



GET READY FOR THE FRANKFURT SCHOOL EXPERIENCE!





DEAR STUDENTS



Welcome to Frankfurt School! You're at the beginning of three and a half exciting years that will stimulate and challenge you in many ways. Intellectually, concerning your personality and beyond. University is a formative phase in life for most people, and I'm sure it will be one for you, too.

We at Frankfurt School are here to make sure that you will find an environment that is both challenging and at the same time safe for you to try things out.

Your journey at Frankfurt School will start with the introduction week from 27 to 31 August. The week's motto is "Get Ready for the Frankfurt School Experience".

We have prepared an exciting programme for you with a mix of workshops, information sessions, teambuilding and social events. In this brochure, you will find all the information you need.

My colleagues and I look forward to seeing you soon on our Campus!

A handwritten signature in blue ink that reads "Matthias Catón". The signature is fluid and cursive.

Dr. Matthias Catón
Programme Director, Bachelor in Business Administration

DRESS CODE

Dress code for the introduction week is casual, and business casual for the Opening Ceremony.

WHO TO CONTACT

In case you have any questions before or during the introduction week please contact **Viola Nimmerrichter** (email: v.nimmerrichter@fs.de; phone: +49 69 154008720).

INTRODUCTION WEEK PROGRAMME

WELCOME AND INFORMATION SESSIONS

On Monday morning, the Programme Director and the BSc team will welcome all incoming students in the School's "Audimax", the main lecture theatre. Over the course of the day, you will get to know your study advisor and meet other staff members and representatives of the Student Council.

ZEB GET TOGETHER

On Tuesday afternoon we meet for an entertaining quiz in the "Audimax" followed by a Get Together with food, drinks and lounge music on the North Terrace (4th floor).

This event is kindly sponsored by our partner zeb, an internationally active management consultancy specialized in the financial services industry.



GROUP PHOTOS

On Wednesday we will take group photos both of your study group and the entire cohort. You can pick up your special 2018 BSc t-shirt from 10:30h onward in the Creative Learning Space on the ground floor. Please check the group photo timetable and make sure that you arrive on time outside the main entrance wearing your t-shirt.

After taking your group photo, you can pick up a little flag in the Mall. We will take a picture with the entire cohort outside the main entrance at 11:45h.

Please be on time! Waiting causes delays, so if you're not there you won't be in the photo!

11:00 - 11:05	Betriebswirtschaftslehre – Block and BWL 3-Tage
11:05 - 11:10	BWL mit Schwerpunkt Wirtschaftsprüfung in Kooperation mit KPMG (BWL WP)
11:10 - 11:15	Digital Innovation & Fintech (DIF)
11:15 - 11:20	Wirtschaftsinformatik (WI)
11:20 - 11:25	International Management (BIM)
11:25 - 11:30	Management, Philosophy & Economics (MPE)
11:30 - 11:35	Banking and Finance (BBF)
11:40 - 11:45	Marketing (BMA)



TEAMBUILDING

Wednesday afternoon is reserved for our teambuilding event, which is always one of the highlights of the week. We never tell students in advance what it's going to be this year, but you should definitely not miss this opportunity!

OPENING CEREMONY

On Friday, 31 August at 18:00h the official opening ceremony for the Bachelor of Science, the Bachelor of Arts, the Master of Finance, the Master in Management, and the Master in Applied Data Science will take place in the Campus Mall. After the ceremony, there will be a barbecue with food, drinks, and music.

Your parents are welcome to attend this event. Please ask them to register online by 17 August at the latest: <http://bit.ly/2AAMWg6>. Students from the 2018 cohort are automatically enrolled and don't need to take further action.

WORKSHOPS

On Tuesday, Thursday and Friday you will be able to participate in some workshops. We have put together a programme with thirteen different topics covering all sort of things that will be useful for your studies and your professional life. Each workshop will run one morning or afternoon. We offer most topics more than once to ensure enough space for everyone.

REGISTRATION

You can select up to three workshops. All workshops require you to sign up online. Places will be assigned on a first-come-first-served basis from 21 to 23 August. Here's how to register:

1. Log in to the Online Campus at <https://campus.frankfurt-school.de> using the username and password you received via mail.
2. Click on Learn/Lernen - Get ready for the Frankfurt School Experience 2018 - Links
3. Tick the appropriate boxes (a maximum of 3) on the left-hand side of the list.
4. Choose "new registration".

SCHEDULE OVERVIEW



MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
27 AUGUST 2018	28 AUGUST 2018	29 AUGUST 2018	30 AUGUST 2018	31 AUGUST 2018
09:00 -10:00 Welcome by the Programme Director and the BSc Team AUDIMAX	9:00-12:15 Workshops: INDIVIDUAL ROOMS		9:00-12:15 Workshops: INDIVIDUAL ROOMS	9:00-12:15 Workshops: INDIVIDUAL ROOMS
10:00-10:30 Student Life, Alumni & Student Council AUDIMAX		from 10:30 Pick up FS T-Shirts CREATIVE LEARNING AREA		
10:30 -10:45 Introduction to the Library AUDIMAX				
11:00-12:00 Meet & Greet, Introduction Career Services (in study groups) INDIVIDUAL ROOMS		11:00-12:00 Group photos CAMPUS		
LUNCH				
13:00-16:00 Meet & Greet, Introduc- tion Career Services (in study groups) INDIVIDUAL ROOMS	13:15-16:30 Workshops INDIVIDUAL ROOMS	12:00 – 13:00 Health Insurance Information MALL	13:15-16:30 Workshops: INDIVIDUAL ROOMS	
	17:00-19:00 FS Trivia Tuesday AUDIMAX / CAMPUS	14:00-16:00 Teambuilding Event MALL		
	19:00-22:00 zeb Get together NORTH TERRACE (4TH FLOOR)			18:00-24:00 Opening Ceremony Get together with food, drinks and party MALL



BE THE CREATOR OF YOUR LIFE AND GROW WITHOUT LIMITS

TUESDAY MORNING, TUESDAY AFTERNOON

1. How to become the person you really want to be

In this workshop, you will receive the essential tools for your career and your life in general to grow without limit and live in abundance. Find out who you really are, and you can become the person you really want to be.

2. Success, happiness, satisfaction – you can have it all!

Thoughts and feelings cause our way of action. You will learn how to increase your agility of thinking and acting. The latest neurological findings will help you to release your potential.

3. Your chance to optimize and create

Your unique selling proposition: Which are your core competencies? We'll find out! Moreover, you'll learn about self-perception and interpersonal perception - how do others perceive you and how do you really want to appear? Let's face it!

This is a workshop with lots of exercises. Transformation and awareness arise if you understand, feel it, act.

Ines Köhler, Trainer and Coach

Some years ago, Ines decided to do something which provided her life with meaning. Things she loved, things that paved her way to a life full of happiness, completion, success, and abundance. As a trainer and coach, she can now live her strengths and empowers her clients to unlock their unlimited potential. Ines specializes in educational guidance. She supports young people to navigate their way through the „endless jungle of possibilities“ towards job options that complement their potential and follow their intrinsic motivation.



HOLISTIC RELAXATION AND STRESS REDUCTION USING YOGA

THURSDAY MORNING, THURSDAY AFTERNOON

Do you have back pain, headache, difficulties to concentrate or come to rest? By moving through traditional Yoga positions, you learn how to relax your body and mind. Yoga helps to lower the tension, develop strength and new energy and find a natural posture. You learn how to connect movements and breathing, so that body and mind find a rhythm and inner stillness. Body awareness exercises, breathing techniques, and simple meditations can be helpful to get centered, concentrated and self-connected even in stressful moments. We reflect your habits to find out what is necessary for you to stay in balance. Furthermore, we show you exercises to recover from working at a computer and simple but effective Yoga sequences you can practice at home for the spine and shoulders. Additionally, you will get an overview of Vision Training to keep the eyes healthy.

Nina Berck, Trainer

Nina has her own practice for Yoga. Since 2004 she has worked with groups and a personal trainer. She holds a diploma in sociology and different further education, for example as a Vision Trainer.



HOW TO FIND AND DEVELOP YOUR CAREER SUPERPOWERS

THURSDAY MORNING, THURSDAY AFTERNOON, FRIDAY MORNING

How can you prepare for the workplace of the future by finding your real career superpower? In this workshop, we will help you find your career super forces and determine which type of career superhero you are. You'll get a test result, a personal reference and handy tools to develop your career superpower further! Topics will include the Superhero Test, Superhero Networking, Your Motivational Pattern, and Beating your personal Kryptonite.

Jörn Hendrik Ast

Jörn Hendrik Ast is a solopreneur and expert for new work. He founded Superhero-Training, the career institute for the workplace of the future.



IMMUNITY TO CHANGE: A NEW APPROACH TO PERSONAL CHANGE

THURSDAY MORNING, THURSDAY AFTERNOON, FRIDAY MORNING

Mark Twain is said to have quipped "Everybody talks about the weather but nobody does anything about it." The topic of change is like that in management circles. There is a great deal of talk about change, but studies show that only 5% of people who intend to make a significant and lasting change do so. Why? Is it a lack of motivation? Skills? Discipline? Or is it something different? In this workshop, participants will be introduced to a new approach to personal and organizational change based on the notion of "Immunity to Change" (ITC). On this view, real and lasting change requires understanding how our underlying commitments and assumptions are undermining our best attempts at personal and organizational change. In this workshop, participants will learn how significant individual and organizational change is possible and why attempts at change often fail.

Dr. Michael G. Parker, Coach and Trainer

Michael is an international coach and trainer, specializing in presentation and communication training and coaching for personal change and development. His clients include international law firms, consultancies, venture capital firms as well as institutions of higher learning. After receiving his Bachelor's degree in economics, he worked for a law firm in Washington, D.C. Then, returning to graduate school, he earned a Masters degree at the Catholic University of America and a Ph.D. from Yale University. In the course of his graduate studies at Yale, he came to Germany as a research scholar. He has taught or lectured in both the United States and in Germany and has published, edited and translated numerous books and academic articles. He lives with his wife and daughter in Frankfurt am Main, Germany. He has taught or lectured in both the United States and in Germany and has published, edited and translated numerous books and academic articles.



MANAGING YOUR TIME IS MANAGING YOURSELF

TUESDAY MORNING, TUESDAY AFTERNOON

This is an active workshop in which participants apply the leading time management methods and concepts directly to their specific needs. After the training, participants will be able to use their time more consciously and self-determined to pursue their goals more effectively.

Specifically, the time management training shall assist the participants to do the following:

- Getting a system, that enables participants to deal with an ever-increasing flow of demands on their time
- Understand current time management best practices
- Provide practical answers to common time management questions and challenges from the participants daily life

Joern Steinz, Trainer

Joern is a graduate of EADA Business School in Barcelona and founder of the business training agency Skillday.de. He has over 15 years of experience as a management consultant at Accenture and as a corporate development manager at XING AG and the Freenet Group. His references as corporate trainer include Gruner & Jahr, BCG, Lingen Verlag, Gravis and a large number of agencies.



MASTERING PUBLIC SPEAKING UNPLUGGED

THURSDAY MORNING, THURSDAY AFTERNOON, FRIDAY MORNING

Public Speaking with competence and confidence is critical for any business leader, no matter if you address an audience of two, two hundred or two thousand.

Public Speaking is a skill, not a natural ability. A skill you can hone, sharpen, and with it improve your competence and confidence in public speaking and communicating in general.

- Do you know how you come across as a communicator-speaker?
- Do you know how to cope with fear, if any when delivering a presentation?
- Do you have unknown habits that influence your presentation?
- Do you use humor in your presentations?
- Do you know how many colors there are in your palette of storytelling?
- Do you pay attention to the makeup of your audience?

A few of the questions, we will touch on in this 3 hours workshop and will try to answer. Expect the unexpected in this hands-on WORKshop.

'Mastering Public Speaking Unplugged' will provide you with a toolkit to improve your competence and confidence in public speaking.

Kees Broos, Public Speaking Coach

Kees classifies himself as a "versatile world citizen". The Netherlands, New Zealand, Germany have been home countries, but he traveled in over 70 other countries. Kees has taught physics and mathematics in the Netherlands, designed and built houses in New Zealand, holds a Master of Management (Dispute Resolution) degree from Massey University, New Zealand. He is a qualified arbitrator and adjudicator. Currently, he focusses on

coaching communication and leadership skills, helping others to improve their public speaking and leadership skills, tapping into 18 years of experience as a member of Toastmasters International, a world leader in communication and leadership development. As a speaker, he was a finalist in the Toastmasters International European Public Speaking Contest in 2008 and 2017. As a leader, he was the Toastmasters International District Director for Northern, Central and Eastern Europe in 2014-2015. At present, he is serving as the Toastmasters International Region Adviser for China, Japan, South Korea, Taiwan and the Philippines.



MAKING A PITCH FOR A STARTUP – SELLING A BUSINESS IDEA SUCCESSFULLY

TUESDAY MORNING, TUESDAY AFTERNOON

Do you have a start-up? Or an innovative business idea? Do you need financial backing? How are you going to convince others of your idea? This workshop is based on the British TV series Dragons' Den (the German version is Die Höhle der Löwen) which is very popular in the UK and has been copied in several countries. You will see examples of successful and unsuccessful pitches from the series and discuss the main elements of a successful short pitch and the possibly awkward or frightening questions and comments budding entrepreneurs and start-ups may have to deal with. In groups, you will have the chance to pitch an idea yourselves and to play the part of the multi-millionaires who may be your business angels but may equally likely devour you entirely.

Judith Mader,

Head of Languages and Trainer for Intercultural Communication

Judith is responsible for the content and assessment methods of all language courses at Frankfurt School. Unsurprisingly her main passion is languages and intercultural communication, but perhaps surprisingly her other love is tests and testing, especially language tests. She has degrees in Political Science as well as Applied Linguistics from the UK. Her background is international and intercultural, and she has started to learn many different languages and musical instruments.



SAY YES:

SUCCESSFUL TEAMWORK AND COMMUNICATION SKILLS

TUESDAY MORNING, TUESDAY AFTERNOON

Teamwork is at the heart of mutual creative progress. An idea can only develop when we borrow from each other. A perfect method to display the positive effects of teamwork is improvisation theatre, as it teaches you to say "Yes" to every (stage-) situation. Blocking a colleague's ideas ends a story. To create an authentic scene, creative impulses need to be understood and accepted. For that to happen, you need well-honed communication skills. Everyone needs to act in concert.

The workshop includes practical exercises developed according to proven communication models. The collective creation of improvised scenes is the central element. Communication techniques and forms of expression are learned through the medium of enjoyable games. The aim is to gain an insight into your own expression as well as forming a sensibility to your teammates, thus picking up the crucial skills of teamwork, awareness and confidence. All while, of course, having a lot of fun!



Marc C. Behrens

Marc is a self-employed artist and a creative libertine. Marc took his first steps on stage at the age of eleven at Theater Partout. From that point on, more and more projects followed. In 2007 he moved to Berlin to work as an actor. He founded the improvisation theatre ensemble "Die Improvisionäre" as well as the Punk-Cabaret band "The Metafiction Cabaret", performed in a vast number of free theatre and art projects and realized his own artistic visions. As a coach and drama teacher, he works with companies, students or refugees to develop productive synergies out of creative processes.

Doreen Wermelskirchen

Doreen Wermelskirchen is an actress and theatre coach from Berlin. She is a co-founder of the music-comedy duo "Frauenwunder" and "Wermekuhr". In this context, she writes scripts, acts and sings on many stages in Berlin and at festivals all over Germany. Also, she is a member and leading theatre coach of "Die Improvisionäre". The way Doreen thrills her audience and inspires young acting students is unparalleled. As a theatre coach, she is also engaged in several projects with refugees.



THE ART OF EFFICIENT NEGOTIATION

TUESDAY MORNING, TUESDAY AFTERNOON, FRIDAY MORNING

In daily life, we negotiate on numerous occasions: for prices, projects, our needs and much more. You will increase your power to achieve satisfying agreements for all involved parties if you take a systematic approach to negotiation. This includes understanding and reflecting upon your negotiation style and knowing how to implement various negotiation strategies. This workshop aims to expand your awareness of negotiation abilities. Film sequences from the series House of Cards will illustrate the main aspects of negotiation. We will identify and analyze how to avoid typical negotiation mistakes, we will get an idea about psychological factors in negotiation based on the latest neuroscientific research, and we will look at the psychology of influence, based on five key elements.

Anja Henningsmeyer,

Managing Director, Hessen Film and Media Academy, Trainer

Since 2008, Anja is the Managing Director of the Hessen Film and Media Academy (hFMA), a network of thirteen Hessian universities. She graduated as an art teacher and is certified as Advanced Negotiator by the renowned Schraner Institute, Zurich. She provides seminars on communication skills needed in negotiation, presentation, and business networking: "Communication is a powerful instrument - as long as it is tuned."



SUCCEED WORLDWIDE WITH INTERCULTURAL COMPETENCE

FRIDAY MORNING

Some say: “Cultural differences don’t matter! Being friendly, smiling and accepting will get you through almost everywhere”. If this is how you see things, you may be interested to hear about the BMW-Rover merger or that of DaimlerChrysler. There is plenty of research about these costly failures and the term “culture clash” always appears. Underestimating cultural differences, it seems, may be a mistake both at organizational and individual levels. This workshop addresses some of the issues connected with a globalized economy. Practical exercises for socializing, negotiating and working in international teams will be in the foreground. The focus lies on establishing trustful relationships across cultural boundaries – using International English.

Dr. Rudi Camerer, Trainer for Intercultural Communication

Rudi has lived and worked internationally for many years. Against this background, it is no wonder that he became interested in how people work together internationally, although many things – including some unexpected ones – can be totally different. Today he directs a consultancy based in Frankfurt and Saarbrücken which deals exactly with such questions.



UNLOCKING YOUR POTENTIAL FOR DEVELOPING GREAT IDEAS

TUESDAY MORNING, TUESDAY AFTERNOON

In both our private and professional lives we often face challenging situations and struggle to find good solutions. Many people think that they are just not creative enough. In this workshop, you will learn that there are structured approaches to developing innovative ideas and solutions. By understanding how our creative brain works and applying creative thinking methods, you will learn how to break through your own thinking patterns and create new connections of thought. The techniques you will learn are practical and straightforward enough to be applied in your daily (student) life.

Toni Chung

Toni is an Innovation Facilitator and expert in Design Thinking, Open Innovation and Group Facilitation with over ten years of experience of supporting groups in their organization/ personal development. He works with clients from different fields (public, NGOs, academia, startups, SME, corporations, etc.) in developing new ideas, products/services, strategies and organizational structures. Toni is especially passionate about empowering others by teaching methods of creative action and agile collaboration. He has previously held leading roles at innovation consulting, supporting international clients from various sectors in boosting their businesses through innovation.



VALUES AND VISION:

USEFUL TOOLS TO REALISE YOUR FULL POTENTIAL

THURSDAY MORNING, THURSDAY AFTERNOON, FRIDAY MORNING

In this workshop, you will learn about the importance of self-reflection and awareness for a successful and fulfilled life. We will guide you to find out your unique combination of perceived career competence, motives, and values and define a vision for your life that helps you to make valuable choices on your path in the future. You will also learn about the importance of understanding your values and your motivation to implement a successful study period and career.

Esther Fortmann

Esther has been working as Coach and Trainer for self-development since 2013. As a specialist for the realization of one's full potential, she has been working in the field of executive coaching and intercultural teamwork. In previous positions, she worked as an online marketing manager for large corporations and international customers. Esther organized global tradeshow, managed international marketing campaigns, conducted research in the field of business development and trained students in areas of SEO and SEM. She holds a Master of Science degree in International Business and Management from the University of Groningen and successfully completed a coaching programme certified by the German Coaching Association (DCV).



Lena Hedemann

Lena is a coach and trainer, specializing in career and executive coaching. She gives intercultural training to high-qualified refugees, works as an author for online coaching courses and is an official consultant of the association BVMW. In her previous position, she worked as a project manager for renewable energy trade shows in Thailand, UK, France, Chile, Peru and the Philippines. In 2012, she fulfilled her life dream of travelling around the world and writing a novel. Before this trip, she has been working close to the management board as an international marketing specialist at aleo solar AG (Bosch Group). Lena holds a Bachelor degree in European Studies and Management from the University of Technology of Chemnitz, studied International Marketing at the Universitat Autònoma de Barcelona and successfully completed a coaching programme certified by the German Coaching Association (DCV).



ZEN FOR YOUNG PROFESSIONALS

TUESDAY MORNING, THURSDAY MORNING

What if there was a magic spell that you could use to prevent sickness, increase happiness and improve focus during work? Meditation involves no sorcery but is as close as it gets to magic in the real world. Young and ambitious students often share a fast-paced reality with high expectations for themselves as well as stressful exam periods and internships. They need to understand how to recharge their batteries so that they can face challenges with a fresh and creative mind.

This course will be entirely different from the others because you won't do much here. Instead, during sitting and walking meditations, you will learn to focus your attention on the present moment and observe your own thoughts and emotions, a vital skill for focus during work and overall well-being. With a little bit of motivation and discipline, you might learn something - a tiny change in your everyday routine - that could change your life.

Aljoscha Dreisörner, Doctoral candidate, Lecturer

Aljoscha is a doctoral candidate at the social psychology department at the Goethe University in Frankfurt. He studies Eastern methods including self-compassion and mindfulness in the professional context. His research focuses on how individuals can improve their work life by learning to become more mindful and kind to themselves. He is also an experienced meditator in the Zen tradition and teaches at the Frankfurt School. He holds a Master's degree in Management and Leadership from Mannheim University.



THE BSC TEAM

The BSc team is located on the second floor. Please use the entrance opposite S2.02, where you will find a reception desk.

PROGRAMME DIRECTOR

The Programme Director is in charge of both operations and strategic and conceptual aspects of the programme. He leads the BSc team.

Dr. Matthias Catón

(069) 154008-379

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ACADEMIC DIRECTOR

The Academic Director acts as the principal liaison between the programme and faculty. He works with the programme team primarily on matters related to teaching quality and general strategic issues.

Prof. Dr. Jörg Werner

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STUDY ADVISORS

Study Advisors are the main point of contact for students for most issues. They organize the programme, coordinate between different in-house teams, and always have an open ear for their students.

Melanie Büche

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ADMISSIONS OFFICERS

The Admissions Officers organize and manage the application process. If you still need to submit any documents, please contact them.

Kathrin Knorr

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Viola Nimmerrichter

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PLANNERS

The planners are in charge of scheduling academic classes.

Ulrike Anders

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Ulrike Anders shares the planning with Lutz Werkmann.

Also part of the team (and no less important, although they interact less frequently with students) are **Susanne Laabs**, who is in charge of our company cooperations partners and **Nadin Fallaha**, our Team Assistant.