



Business Studies in the heart of Germany

▲ Hochschule Harz

Harz University of Applied Sciences



Coverphoto: Campus Wernigerode

Dear reader,

A warm welcome to the Harz University of Applied Sciences, our beautiful campus university at the foot of the Harz Mountains in the middle of Germany!

With this brochure, we want to give you a first impression of the variety of options to study and do research at our Department of Business Studies. You will see that we at the Harz University of Applied Sciences offer you a broad spectrum of learning and life experiences in a familial atmosphere.

Socialize with students from all over the world and become a part of our university community! Enlarging your academic skills, practicing sports and celebrating with your fellow students will enhance your academic and intercultural experience at a place of natural beauty.

We are looking forward to welcoming you at Harz University of Applied Sciences in Wernigerode!

Yours sincerely,

Prof. Dr. Jens Cordes
Dean's Representative of International Affairs



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About the Department

WIDE RANGE OF DEGREE PROGRAMMES

The Harz University of Applied Sciences was founded in 1991 in Wernigerode. The first students started in the diploma degree programmes Business Administration, Tourism and Business Informatics at the Department of Business Studies. In the following years, the department developed majors in Tourism Management, Business Psychology and Business Administration. Outstanding international degree programmes complement the course offer.

You can now graduate from six different bachelor's degree programmes and afterwards get a master's degree in four different programmes. In addition, the Department of Business Studies offers dual study programmes where students work at a partner-enterprise to complete a commercial apprenticeship while pursuing their bachelor's degree in business. There are also part-time programs for students who are already pursuing their career.

PRACTICE-ORIENTED, INTERNATIONAL AND INNOVATIVE

With more than 1,500 students, the Department of Business Studies is the largest department at the Harz University of Applied Sciences.

We see ourselves as an academic institution that values applied research and teaching in business studies. We support a practical orientation in all our degree programmes to prepare our students for the professional world – especially for demanding management positions with high levels of responsibility in companies and other organisations. The international orientation of the department is essential to prepare our students for working in an increasingly globalised world. Language skills, academic and work placement semesters abroad are integrated into both our international and domestic degree programmes. We support new forms of education and use modern information and communication technologies to develop key qualifications and to acquire, communicate and apply knowledge to practical topics. Our students study in small groups with close contact to each other and to the teaching staff. We are performance-oriented because we strive for consistently high standards in education and research. We continuously evaluate and adapt our degree programmes to the demands of a changing world.



STUDYING IN THE HEART OF GERMANY

With its three departments at two sites, the Harz University of Applied Sciences is located right in the middle of Germany, on the northern edge of the Harz Mountains. The campus in Wernigerode is home to the Department of Business Studies and the Department of Automation & Computer Sciences. In Halberstadt you find the Department of Public Management.

The surroundings of the Harz University of Applied Sciences will inspire you with the beauty of its natural landscapes and its wealth of cultural monuments attesting to its central place in German history. "The colourful town in the Harz Mountains", as Wernigerode is called, has

grown into a modern centre of industry, trade and commerce with about 35,000 inhabitants. Above all, the town is a popular tourism destination known for its numerous historical timber-framed houses, the famous old town hall and the castle. Inviting street cafes, beer gardens and pubs have become a staple of student life and are popular spots to comfortably relax at the end of the day. In a small town like Wernigerode you can live in a comfortable and friendly environment, and due to its central location in the middle of Germany, bigger cities like Magdeburg, Braunschweig, Berlin, Leipzig or Hannover can easily be reached within one to three hours.



Studying Business Studies

BACHELOR'S DEGREE PROGRAMMES

Business Administration (B.A.)
Business Administration/Service Management (B.A.)
Business Psychology (B.Sc.)
International Business Studies (B.A.)
International Tourism Studies (B.A.)
Tourism Management (B.A.)

The bachelor's degree programmes have a standard programme structure with a standard study period of seven semesters. The first three semesters include both interdisciplinary and specific departmental courses. Developing English-language skills and imparting key competencies are additional focal points of the programmes. The knowledge acquired in the first three semesters is consolidated during the work placement or studying abroad in the fourth semester. After the fifth and sixth semesters, which focus on determining the students' career orientation, the study programme finishes with a work placement, the bachelor's thesis and a colloquium (an oral defence of the bachelor's thesis) in the seventh semester.

An exception applies to students taking the international degree programmes: International Tourism Studies and International Business Studies. They spend the fifth and sixth semesters at a partner university. The seventh semester is spent completing the work placement and the course of studies with a bachelor's thesis and colloquium.



MASTER'S DEGREE PROGRAMMES

Business Consulting (M.A.)
Consumer Psychology and Market Research (M.Sc.)
FACT – Finance, Accounting, Controlling, Taxation & Law (M.A.)
Tourism and Destination Development (M.A.)

The master's degree programmes have a standard study period of three semesters or four semesters in an extended version. The four-semester degree programme is aimed at applicants who hold a 180-credit bachelor's degree. The three-semester master's degree programme requires a 210-credit bachelor's degree.

INTERNATIONAL DEGREE STUDENTS

All the degree programmes are taught in German. As an international degree student, you need to be able to follow the German lectures and seminars. That is why we highly recommend acquiring good to very good German skills as preparation for studying at Harz University of Applied Sciences.

EXCHANGE STUDENTS – INTERNATIONAL PROGRAMME

Besides the courses taught in German, exchange students can also choose courses held in English. These courses are offered as the International Programme at the bachelor level. The International Programme has been established to address the technical focus of the mentioned degree programmes and to accommodate the trends toward internationalisation in education. It therefore provides students with a comprehensive education in the fields of international management, business and tourism studies. The International Programme is aimed at advanced students of the bachelor's degree programme with good to very good English skills. Students, who choose a programme taught in English, do not necessarily need German language skills. But to get along well in everyday situations, it is recommended that they attend German classes.

Overview of selected courses in English:

- International Business
- International Financial Management
- Logistics and Supply Management
- Project Management
- Intercultural Competence
- Study Skills
- International Tourism Management
- The German Tourism Market
- International Sustainable Tourism



Business Administration (B.A.)

Business knowledge ready for use

A FASTER CAREER START AND CONFIDENT PROFESSIONALISM

The Business Administration degree programme at the Harz University of Applied Sciences is characterised by a high level of practical activity and orientation towards later professional life. The knowledge you gain will be ready for use. Our didactic concept with projects, management games, simulations and practical exercises ensures this. The learning of management skills and languages provides you with optimal preparation for the challenges of your working life. Two work placements and a wide choice of specialisations will help you to find the right job.

CLEAR STRUCTURES AND LEARNING IN GROUPS

The study programme is designed to help you achieve your degree as quickly as possible. Particularly in the first three semesters, the content is fixed. In the fifth and sixth semesters you can choose from a range of specialisations. In order to achieve the targets for each semester, you can join together in study groups. Mentors and tutors will also be there to support you.

GOOD REPUTATION

The proof of the quality of our degree programme is its accreditation. Our graduates are able to take responsibility for problem solving and to take on positions of leadership. They are highly sought-after and are employed in both regional and international companies such as Volkswagen Financial Services AG, Jägermeister, BASF, Lidl and Airbus.

CAREERS

With the Bachelor of Arts degree, you can take up positions in management or in operative areas. As a business graduate you will be sought-after in a wide variety of industries: trade, the production and consumer goods industries as well as the service sector. Examples of positions held by our graduates include:

- Management Accountant
- Project Manager
- Finance Manager
- Purchasing Manager
- Logistics Manager
- Auditor
- Consultant
- Marketing Manager
- Personnel Manager

Student quote: “The best moments in the seminars are when we get down to the details. Several lecturers are economic luminaries giving many practical examples - mostly very inspiring.” (Frauke)



Business Administration/Service Management (B.A.)

The service provider among business graduates

YOUNG AND INNOVATIVE

The Harz University of Applied Sciences is the only university in Germany that offers a bachelor's degree programme Business Administration/Service Management. Our concept is based on modern learning methods and the demands of the market. The programme qualifies you to start a career in management at national and international service companies. By joining the programme, you are choosing an industry of the future: in modern economies the service sector is the biggest economic motor.



TASK: WORK WITH YOUR TEAM TO DEVISE A SOLUTION FOR THE FOLLOWING PROBLEM...

You will often be confronted with this challenge. In simulations, case studies and practical projects you will learn to apply your business knowledge in such a way that you can directly enter your later career. Our graduates are characterised by their specialist knowledge and competence in leading discussions, managing conflicts and projects, moderating discussions, writing texts, giving presentations, working in teams, working in foreign-language environments and working with up-to-date digital tools.

YOUR DEGREE PROGRAMME – YOUR WAY INTO COMPANIES

Right from the start of your studies you will be in contact – directly or indirectly – with companies. You will carry out simulations and consultancy projects for external organisations. In our lecture series you will meet experts from various service sectors. You will complete two work placements in nationally or internationally active companies.

CAREERS

Our graduates have started careers in areas such as:

- Business Consultancy
- Personnel Management/Consultancy
- Marketing Management
- Financial Consulting
- Event Management
- Project Management
- Municipal Management

Student quote: “Business administration/service management is a very practical and service-oriented degree programme. Simulations, case studies and seminars such as moderation or conflict management really broaden your soft skills.” (Mandy)

Business Psychology (B.Sc.)

For more psychology in companies

IN WERNIGERODE YOU WILL BE STUDYING WITH THE PIONEERS!

In October 1998, the first degree programme for Business Psychology in a German-speaking country took in its first students – at the Harz University of Applied Sciences in Wernigerode. The concept for this educational programme, which was completely new at the time, was developed with the former North-East Lower Saxony University of Applied Sciences in Lüneburg. Its success proves that the developers were right – many competing courses are now offered. In Wernigerode you can study “the original”.

WE EXPECT A LOT – FOR THE SUCCESS OF YOUR CAREER

Our degree programme is challenging. In the first three semesters you will learn the fundamentals of psychology, business administration and market research. You can choose between a work placement or studying abroad in the fourth semester, in the following fifth and sixth semester you will work on several projects in parallel. Our teaching staff will support you intensively in your work. The success of our graduates is a reflection of our didactic concept. Business psychologists who graduate from the Harz University of Applied Sciences are in great demand.

SCIENCE & RESEARCH

The business psychologists at the Harz University of Applied Sciences work and research actively in a variety of fields. Research is carried out on questions of personnel development,

company organisation, market research, advertising and marketing, and projects are performed and evaluated. Our University is excellently equipped. You can take part in research and practical projects in modern laboratories with software for psychological diagnoses and computer-supported experiments and surveys (online and offline) as well as professionally equipped training rooms.

CAREERS

Graduates of the degree programme Business Psychology are employed for example:

- in the area of personnel, e.g. in personnel selection, personnel development and organisational development
- in the area of markets and consumption, e.g. in marketing, market research, sales or advertising
- in consultancy companies as consultants, trainers or coaches.

Our graduates work throughout Germany and abroad, for example in England, China, the USA and Switzerland. Their employers include the following well-known companies: Audi, Bayer, Bosch, Beiersdorf, BMW, Coca-Cola, Daimler, Google, GfK (USA, GB and D), Henkel, IKEA, Kienbaum Management Consulting, REWE, Nokia Siemens Networks, Ruhr University Bochum, Swiss International Airlines, ThyssenKrupp, TNS-Infratest, Volkswagen...

Student quote: “My most important insight has been that the psychological content of our degree programme is not only important for day-to-day life but also especially for the working

environment. Knowledge of human behavior increases the job satisfaction and promotes cohesion within the company.” (Lukas)



International Business Studies (B.A.)

Your gateway to the world of international business

CONTENT OF THE DEGREE PROGRAMME: INTERNATIONAL

The content of the degree programme extends far beyond national borders. A third of the teaching courses are held in English. The strength of our degree programme also lies in its practical emphasis: Case studies, simulation exercises, practical exercises and training as well as practical project work are all part of the teaching plan. In order to give you the best possible chance of success in your studies, we admit a maximum of 25 students per year to the programme.

PARTNER UNIVERSITIES: INTERNATIONAL

Students spend the fifth and sixth semesters at one of our partner universities. The Harz University of Applied Sciences works with universities throughout the world: France, Denmark, Finland, Ireland, New Zealand and the USA.

CAMPUS: INTERNATIONAL

For us, cultural interaction is not just a question of the teaching content. At the Harz University of Applied Sciences you will meet students from a wide spectrum of countries across the globe. Our campus offers you the possibility to exchange experiences – our degree programme gives you the chance to perform intercultural projects together.

FINAL QUALIFICATION: DOUBLE DEGREE

As a student of International Business Studies you will work towards an internationally recognised double degree: the Bachelor of Arts from the Harz University of Applied Sciences and that of the foreign partner university. Our graduates enjoy a good reputation on the employment market: in addition to their experience abroad, they are known for their first-class business education, high motivation, flexibility and ability to work in teams as well as their excellent English.

CAREERS

We prepare you to take on management tasks. When you have completed the degree programme you will have the competence to actively support the management of companies and to solve practical problems in business and administrative positions under your own responsibility.

The graduates of International Business Studies work in all management functions at national and international companies, for example in the following areas:

- Marketing
- Personnel management
- Accounting
- Consulting

Student quote: “I preferred to choose the Harz University of Applied Sciences rather than one of the universities at home in Bavaria. The courses offered, the small seminar groups as well as the great selection of partner universities convinced me. Although I didn’t know Wernigerode before, I never had any regrets about my decision to study here.” (Carina)



International Tourism Studies (B.A.)

Start a career that goes beyond national boundaries

THE WORLD IS YOURS – ALREADY DURING YOUR STUDIES

The content of our degree programme covers all aspects of international tourism. You have no limits? With us you will take part in a twelve-week work placement abroad and study for two semesters at one of our partner universities in France, Norway, Finland, Spain, the USA or New Zealand. Your aim: an internationally recognised double degree from both universities.



WELL-EDUCATED FOR A GROWTH INDUSTRY

Our degree programme provides a solid basis in business administration, tourism-industry competences and the ability to perform tasks on your own initiative. This opens up many career options: in the management and operative areas of national and international travel companies, hotel chains, airlines and destination management organisations.

GLOBAL CHALLENGES, LOCAL IMPLICATIONS

TUI, Thomas Cook, Lufthansa and national associations: our teaching staff's projects extend into many areas of tourism. Our students can profit from these contacts! Or they will get to know important decision-makers from the tourism industry in one of our many lecture series.

LENGTH OF PROGRAMME AND DEGREE OBTAINED

Six semesters, two of which in one of our partner universities abroad – the teaching language is English or French, it's up to you to choose. You will spend the seventh semester partly or completely abroad for your work placement and your bachelor's thesis.

CAREERS

When you finish studying you will have the necessary skills to actively support the management of international companies in the tourism industry and to solve practical problems in business and administrative functions on your own initiative. Your studies will also make it possible to take the step of becoming self-employed by starting your own agency or consultancy company.

Among others, our graduates currently work for: TUI, DER Touristik, Thomas Cook, Lufthansa, online travel portals, hotels and hotel chains, event agencies, regional marketing companies and leisure parks.

Student quote: "My best moment was when I got the confirmation for my preferred university in Finland." (Vivian)

Tourism Management (B.A.)

For globetrotters with cool heads

SUCCESS IN TOURISM DEPENDS ON DOING BUSINESS IN THE RIGHT WAY

One reason Tourism Management graduates from the Harz University of Applied Sciences are in such high demand on the employment market is that they have a solid education in business administration. It goes without saying that we also strengthen our students' social, intercultural and linguistic competences, which are indispensable when working internationally.

A SIMULATION EXERCISE ON DESTINATION MANAGEMENT, A PROJECT WITH LUFTHANSA, AN EXCURSION TO THE ALPS

With us you study with an orientation towards current practice and profit from the experience of our teaching staff. You work in close contact with the tourism industry. You meet well-known experts from prominent organisations such as TUI, Thomas Cook or Deutsche Bahn, for example in our tourism and special theme forums, and have the opportunity to obtain first-hand information from them.

GASTRONOMY AND THE HOTEL SECTOR, TRAVEL AGENCIES, AIRLINES AND TRANSPORT BUSINESSES, ADVENTURE TOURISM, HEALTH AND WELLNESS, SUSTAINABLE TOURISM

If you have not yet decided where your journey will take you: no problem. With our degree programme you will travel around the world and get to know the tourism industry with its complete value-creation chain. Our practical projects and work placements will make things easier for you when you start out on your career.

“I STUDY WHERE OTHERS GO ON HOLIDAY.” GOOD!

In Wernigerode you can experience the tourism industry at close quarters. We, your teaching staff, are here to help you personally. Our campus is very lively and you are sure to enjoy the relaxed atmosphere. We are pleased to be there for you in lectures and seminars as well as in our many activities together (international evenings, excursions, “Campusfest”...). If you want to study tourism even more internationally, have a look at our bachelor's degree programme International Tourism Studies.

CAREERS

Among others, our graduates currently work for: Thomas Cook,

TUI, Steigenberger and Marriott Hotels, leisure parks and facilities, transportation companies (such as airlines, cruise ship companies, car rental companies, bus and train companies, airports), congress organisations (e.g. in Frankfurt am Main, Berlin and Hanover), event organisers, business travel management (e.g. at VW and Salzgitter AG), regional economic support organisations, consulting firms, universities and other research institutions.

Student quote: “My best moment was to know that I successfully passed all exams, looking back on the fantastic time the university has given me - semesters with diverse, very practical projects on the one hand and on the other hand my semester abroad in the metropolis of Madrid.” (Manfred)



Business Consulting (M.A.)

Be a consultant!

BE PART OF A NETWORK OF CONSULTANTS FROM THE VERY BEGINNING

With the master's degree programme Business Consulting the Harz University of Applied Sciences closes a gap in the training of business consultants. Together with partners working in this field, we have developed a concept that is designed to meet the requirements of the growing consulting market. Our degree programme enables you to make targeted use of consulting methods and instruments, provides you with well-founded business know-how and supplementary knowledge of business psychology. A decisive pillar of our didactic concept is the



practical project: already during your studies, you get fully involved in consultancy work.

FOCUS ON SKILLS: YOU ACQUIRE – YOU NEGOTIATE – YOU EVALUATE

In the third semester you get to know the daily work of a business consultancy. Together with your fellow students you take over responsibility for acquiring, planning and carrying out a real consultancy project, and perform the final presentation. In addition, you work on a research project in order to broaden your conceptual and intellectual abilities, and possibly work towards a doctorate.



EXERCISES, TRAINING, MENTORING

Our graduates are known for their outstanding ability to think logically and analytically, their creativity and willingness to learn, their ability to work in teams and their healthy self-confidence. These personal competences are a result of the intensive teaching units with a maximum of 15 participants, which focus on individual exercises and training. Beyond this, you can use the help of our experienced mentors and make your first contacts with professionals working in this field.

CAREERS

Our graduates work, for example:

- as self-employed consultants in their own companies, for instance with a focus on change management consultancy
- in leading consultancy companies, e.g. in the financial services industry, in the area of Human Capital Advisory Services or as IT consultants in the area of processes and services
- as advisers to non-profit organisations (NGOs)
- in regional companies
- in research projects at the Harz University of Applied Sciences

Student quote: “Academically the courses here in Wernigerode are on a very high level: Modules like Rational Decision Making or Forecasting Methods are part of our curriculum as well as Negotiation Techniques or handling complex systems. The real life consulting projects are rather important as well – here you can put theory into practice and test your solution-oriented thinking.” (Veronika)

Consumer Psychology and Market Research (M.Sc.)

Markets and psychology

INTERDISCIPLINARY AND PRACTICE-ORIENTED

The master's degree programme Consumer Psychology and Market Research at the Harz University of Applied Sciences extends and broadens a bachelor's degree with a focus on marketing and market research. The consecutive degree programme is behavioural-science-oriented and looks at the behaviour of people in their role as (potential) customers and consumers. The degree programme focuses on applications in the service sector as well as sensory product research. Market research with the latest generation of eye tracking systems is also important. In recent years eye tracking and sensory product research have become important building blocks for market success in the area of consumer goods.

DEVELOP AND APPLY PRACTICALLY USABLE MODELS AND INSTRUMENTS

In the degree programme, in addition to specialist know-how, key competences are taught such as psychological negotiation techniques and dealing with decision-making situations and complex problems. It is important to our teaching staff that our students are able to put the knowledge they have gained to practical use. We therefore offer a pure practical semester in which the students take part in both research and marketing psychology projects.

SCIENTIFICALLY RESEARCHED HUMAN BEHAVIOUR

The degree programme is offered in two variants with either three or four semesters. It is therefore possible for graduates of a six-semester bachelor's degree programme (with 180 credit points) or graduates of a seven-semester bachelor's degree programme (with 210 credit points) to continue their studies seamlessly with this degree programme. The master's degree course Consumer Psychology and Market Research fulfils the requirements for behavioural-science-oriented consumer research. It combines sophisticated methodology with current scientific insights into the behaviour of individuals in the market.



CAREERS

The degree course prepares students for various activities in the areas of “Marketing” and “Market Research”. The career perspectives result from the interaction between the master's degree programme and a suitable bachelor's degree programme. The two programmes complement each other to form a comprehensive training in business, psychology and methodology. This equips graduates for positions in marketing and market research departments of companies in very diverse markets. Degree holders are also prepared for employment in specialised marketing and market research companies as analysts or consultants.

Student quote: “The practice-oriented lectures in statistics and psychology, which are tailored to specific marketing problems, convinced me to choose this unique master's degree programme.” (Rebecca)

FACT – Finance, Accounting, Controlling, Taxation & Law (M.A.)

Keep calm between numbers and law

FOCUSSING ON FINANCE AND ACCOUNTING

The master's degree programme FACT - Finance, Accounting, Controlling, Taxation & Law (M.A.) complements a bachelor's degree in business studies and extends it in the areas mentioned. Further, the programme also provides an interesting supplement for graduates of technical or natural science bachelor's degree programmes who are looking for a complementary business studies qualification with this profile. In this case, it can be seen as a classical MBA programme with a clear focus on financial and legal issues.

INDIVIDUAL CURRICULUM

The three or four-semester programme variants, provide differentiated opportunities for studying this degree synergizing to individually different prior knowledge and skills.

CLOSE CONNECTION OF PRACTICE AND SPECIALIST THEORY

The degree programme places great value on a well-founded theoretical education as well as practice-oriented studies and applications in the named areas and networks them with each other. Furthermore, key competences in teamwork, communication, decision-making and problem solving in complex and dynamic situations will be improved by various accompanying practical projects and simulation exercises.

CAREERS

The degree programme prepares graduates to work in positions across the entire spectrum of finance and accounting in all industries. These tasks are generally closely interconnected with questions of corporate and fiscal law. Thus, the master's degree program FACT provides a comprehensive portfolio of knowledge and skills, which covers the typical range of problems and tasks of a latter-day CFO. In practice, these fields of activity are indispensable for economic success and stability of corporations or other institutions. Related tasks are usually concentrated in specialised departments, where graduates of this degree program could work for instance in the fields of:



- Financial Reporting / Annual Reporting
- Finance / Treasury
- Controlling / Management Accounting
- Compliance / Law / Auditing / Risk Management
- Taxation

These areas of activity also can be found in NPOs or in the context of public administration. Further, various service and consultancy companies concentrate on these fields, for example auditors, accountancy firms and business consultancies. That's why, the degree provides a wide range of attractive carrier opportunities.

Student voice: "Learning from experienced professors and numerous practice-oriented case studies and projects have deepened and supplemented my existing knowledge from prior to the master's degree. Furthermore, skills such as teamwork, organisational skills and time management have been improved greatly through individual and group work." (Alisa)

Tourism and Destination Development (M.A.)

Qualification for leading positions

BE PREPARED FOR FUTURE CHALLENGES OF THE TOURISM INDUSTRY

The innovative master's degree programme Tourism and Destination Development in a three or four semester version is highly practice-oriented and has been offered now for more than ten years by Harz University of Applied Sciences. Given that structures in the tourism industry are largely international, the industry participants face new challenges in their economic and ecological strategies. The programme considers the core processes of tourism as well as the re-branding of tourist destinations and service providers.

COMPETENCES

The focus of the master's programme is on creating new concepts for a future-oriented development of tourist destinations and service providers, as well as on developing and marketing innovative products. Some important aspects include information management and e-tourism, language training in Business English and Spanish or French, as well as project work, conducted in

cooperation with industry partners. Based on current market realities, themes for projects for the development of tourism and destinations are worked on and solutions are developed and discussed.

PRACTICAL KNOWLEDGE

The education in the economic and scientific aspects of tourism at the Harz University of Applied Sciences has acquired a good reputation in many national and international companies and organisations, and this quality is enhanced by the master's degree programme. The limited number of students in the master's degree programme ensures that they receive intensive guidance from the experienced teaching staff.

CAREERS

With the education based on key qualifications, our graduates are well prepared for middle to upper management positions in national and international companies. Successful completion of the master's programme opens up numerous employment and career opportunities in companies, associations and institutions of the travel and tourism industry. These include not only travel organisers and tourism organisations at the destinations (e.g. tourism companies and tourism associations), but also event, trade fair and congress organisers, research institutes, and planning and consulting offices. Among others, our graduates currently work for TUI, Berlin Brandenburg Airport, FTI Touristik, Chamber of Commerce and Industry Potsdam, ADFC, Flixbus, Harz Mountains Tourist Board, WMG Wolfsburg, Ameropa, Ritz-Carlton Wolfsburg or Harz University of Applied Sciences.

Student quote: "I always thought that the Tourism Management bachelor's degree is very practice-oriented already, but Tourism and Destination Development beats everything. I am working constantly on different projects. It is a lot of work, but I feel well prepared for the future challenges of the tourism industry." (Anita)



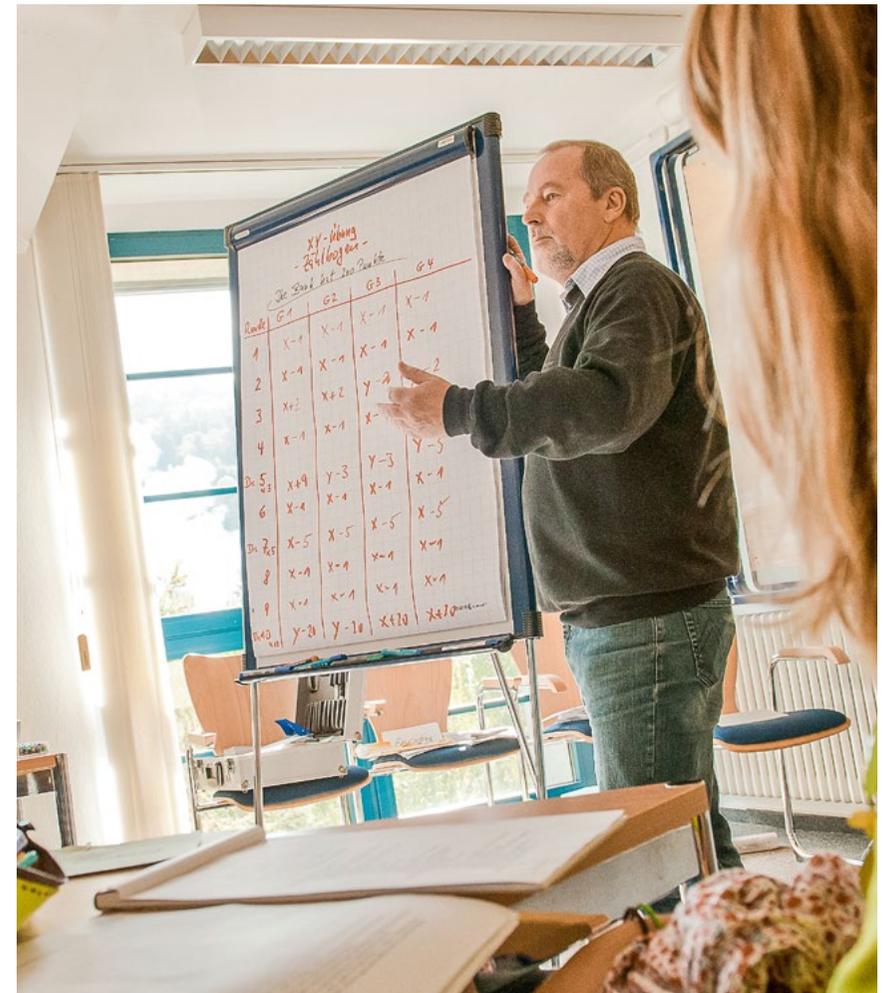
Research & Knowledge Transfer

KEY RESEARCH AREAS

Besides teaching, research is one of the principal duties at Harz University of Applied Sciences. We strive to significantly contribute to social, economic and technical development while infusing the curriculum with up-to-date content. Therefore, the Department of Business Studies emphasizes the following key research areas:

- Sustainable Business Management
- Consumer Psychology and Business Psychological Methods
- Quality of Life and Tourism
- Economic Perspectives of Demographic Change

Our researchers offer numerous publications, long-standing experience and cooperation with external partners in their particular field of research. Various research and knowledge transfer projects have been carried out at the Department of Business Studies in recent years.



RESEARCH ACTIVITIES WITHIN THE “COMPETENCE NETWORK FOR APPLIED AND TRANSFER-ORIENTED RESEARCH”

Being part of the “Competence Network for Applied and Transfer-Oriented Research” of Saxony-Anhalt enhances and improves our knowledge transfer with the regional economy, industry and public administration. Research and development activities within the structures of the Competence Centre are partially facilitated by the European Commission and the European Regional Development fund.

The work of the Competence Centre plays an important role regarding the research activities of the Department of Business Studies. The field of “Tourism” focuses mainly on the projects Health Tourism, Digitalisation and Accessible Tourism.

The health trend is subject of a project for the state of Saxony-Anhalt in cooperation with the “Spa Association Saxony-Anhalt”. The aim is to support customer-oriented spa marketing by developing skills in health tourism. Another project is to develop guidelines for accessible tourism activities offered in Saxony-Anhalt.

Additionally, the Department of Business Studies is involved in long-term projects like “Service-Quality Saxony-Anhalt” coordinating the training and certification of tourism and tourism-related companies with regard to quality management. Furthermore, a joint project coordinated by the Harz University of Applied Sciences has started in 2018. It is called “TransInno_LSA – Structural Evaluation and Modernization of Network-wide Transfer and Third-Mission Activities”. The network’s objective is to modernize and intensify



the cooperation between the three involved universities and economy as well as society in Saxony-Anhalt.

INSTITUTE FOR TOURISM RESEARCH

The Institute for Tourism Research collects activities and skills of the university’s tourism college. As a research institution of the Department of Business Studies, it accomplishes all tasks in teaching and

research and supports young scientists. The institute’s high-quality tourism education qualifies specialists for science and business combining teaching and research activities by significantly increasing knowledge transfer. As a result of these activities, the students are always provided with current and innovative knowledge. The projects in cooperation with our industry partners strengthen the idea of networking as well as facilitate career opportunities for our students.





ASSOCIATED INSTITUTES

Our established Associated Institutes are organisationally and legally independent, yet affiliated with the Harz University of Applied Sciences. They have successfully cooperated with local and nationwide businesses offering a variety of development and consulting services in several areas of research. Project inquiries are welcome.

The “Harzer Hochschulgruppe” promotes both public and private research and development projects. Core competencies include research, consulting and continuous education for companies, public administration and public-law institutions.

The European Institute for the Meetings Industry deals with state-of-the-art topics in meeting, incentive, convention and event management.

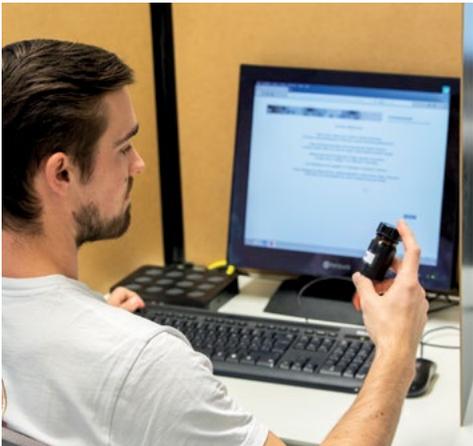
The Institute for Service & Process Management links scientific research and knowledge with practice. The Institute is experienced in measuring efficiency of organizations (and their units), possessing a broad expertise in the planning and realization of task-, process- and value added analysis.

The Institute for Sustainable Tourism carries out important research in the areas of sustainable tourism, corporate social responsibility, international tourism and quality management in the service industries.

PARTNER UNIVERSITIES AROUND THE WORLD

To maintain and expand our international cooperation in higher education is the main goal for our university's internationalization strategy. Partnerships currently exist with more than 80 universities in about 30 countries, mainly in Europe. In addition to student and staff exchange, there is also the possibility of research cooperation.





STUDENT RESEARCH ACTIVITIES

The broad spectrum of research and development projects ranging from general topics of economics and business administration to special questions of the tourism industry, service management and business psychology is also reflected in many student projects dealing with market research or key performance figures, just to name a few. Especially within the master's degree programmes, students are involved in research projects working closely together with their professors – the research expert.

For taking part in these projects, our students can use modern, excellently equipped laboratories. For instance, the “Travel Agency” is a tourism laboratory that simulates a real travel agency with posters and catalogues providing software which is used in the tourism industry. Two business psychology laboratories are equipped with software for computer-based experiments and surveys (online and offline), two different eye tracking systems and facilities for psychological diagnoses. The statistics laboratory enables computer-based statistical training and provides a presentation room for interactive exercises.

PARTICIPATION AT ITB BERLIN – THE WORLD'S LEADING TRAVEL TRADE SHOW

A changing team from the tourism student association organizes the presentation of Harz University of Applied Sciences at ITB Berlin every year. This Leading Travel Trade Show offers insights into the global travel industry. From tour operators, destinations, airlines and hotels to car rental companies – all stages of the value-added chain are presented at ITB Berlin.

Students prepare the presentation at the trade show months in advance, organise lectures and prepare events at the booth. It is a great practical experience giving our students the chance to intensify contacts into the economy.

Student life at Campus Wernigerode

FOR A MORE ENJOYABLE LEARNING

The Department of Business Studies is located at the wonderful campus in Wernigerode. This idyllic park-like campus also houses the Department of Automation and Computer Sciences, all the administrative and teaching buildings, laboratories, international office, library, dining hall and cafeteria, together with four of the six student halls of residence run by the student union.

With its ultra-modern services such as the multimedia and language centre, spacious lecture rooms, equipped with the latest technology and wireless LAN across the whole campus, Harz University of Applied Sciences offers an outstanding learning environment and the ideal setting for serious study.

For students' leisure time, the campus has a beach volleyball court, an open-air chessboard, a fitness room and the university's own new modern sports hall. University sport offers a wide range of sports activities, which include 40 different sports courses, from aerobics to volleyball.



EXTRA-CURRICULAR ACTIVITIES

Not only academic training, but also culture, personal development and fun are an integral part of life at Harz University of Applied Sciences. You can exercise taking responsibility for your professional and personal futures by becoming an active member of one of our student associations where you meet like-minded people. Depending on your interest and motivation, you can choose from around 20 different associations.

The diverse opportunities to get involved range from sport activities, to business or tourism associations and support for international students. Computer fans, young parents, journalists, culture and cinema lovers will find their place as well as friends of sustainability, political discourse or social engagement. As various as the motivation is, all the associations are part of a colourful campus life.



POPULAR STUDENT PARTIES

Every semester, there are numerous student parties on campus and in the halls of residence. In particular, the Welcome Party at the start of the semester, the "Campusfest" in summer, the Halloween Party and the End-of-year Party before Christmas are legendary.

Another extremely popular event among students and teaching staff is the International Evening, which takes place once per semester. Besides an international cultural programme, international food specialities are provided on this evening, cooked by foreign and German students together.



▲ Hochschule Harz

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