

# International NEWSLETTER



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Fachhochschule  
Frankfurt am Main  
University of  
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## TEACHING AND LEARNING

### Vietnamese German University: first graduates in Electrical Engineering and Information Technology program



The first graduates in the EEIT program.

Since the foundation of the Vietnamese German University (VGU) in Ho Chi Minh City in 2008, Fachhochschule Frankfurt has been running the B.Eng. program "Electrical Engineering and Information Technology (EEIT)" for VGU undergraduates. Currently 154 students are enrolled in the program. Professors from Frankfurt come to Ho Chi Minh City to lecture in the first and second year. The students then leave Vietnam for their final year in Frankfurt. Early in October, Professor Jürgen Mallon, VGU President handed over the degrees to the first 24 vietnamese graduates, praising their successful completion of the program. He congratulated Professor Gernot Zimmer, the EEIT coordinator at the VGU and Professor Peter Nauth, EEIT coordinator in Frankfurt, in particular. The Prime Minister of Hessen attended the ceremony as a guest of honour.

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## EDITORIAL



President Dr.-Ing. Detlev Buchholz

Dear readers,  
Internationalization is a major objective of Fachhochschule Frankfurt – recently agreed with the government of the State of Hessen, but also as a tradition. We are now placing more emphasis on curricular aspects in addition to student mobility. As part of the reforms we are increasing teaching in foreign languages (mostly in English) at the Bachelor and Master level. Another priority are "mobility windows" within the programs in order to facilitate general mobility or even mandatory stays abroad. With a greater number of International Weeks we are attracting more international lecturers to take part in our programs and are initiating contacts in research. Please let us know, in case you have ideas which could contribute to our internationalization activities.

Sincerely yours,  
*Detlev Buchholz*  
Dr.-Ing. Detlev Buchholz

## Successful first European Summer University on logistics, mobility and sustainability

Together with the Rotterdam Business School and the Zurich University of Applied Sciences, Fachhochschule Frankfurt hosted a four-week program on logistics, mobility and sustainability in July 2012. Participants from all continents enjoyed an ambitious program mixing high quality lectures with site visits and excursions to Switzerland and the Netherlands. As summed up by one of the students: "It was an incredible opportunity to gain knowledge and experience on the

subject of sustainability. Site visits and excursions showed how sustainability theory has been put to practice by industry leaders". "We aim at increasing international awareness of our profile: strong academic lectures with an accurate focus on practice", says Günter Kleinkauf, Head of the International Office. The second edition of this program is due July 1st to July 26th 2013

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## Partnership with universities in developing countries: first international summer school in India



Professors and students from the partner countries.

Funded by the German Academic Exchange Service (DAAD) under the program "Subject related Partnerships with Institutions of Higher Education in Developing Countries", a three-year project (2012-2015) has been instituted, which focuses on social rights, justice

and policies. Partner institutions are Fachhochschule Frankfurt, the National University of Malaysia (Kuala Lumpur) and the University of Kabul (Afghanistan). Also involved are institutions of Higher Education from India. From September 27th to October 13th 2012, 18 students and seven professors from the universities engaged in the project met for an international Summer School in Sidhbari, India. Participants presented information on the social structure and political system of their respective countries and developed a comparative approach on the topics of adequate living standard, education, culture, health, labour and social security. Institutional key features are the design of syllabi and learning materials, methods in teaching and blended-learning, a joint summer school and the establishment of networks between the partners. Learning activities for the students include: virtual learning units, classes on national and comparative social rights and social politics, planning and concept development, English language and intercultural awareness.

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## 2nd conference on start-up perspectives in Morocco

The Institute for Entrepreneurship at Fachhochschule Frankfurt, together with the German-Moroccan Society for Education and Culture, held the 2nd conference on start-up perspectives for Moroccan students in October 2012. With the Moroccan Consul General as keynote speaker students experienced a series of

informative presentations about their opportunities to start a business in their home country after their graduation in Germany. The Consul General placed particular emphasis on the manifold state initiatives for economic development in Morocco, which offer great opportunities for professional career develop-



ment for graduates. Fachhochschule Frankfurt hosts a significant group of Moroccan students, mainly in engineering programs, the majority of which apply from abroad. Being located in one of the major destination areas for Moroccan immigrants in Germany,

Fachhochschule Frankfurt expects a rise in the number of Moroccan students over the next few years – based on the fact that there will be a potential for first generation entry to higher education in this community.

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#### RESEARCH AND INNOVATION

## PhD for graduate in M.Sc. High Integrity Systems



Benjamin Kuch during a diver localization test in the Mediterranean.

Benjamin Kuch, one of the first graduates of the international M.Sc. program „High Integrity Systems“ at Fachhochschule Frankfurt, received his PhD at the Institute of Communication, Information and Perception Technologies, Scuola Superiore Sant’Anna, Pisa, Italy. After having obtained a Bachelor degree in Computer Science at Hochschule Darmstadt, Kuch studied on the M.Sc. program in Frankfurt from 2005 onward. His M.Sc. thesis at the CRIM Lab (Centre for Research in Microengineering), Pontedera was supervised by Dr.

Arne Sieber and Professor Matthias Wagner. Since 2008 Kuch has worked on his PhD thesis “Assessment of Physical and Physiological parameters in a Hyperbaric Environment”, supervised by Professor Giorgio Buttazzo and Dr. Sieber. He published several journal and conference papers and received the “PhD Student Best Paper Award” at WISES 2009 in Ancona. Kuch defended his thesis in October 2012 in Pisa before the international Evaluation Committee.

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#### RESEARCH AND INNOVATION

## Negotiating career and salary: gender differences in German management

Andrea Ruppert and Martina Voigt, professors at the Faculty of Business and Law, are working on a long-term research project on gender differences in the competencies of male and female German managers in career and salary negotiations. The project started in 2007 with an empirical study based on an online questionnaire. Their findings, first published in 2009, show major differences in the negotiation compe-

tencies of male and female managers in Germany which impacts on the outcomes of their career and salary negotiations. The most surprising result was that establishing a negotiation strategy prior to the salary and career negotiation proved to be a success factor for male senior managers but a failure factor for females. Consequently the goal of their current research is the clarification of this “strategy paradox”.

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## 20 years exchange with Ryerson University Toronto

Fachhochschule Frankfurt and Ryerson University in Toronto are looking back at 20 years of cooperation in the areas of Business Studies and Architecture. While Fachhochschule Frankfurt business students spend a semester in Canada, Architecture students go on two-week group field trips in the respective exchange country. Professor Gies (Frankfurt) and Professor Le-

ong (Toronto) and their students took the initiative to prepare exhibitions in both places to mark this long-standing partnership. Starting next year, Frankfurt will be hosting a four-week design studio with Canadian students. Having groups of students travel abroad for short term assignments seems to be a very appropriate measure to intensify trans-Atlantic cooperation.

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## Youth builds Europe: award for project on flood protection for Polish palace



Photo: ifo  
Prof. Dr. Kurt Kliesch (4th from right) with the award certificate.

In September 2012, the Oldenburg based foundation "Prof. Joachim Lenz" awarded 10,000 Euros to a project on flood protection for Kurozwęki Palace in

southern Poland. The project is carried out in collaboration with Fachhochschule Frankfurt, the operators of Kurozwęki Palace, Cracow University of Technology and Hochschule für Technik und Wirtschaft Dresden. Professor Kurt Kliesch of Fachhochschule Frankfurt received the award on behalf of the consortium. Professor Lenz, founder and Head of the foundation, highlighted the clear application focus and innovative approach of the project. The speech made by one of the members of the board of trustees stressed the perfect match of the project with its title and the aim of the award: Youth builds Europe. "With this project, students energetically work on the preservation of the cultural heritage in Europe". Every three years the foundation offers awards to outstanding projects aiming at strengthening the relationships between Germany and its neighboring countries in Eastern Europe.

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## 10th anniversary of state-to-state cooperation Hessen-Queensland

In 2002, representatives from universities and governments in Hessen and Queensland, Australia, signed an agreement to further academic cooperation. Based on this framework, twelve universities from Hessen, universities of applied sciences and arts colleges, together with nine Queensland universities, have developed an agreement for student exchanges which started in 2005. Over the years, exchanges increased

steadily: Whereas most Australian students attend Hessen International Summer or Winter University programs, students from Hessen spend a semester in one of the partner universities in Queensland. Fachhochschule Frankfurt acts as the coordinating institution on the Hessen side. Since the inception of the cooperation staff exchanges have increased as well. One future target is to develop links in research.

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## Strengthening partnership in SPACE: Visit from Haute Ecole de Namur-Liège-Luxembourg

52 students and four lecturers from the Haute Ecole de Namur-Liège-Luxembourg (Département économique d'Arlon) have visited the Faculty of Business and Law to intensify the contact between the two "SPACE" members. SPACE is the European Network for Business Studies and Languages. Fachhochschule Frankfurt has been a member of SPACE for more than eight years. The group attended two lectures: One given in French by Professor Hans-Jürgen Weißbach

on Entrepreneurship and the other given by Professor Judith Rühl on International Financing Reporting Standards. The guests enjoyed their stay on campus and both sides discovered differences and similarities in teaching methods and practices of student support. Professor Nicolas Giegler used the opportunity to gather some information for his research project on student support.

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