswing Without Swing, in: Deutsch-Irische Industrie- und Handelskammer (Hrsg.), German-Irish Business Review 2013, Dublin, S. 52-53

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Benmamoun, M., Sobh, R., Singh, N., & Moura, F. T. (2015). Gulf Arab E-Business Environment: Localization Strategy Insights. Thunderbird International Business Review.

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➤ **Publications of the Hotel Management Department:**

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Paradigms and Directions for the Future. Waretown NJ: Apple Academic Press, 41-73. ISBN 978-1-926895-72-7

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Legrand, W. (in-press). Special Issue on Social Entrepreneurship in Hospitality, International Journal of Contemporary Hospitality Management (IJCHM),

Legrand, W., Winkelmann, D., Sloan, P. and Simons-Kaufmann, C. (2014). Empirical Investigation on Environmental Management Systems in German Hotels. In J. Chen, ed. Advances in Hospitality and Leisure, 10. 1-20.

Sloan, P, Legrand, W., and Simons-Kaufmann, C. (2014), A survey of social entrepreneurial community-based hospitality and tourism initiatives in developing economies: A new business approach for industry. Worldwide Hospitality and Tourism Themes, 6(1), 51-61.

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Website Development, Legrand, W., Sloan, P.: [www.sustainabilityinhospitality.com](http://www.sustainabilityinhospitality.com)

Sloan, P., Legrand, W. and Kinski, S. (2014) The Rise of the Tree House Hotel, UK Institute of Hospitality Magazine, Issue 36 (Winter 2014-15), pp. 36-38

Wilson-Wünsch, B., Beausearts, S., Tempelaar, D. & Gijssels, W. (2015). The Making of Hospitality Managers: The role of knowledge in the development of expertise. Journal of Human Resources in Hospitality & Tourism, 14, 153 – 176.

Wilson-Wünsch, B., Beausearts, S., Tempelaar, D. & Gijssels, W. (in press). Expertise Development of Hospitality Students: Do Personality, Emotional Intelligence and Learning Style Matter?

Journal of Tourism and Hospitality Educators.

Wilson-Wünsch, B., Beausearts, S., Tempelaar, D. & Gijssels, W. (in press). A Qualitative Analysis of the Perceptions of High-Engaging Learning Opportunities

in the Workplace: The Role of Critical Incidents and Personality

Journal of Human Resources in Hospitality & Tourism.

➤ **Publications of the Tourism Management Department:**

Wachowiak, H.: Welterbe und Tourismus: Ausgewählte Forschungsergebnisse.- In: Quack, H.-D./Klemm, Chr. (Hrsg.): Kulturtourismus zu Beginn des 21. Jahrhunderts, Oldenbourg Verlag, München, 2013, S. 279 - 298 (mit Quack, H.-D.)

Wachowiak, H. (2014): Facets of research on the relationship between political borders and tourism.- In: Pechlaner, H./Jochmann, J. (eds.): Grenzüberschreitende Kooperationen im Tourismus. Strategien zur Produkt- und Angebotsentwicklung, Erich Schmidt Verlag, Berlin, 2014, S. 37-56

➤ **Research Projects of the Event Management Department:**

Jäger, D. (2014): Studienskript Eventmanagement I – Bachelor, (Hrsg.): Internationale Hochschule Bad Honnef Bonn/ International University of Applied Sciences, Bad Reichenhall.

Jäger, D. (2015): Studienskript Eventmanagement II – Bachelor, (Hrsg.): Internationale Hochschule Bad Honnef Bonn/ International University of Applied Sciences, Bad Reichenhall

➤ **Publications within Dual Studies:**

Herntrei, M. (2014): Die Wettbewerbsfähigkeit von touristischen Destinationen. Wettbewerbsfähigkeit durch Bürgerbeteiligung? Wiesbaden; Springer Gabler

Hilgers-Sekowsky, Julia (2015): Kooperationen zwischen Museen. Hemmnisse in der Zusammenarbeit und ihre Überwindung, Bielefeld, transcript Verlag.

Klein, A. (2014): Lifestyles of Health and Sustainability: Gestaltung touristischer Angebote unter Berücksichtigung der LOHAS, Hamburg: Verlag Dr. Kovac (TOURISTIK: Interdisziplinäre Beiträge zur Tourismuswissenschaft, Band 2).

Klein, A. / Rein, H. (2014): Die Bedeutung regionaler Produkte bei der touristischen Entwicklung am Beispiel von Lesbos (Griechenland). In: Zeitschrift für Tourismuswissenschaft, 6. Jg. (1), S. 107-112.

Klein, A. (2015): Nachhaltiger Konsum und Tourismus. In: Rein, H. / Strasdas, W. (Hrsg.): Nachhaltiger Tourismus, 1. Auflage, Konstanz / München, S. 161-194

Richter, N.: Personalmarketing im Wandel, in: WISU, Heft 1, 2014, S. 82-86

Zieske, V./Marx, S./Reinhardt, F./Käuffelin, K. (2014): Public follows Private. Orientierung für die öffentliche Hand, in: Assurance Magazin KPMG, 11/ 2014, S. 38-43.

Zur Oven-Krockhaus (2015): Einfluss von Corporate Social Responsibility auf die Reputation von touristischen Unternehmen. Eine Befragung von Journalisten und Finanzanalysten am Beispiel der Unternehmen TUI, Deutsche Bahn und Lufthansa. Nomos Verlag, Baden Baden

➤ **Papers / Conference visits**

➤ **Papers / Conference visits of the Aviation Management Department**

Prof. Dr. Christoph Brützel (April 2014): 4<sup>th</sup> Airneth Conference: Air transport in PR China and in India, Den Haag, April 19, 2014; Participation and working group participation.

Prof. Dr. Christoph Brützel (Nov. 2014): G.A.R.S.: European Aviation Conference, Amsterdam , 6.-7-11,2014; Teilnahme Konferenz und Workshops.

Prof. Dr. Christoph Brützel (2014): Ownership Forms including Public, Commercialization, Public Private Partnerships and not-for Profit Organizations, Presentaion to EUROCONTROL conference Reform of Air Navigation Services Providers– Experiences and Next Steps Forward –, Brussels, Nov. 10, 2014.

Prof.Dr. Vogel (2014): 37th Airport Economics & Finance Symposium, University of Westminster, London

Prof. Dr. Vogel (2014): 18<sup>th</sup> Air Transport Research Society World Conference, Bordeaux

Prof. Dr. Vogel (2015): 12<sup>th</sup>Pricing &Revnuue Management Symposium, German Operations Research Society, Walldorf

Prof.Dr. Vogel (2015): 38th Airport Economics & Finance Symposium, University of Westminster, London

Prof. Dr. Desel: Verschiedene Tagungen der IDRF Interessengemeinschaft der regionalen Flgplätze e.V.

Prof. Dr. Desel: Hamburg Aviation Conference (Feb. 2014)

Prof. Dr. Ehmer: Podiumsdiskussion zur Nachhaltigkeit im Luftverkehr zum CBS Aviation Symposion, Köln, 11.10.2013

Prof. Dr. Ehmer: GARS Aviation Students Workshop, Bremen 11.-12.7.2014

Prof. Dr. Ehmer: GARS Aviation Students Workshop, Amsterdam 4.-5.6.2015

Prof. Dr. Ehmer: 2x jährlich ADV Arbeitskreis Umwelt Sitzung jeweils 2 Tage, zuletzt 16.-17.9.2015 in Wien

Dr. rer. pol. Evangelinos: Konferenz Verkehrsökonomik und –politik, 10-11 Juni 2015 Berlin. Dr. Evangelinos gehört zu den Mitorganisatoren der Konferenz.

➤ **Papers / Conference visits of the Business Administration & Economics Department:**

5/2013 Prof. Dr. Francisco Tigre Moura. "The relevance of marketing information technology acceptance in the hotel industry: A comparison between professionals and non-professionals". CHME Conference in Buxton, England.

12/2015 Prof. Dr. Francisco Tigre Moura. "An Analysis of Generation Y Leisure Travellers' Specific Needs and the Current Solutions Offered by New Hotel Brands". ICBTS Conference in London. (Paper has been accepted).

02/2015 Prof. Dr. Claudia Bornemeyer, "Understanding Consumer Behavior", International Partners Conference, Ecole Supérieure de Commerce La Rochelle.

02/2014 Prof. Dr. Claudia Bornemeyer, "Organizational Buying Behavior", International Partners Conference, Ecole Supérieure de Commerce La Rochelle

➤ **Papers / Conference visits of the Tourism Management Department:**

Sloan, P., Legrand, W. and Kinski, S. (2014). The Restorative Power of Forests: The Tree House Hotel Phenomena in Germany. EuroCHRIE Congress, Dubai, UAE, 07-09 October 2013

Sloan, P., Simons-Kaufmann, C. Legrand, and Perlick, N. (2014). Township tourism in South Africa – A successful tool for poverty alleviation?, International Conference, Cross-Cultural Issues in Tourism & Hospitality, Chania, Crete, Greece, 14-16 May 2014

Legrand, W., Sloan, P. and Scheifel, J. (2014). The Quest for Zero Energy Hotels: Current Status on Energy Sourcing of 3-Star Hotels in Germany. Council for Hospitality Management Education's (CHME) 23rd Annual Research Conference 2013, Buxton, UK, 28-30 May 2014

Wilson-Wünsch, B. & Plattes, L. (2014). The Influence of a Service Culture on Positive Guest Experience and Customer Loyalty. Paper presentation EuroCHRIE Congress, Dubai, UAE, 07-09 October 2014.

Wilson-Wünsch, B. (2015). Fostering "Green" Education: A Practitioner's Innovative Project Example. Paper presentation Asia Pacific CHRIE Congress, Auckland, New Zealand, 10-13 June 2015.

➤ **Papers / Conference visits of the Tourism Management Department:**

Janka Kensik: (2013): ITB Berlin

Janka Kensik: (2014): ITB Berlin

Janka Kensik (2015): fww Kongress, Essen

Prof. Dr. Helmut Wachowiak (2013): ITB Berlin (2013)

Prof. Dr. Helmut Wachowiak & Janka Kensik (2013): V.I.R. Innovationstage, Berlin (Jurymitglied & Sponsor)

Prof. Dr. Helmut Wachowiak (2013): IHK-Tourismus- und Kulturausschuss (Vortrag), Bonn

Prof. Dr. Helmut Wachowiak (2014): Friedrich Neumann Stiftung: „Der deutsche Mittelstand: Motor von Fortschritt und Wachstum“ (Vortrag), Brühl

Prof. Dr. Helmut Wachowiak (2014): „FIT'14 IX Fórum Internacional de Turismo – Oportunidades e Desafios dos Destinos Turísticos/Opportunities and Challenges for Tourist Destinations“ (Vortrag), Porto

Prof. Dr. Helmut Wachowiak (2014): ITB Berlin

Prof. Dr. Helmut Wachowiak & Janka Kensik (2014): V.I.R. Innovationstage, Berlin (Jurymitglied & Sponsor), Projektpräsentation „IUBH Touristik Radar 2015“

Prof. Dr. Helmut Wachowiak (2014): FLO-ERT Sustainable Tourism Workshop (Vortrag), Bonn

Prof. Dr. Helmut Wachowiak (2014): 11. Hessischer Bädertag (Vortrag), Upland

Prof. Dr. Helmut Wachowiak (2015): ITB Berlin - ITB Kongress: Keynotepanel der DGT (Podiumsteilnehmer), Berlin

Prof. Dr. Helmut Wachowiak & Janka Kensik (2015): V.I.R. Innovationstage, Berlin (Jurymitglied & Sponsor)

Prof. Dr. Helmut Wachowiak (2015): EU-COST Meeting „Tourism, Wellbeing and Ecosystem Services“ (Keynote Presentation), Bad Honnef

➤ **Working Papers in preparation:**

Evangelinos, C. Tscharaktschiew, S., Marcucci, E.: The Effect of Parking Cash-Out on the Individual Mode Choice (to be submitted in: Regional Science and Urban Economics)

Evangelinos, C. Staub, N.: Parking charges and the Tourists' Airline/Airport Choice (To be submitted in: Journal of Tourism Management)

Evangelinos, C., Schmeißer, C.: Public Transit Accessibility and the Individual Choice of Residential Location (To be submitted in: Journal of Transport Geography).



Evangelinos, C., Just, R. und Hesse, N.: On the Tourists' Willingness to Pay for City-Cards – A flexible Parametric Choice Modeling Approach (To be submitted: The Annals of Tourism Research)

Evangelinos, C. Obermeyer, A.: Why should cities apply a zonal parking charging scheme?

Evangelinos, C. Szilvay, S., Vogel, H.A., Airline Market Power and Airport Regulation

Dr. Evangelinos hat die Schriftleitung der Zeitschrift für Verkehrswissenschaft inne. Ab dem Heft 2/2015 gehört Dr. Evangelinos zu den Mitherausgebern der Zeitschrift für Verkehrswissenschaft.

➤ **Surveys:**

Furthermore, worth mentioning is that on a regular basis we use the results of a series of surveys and evaluations to continually improve our programme. These include:

- Surveys of prospective students and first semester students about the quality of the study advisory services
- Surveys of scholarship students
- Service evaluation among students with a focus on quality of teaching and services
- Evaluations of internship semesters and semesters abroad
- Surveys of students about their career goals and employer preferences
- Surveys of graduates

➤ **Selection of publications in web:**

On our web-site you can find a selection of publications by the IUBH School of Business and Management, such as:

- Bad Honnefer Series on Service Management - Covers contemporary issues by focusing on specific questions in management.
- Best Thesis Award - Since winter semester 2008/2009 the Best Thesis Award has been presented to graduates, who achieved outstanding accomplishments in their final paper.
- Working Papers - Document the research results of lecturers at the IUBH.
- Conference Papers
- PRME report - our first report on the implementation of the Principles for Responsible Management Education within the UN network
- First Communication on Engagement of the IUBH - The COE contains a description of the practical actions and its implementation our university has taken to promote the Global Compact and its principles within the last years
- Other Publications

For more information please click here:

### ➤ Best Thesis Award

As already mentioned above, since winter semester 2008/2009 the Best Thesis Award has been presented to graduates, who achieved outstanding accomplishments in their final paper. The graduates have been nominated by their supervisors. The award is endowed with a book voucher and is awarded by the Patrons Association of the IUBH School of Business and Management.

**Please find a list of the best thesis awards during the past 2 years:**

**Isa Witte** (Hospitality Management, B.A.)

**Theme of the thesis:** *Mystery Shoppers in Luxury - Hotels - An efficient tool of quality assurance in the luxury hospitality industry?*

**Supervisor:** Prof. Dr. Thomas Schuster

**Abstract:** Mystery shopping as a tool of quality assurance increased drastically over the last decades. After introducing it in different service sectors it became a frequently used practice in the luxury hospitality industry. However, it is difficult for hoteliers to determine the importance of such instrument with regards to service quality and customer satisfaction since the knowledge about its validity and efficiency is still insufficient. This study made an attempt to resolve the problem by analysing the measurement validity of mystery auditing. For that purpose the mystery shopping and guest satisfaction survey scores for various Kempinski properties have been compared based on different assumptions as high correlation and similar means. Furthermore, a case study has been conducted to examine the quasi-longitudinal development of mystery shopping in a particular hotel. Analysing the data revealed no significant correlation between the two variables but simultaneously similar means of the two scores in general, whereby certain regions differ in their results. Moreover, it has been proven that stronger focus is put on mystery shopping with the consequence to neglect guest satisfaction slightly. Therefore, mystery shopping showed being a valid but still imperfect tool for quality assurance.



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**Nicola Wissmann** (International Management, B.A.)

**Theme of the thesis:** *An Event Study on Stock Price Behavior around Dividend Announcements for the German Stock Index DAX*

**Supervisor:** Dipl.-Kaufmann Michael Sulzbach

**Abstract:** Knowing the effect of dividend announcements on share prices is beneficial for many participants of a market. Therefore, this study provides empirical evidence about the power of dividend announcements to influence share prices of German, DAX listed corporations. In this study, a total of 150 dividend announcements were examined. The events were categorized in groups of dividend increases, decreases, and stable dividends. Due to the calculation of expected returns with the market model, this study found out if dividend announcements can promote significant abnormal returns, if dividends are relevant for DAX investors, and if the German DAX index is efficient.

The results suggest that share prices significantly drop around the announcement of dividend increases. DAX investors show negative reactions to dividend increases, while they seem irrelevant of dividend decreases, and stable dividends. Further, information leakage and insider trading, as well as long-term abnormal returns following the announcement of dividend decreases, indicate that the market has characteristics of an inefficient market.



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Lucia Privitera (Event Management, B.A.)

**Theme of the thesis:** *Internationalisation Strategies for Trade Fairs - An Analysis on the South African market: Specific Approach with Recommendation for the "Johannesburg Welding & Cutting 2015"*

**Supervisor:** Prof. Dr. Astrid Mühlböck

**Abstract:** This study provides insights into the internationalisation strategy of a German trade fair organiser, on the example of the WELDNIG & CUTTING, the world leading fair for the metal processing industry. The paper examines, further, the South African market with special focus on its trade fair market structure, in order to identify potential risks that harm the implementation of the fair in 2015. An exploratory research was conducted through reviewing the literature and interviewing two experts of the German and South African trade fair industry. Next, a descriptive research was applied to develop accurate knowledge on the welding and cutting industry. 66 companies of the industry were interrogated, to research on their interest for a WELDING & CUTTING trade fair in South Africa. 77.2% of the respondent tended to agree that South Africa is an emerging market for the metal processing industry, whereas 44% of the respondents are likely to exhibit at such an event. In addition, the paper gives a recommendation how to best approach the South African market and implement the trade fair.



Sandrine Psycha-Waibel (Hospitality Management, B.A.)

**Theme of the thesis:** *Employee Retention in Seasonal Hotels Exemplified by a Small Privately Owned Hotel in Greece?*

**Supervisor:** Prof. Dr. Maren Weber

**Abstract:** The aim of this present work is to establish a human resources toolbox aiming at retaining skilled employees, improving their motivation and loyalty at the seasonal hotel Perivolos, located on Santorini Island, in Greece. First of all, the terms "employee retention", "seasonality", "motivation" and "labour turnover rate" in the hospitality sector are defined, in order to create an overall understanding of the topic. As the terms job satisfaction and motivation go hand in hand in influencing whether employees want to stay with a business, or in this case study, whether to return to a working place the next season, motivation theories are reviewed in detail. After examining the term job satisfaction and what it means, a closer look at Maslow's Hierarchy of Needs is outlined, explaining the different stages of human needs and how these needs interact internally to motivate individuals to act upon their needs. Specifically, Herzberg's Two-Factor Theory illustrates that motivation contains two different sets of needs: one, motivators and two, hygiene factors. Moreover, in order to understand how motivation of human behaviour is generated, the Expectancy Theory is examined. In addition, the Goal-Setting Theory is illustrated, to confirm the assumption that motivation and performance is influenced by setting goals and by giving out feedback of achievement.





To understand further the theory in practice, to figure out what motivates and what increases the loyalty of seasonal workers in Greece, a primary research study will be conducted, to independently question seasonal workers. This study finalises the material by creating a human resources toolbox aiming at developing a workplace with human resources processes that will increase motivation and satisfaction amongst staff. Additional recommendations include a corporation between the hotel Perivolos and a winter resort, to ensure continuous employment of staff. Continuous employment will bring increased staff motivation and as a consequence leading to higher employee retention.

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**Guillaume Bourgain** (Hospitality Management, B.A.)

**Theme of the thesis:** The Impact of Differential Pricing on the Perception of Fairness

**Supervisor:** Dr. Rose Delgado-Krebs

**Abstract:** This descriptive research analyzed the impact of differential pricing on the perception of fairness. To provide a comprehensive understanding of the problem revenue management, approaches of differential pricing, as well as theories discussing the perception of fairness and the classification of hotels in Germany are discussed, by presenting previous researches and theories related to these topics. In total, 106 participants were asked to respond an online questionnaire regarding differential pricing. As revenue managers use rate fences to determine different prices, it was the core of the research to analyze perception of fairness of differential pricing and rate fences. The results have shown that differential pricing tends to be generally perceived as unfair by German customers. On the other hands, the rate fences used to determine different prices tend to be perceived as neutral or fair. While the results suggest that most



demographic and travelling factors do not influence customers' perceptions of fairness of differential pricing, this research found that gender does. The findings show that women perceived differential pricing as more unfair than men. The reasons for such results are reviewed in accordance with the literature review. Finally, recommendations and further possible research on the topic are provided.

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**Jochen Müller** (International Management, B.A.)

**Theme of the thesis:** *Earnings Management of the Current DAX30 Companies: An Empirical Analysis of Impairment Losses between 2005 and 2013*

**Supervisor:** Dipl.-Kfm. Michael Sulzbach

**Abstract:** Understanding the importance of goodwill and goodwill impairment is essential for investors, analysts and stakeholders of corporations. Therefore, the following study examines the development of goodwill and goodwill impairment for DAX30 corporations between 2005 and 2013. In order to provide a sufficient sample, 261 observations were collected within the timeframe. Besides the descriptive statistics about the development of goodwill and goodwill impairment, current DAX30 corporations are clustered into industries and significant differences between groups are elaborated. Afterwards, the thesis conducts a research adopted from Jordan and Clark (2004) in order to test whether DAX30 companies practice Earnings Management to increase the value of the company. In addition, a regression analysis is performed to test whether impairment losses can be explained through different independent variables. A predictive power of the model would increase the validity of forecasts concerning goodwill impairments. During the literature review two hypotheses are created, which are tested within the research approach: H1: There are significant differences between industries concerning goodwill and goodwill impairment. H2: Goodwill and impairment losses are used for Earnings Management and Big Bath



Behavior. The thesis confirms other research papers dealing with the development of goodwill and goodwill impairment. Furthermore, significant differences between industries are presented and implications for the market are identified. The study also illustrates that different industries convey different impairment patterns. Further research confirms that DAX30 companies practice Earnings Management. Especially Big Bath Behavior can be shown by the research findings. Moreover, the regression equation presents two significant variables, which influence the amount and frequency of impairment losses. Finally, recommendations for the market are made and both hypotheses are accepted.



#### Principle 5 | Partnership:

The IUBH School is always open for new partners and fruitful cooperations. We interact on a regular basis with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities as a result we are very grateful for the commitment of our partners who support us in a variety of ways through grants, sponsorship, guest speakers, events, direct recruitment and more... Over time, a special relationship develops between the IUBH and its cooperation partners. The exchange between the two deepens and all sides profit from the individual cooperation, contract helps to explore jointly effective approaches to meeting these challenges. The goal of these partnerships is to support interested students and graduates and to give them the best possible chances and impressions. Concrete projects and actions ensure that the connection through a cooperation contract be more than just a written document. Our faculty has contact to all DAX 30 companies, is recognised in the international market, and well connected in a network with over 300 business partners.

During the two days of the Career Days 2015 fair on **11th and 12th November 2015** we were proud to host **representatives from over 65 companies** on the campus in Bad Honnef. All of them gave short presentations and provided IUBH alumni and students attending the career fair with the opportunity to interact directly with them. Usually many students and alumni make use of this extraordinary on campus-opportunity to meet potential employers and talk to them about **internship and job opportunities**. The programme also includes an assessment centre and the chance to have interviews.

Our partners at IUBH Career Days on 11th and 12th November 2015:

			
			
			
			
			



			
			
			
			
			
			



 <b>QATAR</b> <small>ARABIAN AIRWAYS</small>	 <b>ROBINSON</b>	 <b>VILLA KENNEDY</b> <small>FRANKFURT</small>	<b>TravelBird</b>
<b>SCHLOSS ELMAU</b> <small>LUXURY SPA &amp; CULTURAL HIDEAWAY</small> <small>*****</small>		 <b>STEIGENBERGER</b> <b>HOTEL GROUP</b>	<b>T-Systems</b>
<b>time:matters</b> <small>A company of Lufthansa Cargo</small>	<b>TREUGAST</b>   Unternehmensberatung	 <b>Tropical Islands</b>	 <b>vodafone</b>
<b>TRUSTYOU</b>  <small>the standard for reputation</small>		<b>VAPIANO®</b> <small>PASTA   PIZZA   BAR</small>	 <b>VERBAND</b> <b>INTERNET</b> <b>REISEVERTRIEB</b> <small>WWW.V-I-R.DE</small>
 <b>YOURCAREERGROUP</b> <small>HOTEL CAREER   GASTRONOMIE CAREER   TOURISTIK CAREER</small>	<b>029</b> zerotwone		



### Principle 6 | Dialogue:

The IUBH Management develops the so called mission statement and coordinates on this basis appropriate program strategies for the Bachelor and Master programmes. The above mentioned is discussed with department heads within the faculty management conference. They are encouraged to review the quality and practical relevance of the courses on a regular basis and to propose suggestions for improvement to the university management.

In order to better facilitate and support dialog and debate among all parties we established a well-developed structure, based on non-discrimination, transparency in decision-making and improvement of ongoing processes, realizing such important goals and missions:

#### ➤ **Advisory Board:**

The close connection between the International University of Applied Sciences Bad Honnef · Bonn (IUBH) and the international service sector makes a decisive contribution to keeping the contents of individual courses of study oriented to the actual needs and developments in this international area of business. The advisory board of the IUBH is composed of leading representatives from the tourism and transportation sector, such as tour operators, cruise lines, hotels and airlines, renowned academics as well as personalities from politics and society at large.

The goal of the expert advisory board and its top-level members is to use their extensive network and extraordinary pool of experience to promote the continual development of the IUBH and to a large extent ensure that IUBH students are given the quality preparation necessary to meet the high demands of the service sector. The regular dialogue between campus and business is an essential contribution to tailoring the courses to the current needs of an increasingly globalized industry.

To find out more about our Advisory Board, please have a closer look here: [http://www.iubh.de/en/career-network/advisory-board-.php?p\\_id=1973](http://www.iubh.de/en/career-network/advisory-board-.php?p_id=1973).

#### ➤ **Rectorate:**

- Prof. Dr. Peter Thuy (Rector)
- Prof. Dr. Patrick Geus (Prorector IUBH Campus Programmes)
- Prof. Dr. Holger Sommerfeldt (Prorector IUBH Distance Learning)

- Prof. Dr. Claudia Bornemeyer (Prorector Quality Management)
- Prof. Dr. Karsten Leibold (Prorector Teaching, Examination and Further Studies)
- Prof. Dr. Kurt Jeschke (Prorector Corporate Programmes)
- Georg Ummenhofer (Chancellor)



The Rectorate meets on a regular basis every month. Every session includes inter alia operational aspects of university management, academic issues and current problems as well as initiatives for further development of the university and measures to improve ongoing processes.

➤ **Department Heads:**

Name	Department
Prof. Dr. Michaela Seybold	Business Administration & Economics
Prof. Dr. Ulrich Desel	Aviation Management
Claudia Schild-Franken	Languages and Communication
Prof. Dr. Helmut Wachowiak	Tourism, Hospitality and Event Management

The Department Head Conference / Meeting serves the cooperation between departments and University Management.

The Department Heads and the Prorector for Teaching and Quality discuss monthly – within each semester – the actual development both subjects within the IUBH.

The Module Coordinators help to assure the quality of the modules.

Adaptations and optimizations of study programs and separate modules (including mathematics, statistics, scientific work, micro / macroeconomics, etc.) are also subject to the Department Heads meetings.

### List of all Professors and Lecturers of the IUBH:

	Title	Name	Surname	Denomination
1.	Prof. Dr.	Assmus	Daniel	Marketing & Communication
2.	Prof. Dr.	Beilharz	Hans-Jörg	Economics
3.	Prof. Dr.	Berkel	Georg	Business Administration & Recht
4.	Prof. Dr.	Böhlich	Susanne	International Management
5.	Prof. Dr.	Bornemeyer	Claudia	Service Management & Marketing
6.	Prof. Dr.	Brückmann	Tobias	Wirtschaftsinformatik
7.	Prof. Dr.	Brützel	Christoph	Aviation Management
8.	Prof. Dr.	Desel	Ulrich	Aviation Management
9.	Prof. Dr.	Ehmer	Hansjochen	Aviation Policy
10.	Prof. Dr.	Evangelinos	Christos	Economics & Quantitative Methods
11.	Prof. Dr.	Gade	Christel	International Management
12.	Dr.	Gambarte	Ernesto	Produktion- und Logistikmanagement
13.	Prof. Dr.	Geus	Patrick	Marketing Management
14.	Prof. Dr.	Goffe	Peter	Hospitality Management & Marketing
15.	Dr.	Gomez Mata	Javier	Allgemeine Betriebswirtschaftslehre
16.	Prof. Dr.	Grömling	Michael	Economics
17.	Dr.	Hemmer	Markus	IT-Management
18.	Prof. Dr.	Herold	Jörg	Quantitative Methoden
19.	Prof. Dr.	Herntrei	Marcus	Tourismuswirtschaft
20.	Prof. Dr.	Hindley	Clare	English & Communication
21.	Dr.	Huxold	Stephan	Allgemeine Betriebswirtschaftslehre
22.	Dr.	Hilgers-Sekowsky	Julia	Allgemeine Betriebswirtschaftslehre
23.	Prof. Dr.	Isselstein	Franz	Finance & Accounting
24.	Prof. Dr.	Jeschke	Kurt	Service Management & Marketing
25.	Dr.	Kiehne	Nadja	Steuern und Prüfungswesen
26.	Dr.	Klein	Anna	Tourismuswirtschaft
27.	Prof. Dr.	Kollruss	Thomas	Steuern und Prüfungswesen
28.	Dr.	Kolibius	Mischa	Marketing Management
29.	Dr.	Köksal	Mümtaz	Health Care Management
30.	Prof. Dr.	Lac	Visieu	Quantitative Methods & Economics
31.	Prof. Dr.	Legrand	Willy	Hospitality Management
32.	Prof. Dr.	Leibold	Karsten	Aviation Management
33.	Prof. Dr.	Lundszien	Dietmar	Management nachhaltiger Energien
34.	Prof. Dr.	Möller	Claudia	Tourism Management
35.	Prof. Dr.	Mühlböck	Astrid	Event Management
36.	Dr.	Neunert	Thomas	Gesundheitsmanagement
37.	Prof. Dr.	Panzer	Jochen	Marketing Management
38.	Dr.	Pieper	Jan	International Management

	Title	Name	Surname	Denomination
39.	Prof. Dr.	Richter	Nicole	Allgemeine Betriebswirtschaftslehre
40.	Prof. Dr.	Sälzer	Gerhard	Business Administration & Corporate Finance
41.	Dr.	Neumann	Peter	Tourismuswirtschaft
42.	Prof. Dr.	Seybold	Michaela	Financial Accounting & Taxation
43.	Prof. Dr.	Sommerfeldt	Holger	Service Management
44.	Prof. Dr.	Schulke	Arne	Management, Accounting & Control
45.	Prof. Dr.	Tigre Moura	Francisco	Online Marketing & Business Administration
46.	Prof. Dr.	Thuy	Peter	Economics & Service Management
47.	Prof. Dr.	Vogel	Hans-A.	Aviation Management
48.	Prof. Dr.	Wachowiak	Helmut	Tourism Management
49.	Prof. Dr.	Weber	Maren	Business Administration
50.	Dr.	Weber	Susanne	Allgemeine Betriebswirtschaftslehre
51.	Prof. Dr.	Welker	Carl B.	Business Administration
52.	Prof. Dr.	Warning	Hans Olaf	Management, Accounting & Control
53.	Dr.	Wittmann-Wurzer	Annegret	Hotelmanagement
54.	Dr.	zur Oven-Krockhaus	Ina	Tourismuswirtschaft

#### Lecturers for special assignments:

	Title	Name	Surname	Denomination
1.	Dr.	Delgado-Krebs	Rose	Hospitality Accounting
2.	M.A.	Roberts	David	Language Department
3.	Mag. Phil.	Schild-Franken	Claudia	Language Department
4.	M.B.A.	Sloan	Philip	Hospitality Management
5.	M.B.A., M.A.	Sylwestrowicz	Magda	Language Department

#### Lecturers and/or Research Assistants:

	Title	Name	Surname	Denomination
1.	Dipl.-Oec.	Jäger	Dieter	Event Management
2.	Dipl.-Kfm.	Sulzbach	Michael	Audit & Taxation
3.	MSc., MEd	Wilson-Wünsch	Beverley	Hospitality Management
4.	MEd	Inga	Hülsmeier	Tourism Management



There is something special about studying at the IUBH - this is well reflected in the extensive services we offer and in the attitude of our colleagues. The professors and faculty of the IUBH stand behind the excellent education of our students.

The quality of an academic education depends to a large extent on the professors and lecturers, and that is why we set the highest standards for our teaching staff. These include academic reputation and excellent specialist knowledge, as well as sound practical experience and an international orientation.

With its global network and consequent use of English as the language of instruction the IUBH is not only attractive to students from abroad, but also lecturers and staff come from around the world to share their knowledge.

Whether from Australia, the USA, Asia or Germany our professors and lecturers provide the preparation our students need to fulfil future international management responsibilities in our dynamic, ever-changing global economy.

### ➤ Evaluation of Lectures

Talking about dialogue between lecturers and students, staying competitive and having permanent feedback the IUBH constantly strives to improve its teaching quality on campus. Our aim is to acquire up-to date information about the teaching quality on campus, detect and understand changes in the teaching quality perceived by our students and lecturers, and improve all supportive processes and measures.

To meet these objectives, we have two key tools in place:

#### (1) Students' Online Evaluation

At the end of each semester our students are requested to electronically evaluate the quality of courses given on campus. Each lecturer must participate in this evaluation. The exact procedure will be outlined towards the end of the respective semester.

The Online Evaluation Questionnaire comprises four parts:

- I. The lecturer
- II. The course (content, organisation and work flow)
- III. Open questions
- IV. Workload for the students

After conclusion of the online evaluation process, each lecturer receives an individual course report. We expect our lecturers to achieve an overall student satisfaction level of above 80%. Additionally, we request lecturers teaching for the first time at IUBH to conduct a rather informal mid-term evaluation after the first half of the course; in general, it is highly recommended for all lecturers to conduct the mid-term evaluation. Lecturers will receive separate information on the mid-term evaluation via email. In case you are

interested in having examples of evaluation sheets for the mid-term evaluation please contact the prorector teaching quality.

## (2) Self-Evaluation of Lecturers

To obtain information on personal impressions about the courses, we kindly request a lecturer to complete a self-evaluation sheet for each of the courses held at the end of the semester.

The Self-Evaluation Form consists of two parts:

- I. Open questions (positive impressions, quality improvements)
- II. Satisfaction level concerning course/ students/ classroom

### ➤ Students' Office

Whenever a student has a question, a problem or any other issue during his or her stay on the campus, the Students' Office is the first port of call for any administrative questions, i.e. matriculation certificates, information on timetables or registration for examinations. For all these matters the Students' Office is just the right place.

In addition, the Students' Office organises the so-called "Intro Week". During the "first" week of studies, students are introduced to life on campus and instructed in important working techniques and fields of study. It is also the perfect opportunity to get to know each other.

### ➤ Student Support Team



The goal of our Student Support Team at the IUBH (Prof. Dr. Claudia Bornemeyer, Mr. Roberts, Mrs. Claudia Schild-Franken, and Mr. Philip Sloan) is to help students achieve the maximum benefit from their university life on campus. We assist students not only in relation to their academic achievements but also in their social and personal development. In circumstances where students are experiencing difficulties with their studies, we are the intermediary between the student body and the University's faculty and administration. In the first few weeks of the new semester, each study

group elects a student representative whose job is to bring group problems to the attention of the Student Support Team.

## ➤ The Senate of the IUBH

The Senate is the highest ranking body at the IUBH and has the final competence in the academic administration of the university. This includes among other subject statements on basic questions concerning research, teaching, evaluation and cooperation and the basic strategic alignment. The Senate also discusses the academic report of the Rector and the evaluation report of the Prorector concerning quality of teaching and research and presents recommendations for research, teaching and studies of the university or topics of basic importance.

For us it is very important to involve students, to hear their opinion, to help their needs, to improve our communication and implementation of processes.

The senate is responsible for issues that affect the University as a whole or are of major importance.

The voting members of the senate are:

- I. automatic members, i.e. members of the rector's office
- II. elected members:
  - 6 representatives of the professors,
  - 3 representatives of other academic personnel,
  - 3 representative of the non-academic personnel,
  - 3 representatives of the student body.

The senate has the following responsibilities:

- I. dealing with basic issues of research, teaching, evaluation and cooperation
- II. responding to basic strategic university issues within the scope of the university development plan
- III. discussion of the academic report from the Rector
- IV. discussion of the evaluation report from the Study Dean
- V. recommendations and comments on issues of research, teaching and study opportunities that impact the university or are of fundamental importance
- VI. advising on regulations and decisions that are to be issued
- VII. advising on the incorporation of affiliated institutes
- VIII. confirmation of the Pro-rector and Study Dean upon the recommendation of the Rector
- IX. confirmation of the Chancellor upon recommendation of the Rector
- X. appointment of honorary senators according to clause 17 of the university governance regulations
- XI. confirmation of the title of honorary professor according to clause 18 of the university governance regulations
- XII. adoption of changes to the university governance regulations by a  $\frac{3}{4}$  majority vote

The senate meets at least once per semester.

**Members of the Senate of the IUBH as of February 2016:**

Representatives of the Rectorate
1. Prof. Dr. Claudia Bornemeyer, Prorector
2. Prof. Dr. Kurt Jeschke, Prorector
3. Prof. Dr. Karsten Leibold, Prorector
4. Prof. Dr. Patrick Geus, Prorector
5. Prof. Dr. Holger Sommerfeldt, Prorector
6. Prof. Dr. Peter Thuy, Rector
7. Georg Ummenhofer, Chancellor
Representatives of Professors
8. Professor Dr. Daniel Assmus, IUBH School of Business & Management
9. Professor Dr. Susanne Böhlich, IUBH School of Business & Management
10. Professor Dr. Richter, IUBH Duales Studies, Duesseldorf
11. Professor Dr. Gerhard Sälzer, IUBH School of Business & Management
12. Professor Dr. Michaela Seybold, IUBH School of Business & Management
13. Professor Dr. Helmut Wachowiak, IUBH School of Business & Management
Academic representatives
14. Ulrike Boller, IUBH Distance Learning
15. Dieter Jäger, IUBH School of Business & Management
16. David Roberts, IUBH School of Business & Management
Non-academic representatives
17. Tim Kaltenborn, IUBH School of Business & Management
18. Kerstin Piltz, IUBH School of Business & Management
19. Ulrike Wunder, IUBH School of Business & Management
Students Body
20. Michael Aman, IUBH Distance Learning
21. Ann Katrin Gansebohm, IUBH Distance Learning
22. Benjamin Grimm, IUBH Distance Learning

### ➤ Semester Conference

Additionally, the Semester Conference is held once at the beginning of each semester and foresees the participation of all members of the IUBH School of Business and Management. All outcomes of quality evaluations, quality assurance measures in teaching and research, plans for future developments and other relevant issues are presented and discussed with the participants.

An intensive dialogue with students is ensured by the Students Representatives elected regularly each semester. They gather several times a semester with the representatives of IUBH Students Support Services. Moreover, a selected student interest organisation (Students Common Room) is working on the development of a common campus spirits by offering events for all students and discussing new ideas.

### ➤ Examination Board

An Examination Board must be formed to organise and execute examinations. The Examination Board is an independent body of the International University of Applied Sciences Bad Honnef · Bonn. The Examination Board performs the following duties:

- I. monitoring compliance with the Study and Examination Regulations
- II. ensuring examinations are conducted in a due and proper manner
- III. determination of the examination dates
- IV. decision-making in the case of appeals
- V. amendment or further development of the Study and Examination Regulations
- VI. appointment of examiners and observers
- VII. recognition of study credits and examination results gained at other institutions of higher education

A single Examination Board is formed at the International University of Applied Sciences Bad Honnef · Bonn for Bachelor's study courses.

The Examination Board consists of five members, namely:

- I. three members from the group of professors;
- II. one member from the group of research staff;
- III. one member from the student body.

Only professors may hold the office of Chairperson and Deputy Chairperson. The term of office of Examination Board members is two years; that of the student representative is one year. Members from the group of professors and research staff are elected by the members of this group by a simple majority vote. The student representative in the International University of Applied Sciences Bad Honnef · Bonn Senate who has received the most votes is simultaneously the student member on the Examination Board. Members can be re-elected. If a member has reasons for retiring early from the Examination Board, a new member is elected in accordance with the above-mentioned



rules. The term of office of the member who is appointed to replace the retired member ends with the term of office of the entire Examination Board.

The Examination Board is qualified to make decisions by taking a vote when the Chairperson or his/her representative and at least three other Examination Board members are present. The Examination Board decides by a simple majority vote. In the event of the equal division of votes, the Chairperson of the Examination Board or, in his/her absence his/her deputy, has the casting vote. The meetings of the Examination Board are not public. The members of the Examination Board are bound to secrecy.

Members of the Examination Board are entitled to be present at the individual examinations. This does not apply to student representatives who are also sitting the same examination. In standard cases, the Examination Board can assign execution of its responsibilities to the Chairperson. This does not apply to decisions on appeals.

It is possible to appeal against resolutions adopted by the Examination Board and examination decisions within one month of their pronouncement. The appeal must be submitted to the Examination Office in writing. Reasons for the appeal must be given in writing.

#### ➤ Student Representatives

To represent their interests, the students form a Student Council. This council comprises one elected representative per study group. The Student Council meets with the Student Support Services team to discuss students' concerns on a monthly basis.



## ➤ Student Common Room (SCR)

The SCR is a student-run, non-profit organisation striving to enhance the study experience at the IUBH and to represent the whole student community. Being independent and apolitical, the SCR is democratically elected among the student body. Every student can be considered a member of the SCR and is eligible to forward ideas and concepts contributing to the greater good of the student community.

To foster a communicative atmosphere on campus, the SCR maintains interfaces with the university on every level: Don't hesitate to contact the representatives of the SCR in any matter concerning the student community. Cooperation and continuous communication of students and staff alike is one of the core concepts of the SCR.

The SCR is composed of:

### The SCR Board:

- I. President
- II. Vice President
- III. Administration Deputy
- IV. Financial Officer

### The SCR Officers:

- I. International Officer
- II. Community Officer
- III. Event Officer
- IV. Infrastructure Officer
- V. Society Officer
- VI. Auditor

### The duties of the SCR and its representatives include the following:

- I. Representation of the student community
- II. Organizing of student events
- III. Fostering student wellbeing
- IV. Provision of resources to support student initiatives
- V. Support of student societies
- VI. Creating and maintaining a community spirit
- VII. Integration of international students
- VIII. Assisting the Guardian Angel Program

Each student is eligible to serve in the SCR and normally serve for one semester if not reelected.

## ➤ Honnef Business Talks

Strong leaders and industry experts from different parts of the globe are invited to share their perspectives on such concepts. They present current issues on the event series “Honnef Business Talks”. Here is a selection of previous guest lecturers and topics:

- Robert Etmans, CEO Human Resources and Board Service of Deutsche Bahn Fernverkehr - „Management in Theory and Practice exemplified by DB Fernverkehr AG”
- Gregor Gerlach, CEO Seaside Hotels/Chairman of the Board Vapiano AG - “Similarities and Differences between Seaside and Vapiano”
- Henry Hasselbarth, Emirates Airlines - “Dubai: Strategic Gateway and Future Hub”
- Hendrik Hollweg, Regional Lead Partner West Ernst & Young AG - “Wirtschaftsprüfung in Zeiten der Krise”
- Reiner Meutsch, Berge und Meer Touristik, Stiftung Fly and Help - „From businessman to benefactor – The path to success is about people”
- Klaus-Jürgen Philipp, CEO Haus Rabenhorst - “Tradition and Modernity: Juice maker paces new routes”
- Donal Quinn, Healthcare Advisor Advent International - “How to build a successful career”
- Erich Sixt, Sixt AG - “You’re all we need – Take your Chance and discuss with Erich Sixt”
- Thies Sponholz, General Manager Hotel de Rome Berlin, Rocco Forte Collection - “Rocco Forte – The Art of Simple Luxury- Being a General Manager in an Unusual Collection”
- Jürgen Stackmann, Member of the Management Board Ford-Werke GmbH, “Ford Reloaded”
- Hermann Ude, CEO DHL Freight - „Success Factors in the Logistics Industry”
- Lutz Vogt, Managing Director German Convention Bureau - “Meetings made in Germany – Marketing for the meeting and conference destination Germany”
- Dr. Claudia Warning, Resort Manager International Programme, Evangelischer Entwicklungsdienst - “Supporting local economies – a way to sustainable development?”

- Rudolf Wöhl, Rudolf Wöhl AG
- Jürgen Wolter, GM Hyatt Regency Hong Kong - "Food and Beverage Services at the Hyatt HongKong"
- Markus Zahn, CEO Olimar - „Cooperation of Specialists"

In the meantime we developed a strong network of the so called Extra Curriculum Cooperation. Here are some important examples:

Aviation Management
Düsseldorf International
Lufthansa Aviation Center
Frankfurt Hahn Airport
Köln Bonn Airport
Fraport GmbH
Eurocontrol
AOPA
EASA
Airbus
Bombardier Aerospace Germany GmbH
Condor and Thomas Cook

Tourism & Event Management
Tourismus & Congress GmbH Bonn, Rhein-Sieg, Ahrtal
Reed Exhibitions Deutschland GmbH
Schloss Drachenburg gGmbH
ECPAT (End Child Prostitution, Pornography and Trafficking)
IMEX
Köln Messe GmbH
Geysir Andernach, Tourismus und Stadtmarketing.net
Verband Internet Reisevertrieb e.V.
ITB
Köln-Bonn Airport
WCCB World Congress Center Bonn
Pro Sky AG

International Management
Dr. Vogt, Berater im Versandhandel
Bankhaus Lampe KG
Hochtief GmbH
SEW Eurodrive GmbH
ABB Transformatoren
E-Bility GmbH
Enterprise: Rent a Car
Gutmark, Radtke and Company
caruising® spritspartraining
Kühne +Nagel
MSS GmbH – Moderne Sonnenschutz-Systeme Glasarchitektur GmbH –

Hospitality
AIDA-Reisen
Althoff Hotels
AROSA / A_JA Resorts
CDIB*)
CJD Jugenddorf Christophorus Schulen
Deutsche Lufthansa AG
Deutsche Post AG
DRV e.V.
Emirates Academy
Ernst &Young
Europaschule HLF Krems
Flughafen Frankfurt Hahn
Flughafen Köln-Bonn
German Convention Bureau Frankfurt
GlobeGround Berlin
Helios Privatkliniken
Hilton Worldwide
Hotelschool The Hague
IHK Bonn Rhein-Sieg
Kempinski Hotels



Katholisch Soziales Institut (KSI) Bad Honnef
La Rochelle Business School (in preparation)
MCI Innsbruck
Messe Berlin (ITB)
Motel One Group (in preparation)
Phoenix-Reisen
Qatar Airways (in preparation)
Robinson Reise GmbH
SAP University Competence Center
Schloss Haagerhof
SIXT AG
Steigenberger Hotels
Thomas Cook Reisen
VIR
Zurich Global, Deutsche Herold

## Societies on Campus

Many students spend their free time together to pursue certain interests, including social involvement. So, for us a dialogue between students also plays an important role. Therefore find a list of the dedicated IUBH Societies

### Student Marketing Association

The Student Marketing Association (SMA) is a community of people interested in and dedicated to marketing as a business function and philosophy. Everybody interested in marketing is welcome in our association. New members don't need to have marketing proficiency yet.

The SMA provides its members the possibility to gain practical knowledge in sales and marketing by participating in various marketing project competitions. Furthermore, it organises a regular conference in order to help establish the IUBH as a competence center for service management, starting in 2010.



## IUBH Leo Club



LEO is the youth organization of Lions Clubs International. The IUBH LEO Club dedicates itself to social involvement. For that purpose it arranges activities for a good cause. The club consists of students of all departments and semesters, because same interests bond.

New support is always welcome.

## IUBH Grape(s)ociety

You are interested in wine, its origin and you want to learn something about how to rate a wine? Then you have to join Grape Society. In 2002 Grape(s)ociety, the university's wine club, was founded by professor Willy Legrand. With the general goal of bringing wines and wine knowledge closer to the university students, faculties and administration, Grape(s)ociety has organised over 50 small and large tastings with world renowned sommeliers and winemakers. For example an extravagant cava tasting as well as an intimate chocolate and of course wine degustation.



## IUBH Speakers Corner



You are afraid of speaking in public, in front of strangers or classmates? Let us help you. Join the IUBH Speakers Corner and improve your rhetorical skills. It doesn't matter if you are a novice or on an advanced level, we will warmly welcome you. Adapted to the needs of IUBH students, we have a flexible system, where you can start with small tasks like telling us a tip or a joke, toward full speeches, discussions or even presentations for your courses. After each task you will get detailed feedback and advice in order to improve your performance. In the IUBH Speakers Corner, we will assist you and we will not judge you, because of your language level, opinion or performance. What happens in Speakers Corner stays in Speakers Corner.

We build up on a wide portfolio of examples and exercises to enjoy, because of our history. In 2011, we started as "IUBH Toastmasters Club Bad Honnef" with a hint of our lecturers to develop and increase our speaking skills. With the experience we gained during this time, we decided in 2014, to redesign our club into the IUBH Speakers Corner, in order to adjust to the needs of our members. Try our "Speak Now Contest" or the "Mystery Box" and see what it will imply. At the end of each semester students get a certificate that proves your participation and collaboration.

### SOAP - students on air

The Students on Air Project (S.O.A.P) is a video editorial project that is the result of a cooperation between the Catholic Social Institute (KSI) and the International University of Applied Sciences Bad Honnef Bonn. The project is funded by the North Rhine-Westphalia Media Institute (LfM) and aims to increase students' media competence by giving them a chance to work on concrete projects. Participants receive professional training in concept development, camera work, and post-production, and are given access to professional and semi-professional equipment. Students develop their own concepts and formats, and their productions are regularly shown on the educational TV station "nrwision".



### Sober - Society Of Beer Expert Representatives

"Hops and malt, they never get old."

This German saying perfectly reflects your opinion about beer and goes beyond the excessive drinking of this wonderful and diverse beverage? You are also interested in the immense potential of beer? With 4 - 5 "Beetings" in each semester students will not only get to know other lovers and explorers of beer, but also get the opportunity to taste expensive, inexpensive, tasty, not so delicious, dark, bright, sparkly, boring and quaffable types of beer. Finally you will receive the basic knowledge about the topic beer, get to know interesting ways of using beer as a specialisation in business life and hopefully also find your personal favorite.



### IUBH Drama Club



The world is a stage. And the IUBH knows that. The IUBH Drama Club is looking for new members on and off stage. The club members work on a production which will be performed at the end of the semester

## Chef Society

The mission of the Chef Society is to educate its members in all culinary aspects and to establish an advanced knowledge about cooking procedures within different cuisines. This mission will be accomplished through presentations, lively cooking sessions and engaging in discussions about different styles and trends within the food and kitchen industry.



During each cooking session participants will be given a topic, prepare three different courses in groups and then talk about their experiences, as well as learn how to rate the meals together. Everyone is welcome who feels associated to that theme. No prior culinary experience is necessary to join. That means all students, alumni and professors could join in 4 - 5 Meetings within the Semester.

## IUBH Photography Club

A picture says a thousand words. And taking such pictures is what Snap! - The IUBH Photography Club- is doing. The aim of the club is to learn photography techniques and to improve skills and knowledge, but above all, to have fun. Everyone's welcome; beginner or advanced, hobbyist or professional. All you need is a camera and enthusiasm.



## Conclusion

We are proud being part of the PRME initiative worldwide. Herewith we promise to further implement its measures, initiatives and ideas, to use PRME as a framework for systemic change on the basis of three distinctive characteristics of the initiative:

**Continuous Improvement:** to further carefully implement of the Principles and to understand them as a long-term process of continuous performance improvement.

**A Learning Network:** to also interpret the PRME as a learning network: collecting and channeling good practices, facilitating an exchange of existing and state-of-the-art experiences within the PRME network.

**Report to Stakeholders:** to report on a regular basis because reporting is the best way to ensure the credibility of the initiative and allows giving recognition to good performances.

To better develop and integrate the Six Principles of PRME we herewith declare to discuss and implement the following PRME long-term reference framework, as described in the so-called *transformational model for PRME implementation* – see next page.

**Next PRME report will be delivered in April 2018.**

In case you have any questions or comments do not hesitate to contact us:

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## PRME LONG-TERM REFERENCE FRAMEWORK

PRME GLOBAL COMPACT	Purpose	Values	Teaching in programmes	Pedagogi cal learning methodol - ogies	Research	Partner ship with busines ses	Dialogu e with Stake- holder s	Operations
All Sustainability Issues								
Issues related to Human								
Issues related to Labour Rights								
Issues related to Environmenta l Concerns								
Issues related to Transparency & Anti-								
Issues related to Sustainable Developmen								
Other issues								