



# Reports in English Faculty of Business Administration



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## 2. Students' Reports

### 2.1 Being a Buddy and Welcoming the Internationals

When does the lecture start? Which books do I need for the lecture? With which bus do I get to the University? And where is room HK 007? All these questions flash through your mind when you are new at the University. The international students will find it hard to find the answer to these questions. They are not only first-year students, but also "newcomers to Germany".

The International Office's Buddy Programme is available for all questions relating to studies and beyond. This helps exchange students to integrate. The successful concept is carried out by committed local students who are the first point of contact for advice and assistance. I am one of the buddies: Patrick Pöffel, 22 years of age.

Not only the Incomings can settle in faster, also the Buddys can gain intercultural experience, participate in excursions and activities as well as making new friendships. After the obligatory program (picking up and greeting at the station, handing over the room key, helping with the first orientation in Landshut and with all administrative matters), we will continue to do things together.

I've been a Buddy. Three Incomings were assigned to me: Diana from Spain, Ibrahim from Turkey and Savannah from the USA. Thanks to the contact with the other Buddies I was also able to get to know the other Incomings and their culture. I also made friends with students from Finland, France, India, Italy, Jordan, Latin America, Malaysia, the Netherlands and Romania.

Together we have experienced a lot and had a great time: a South American cooking evening, kitchen parties in the dormitory, city trips to the countryside and inland, game evenings in the shared flats...

At one point or another prejudices were overcome: the French can speak English, Indians know dishes which do not contain curry and the Spanish do not (constantly) do Siesta. Finns, no matter if they are actually Finnish or Swedish speaking, really like to go to the sauna. Italians have a strong gesture while talking, Americans are not too good on foot and we Germans drink a lot of beer. By the way, we got some feedback for the Bavarian cuisine: Schnitzel is highly praised by everyone, crusty roast is a little too hearty and Obazda only attracts the French. Tastes are simply different.



*Patrick Loeffel (in the middle) and the international students from Landshut University*

## 2.2 GIULIA ZHARIA ROMANIA: One Semester in Landshut

Giulia Zaharia from the Lucian Blage University in Sibiu (in Germany known as „Hermannstadt“), a city in Transylvania at the centre of Romania, was glad to spend four months in Landshut. She chose Landshut for her stay abroad because it is the sister city of her hometown. Her visit was extraordinary and exciting. She tells us why.

*How did you feel in Landshut and what did you do during your stay?*

I have enjoyed every single day since I came to Landshut. Being a student here is great, you have lots of benefits. I like Landshut a lot because it is not so big and crowded. And I can tell honestly that I made myself many friends. I've visited Nürnberg and Ingolstadt where I went to Audi Company and have seen some great companies. During my stay I also made trips to Königssee and Neuschwanstein. 'In December it was amazing to feel the Christmas spirit just by walking through the Christmas market in Landshut, everything was like part of a fairy tale.'

*Is Germany as you expected it?*

My answer is YES. It is not my first time in Germany so it wasn't a cultural shock for me. But Germany is for sure the cleanest and organised country I have ever seen.

*Which is the biggest difference between Germany and Romania?*

In my opinion there are two things: the people and the prices. The people in Romania are more happy, creative and open-minded. In Germany is everything more expensive than in Romania: food, clothes, house objects, make up, going out...

*Why did you choose Hochschule Landshut?*

First of all, Landshut and Sibiu (my home town in Romania) are partner cities. Germany is not far from home and I've heard that Landshut University is very good in the business area.





## 2.3 The first days in Germany: Landshut trough Spanish eyes

Davie and Javier from Spain decided to learn German so they took the options of getting a Double-Degree in Landshut while studying here for one year.

*What were the biggest challenges at the beginning?*

The language was a big challenge for us. The change from English to German to Spanish was very complicated. We mixed all three languages in conversations. It was hard for us to have lunch and dinner that early. In Spain, we are always late with those things. It was very cold when we arrived. We expected that it will be difficult to get used to the cold and we were right. The winters can be long.

*What's different between the countries?*

It's difficult to explain, well... for example we think the young people in Spain are more living the life and don't care about the future that much. Here you see more young people having and taking care of responsibilities that in Spain most of the young people don't care. We think a German 20 years old guy is more conscious about the life than a 20 years old guy in Spain. And it's not just the young people. We can feel that the people in Germany have a deeper vision on what a society is, and the future of it. Somehow sometimes it's not a good point of view for incoming people. Some say they stick too much to the rules, at least more than in Spain. But this is what you should do for having a great society and country like this one.

Finally, we see the responsibility with the whole world and environment Germany is taking over. Bio products are getting more common in Germany and the policies are better in boosting these kinds of changes and making the people take care of these topics. Maybe, as the greater power in Europa, they have more responsibility in those topics, but this doesn't exclude other countries to do it. For example, in Spain there are just 500 Syrian refugees, and in Landshut our neighbours are even more and with better commodities than in Spain.



*The international students from Landshut University, group 2016*

## 2.4 South Carolina meets Bavaria

Savannah Stroble from the US came to Landshut for one year. She tells us why she loved being in Landshut so much.

*What do you like in Landshut?*

What I like about Landshut is the architecture of the buildings in Altstadt. When looking at the different styles that each building has it's almost like each building has a historical story that added to the culture of Landshut. I also like the landscape of Landshut, the bridges, rivers, and cobblestone pavements really add to a serene environment. Landshut is a great place to relax and to unwind from a long day. Landshut is a great place for anyone who wants to experience Germany or Bavarian culture.

*What differences between the American and the German people did you notice?*

Some of the differences that I noticed are how Germans have a conversation with others. An American conversation is very different from a German conversation. Americans tend to show more action by using their hands or use an increase and decrease in tone when explaining or talking. Germans show less expression and are straightforward. Germans typically wear neutral tones. America's clothing is typically colourful: light blues, pink, pastel colours, and neon colours. Which I have never seen anyone with bright colours in Germany unless they were a tourist. Everything is bigger in the US than it is in Germany: coffee cups, houses, cars, beds.

*Where do you do your internship and what are your tasks?*

As a part of the study abroad program, I had the chance to intern with BMW-Landshut. At BMW, I worked in production planning and logistic planning. The Production Planning and Logistics department's daily operation is to make sure that the goods and services are in precise quality and quantity. As well as, to optimize how they are being received at the right place at the right time. As an intern, my daily tasks were a continuation of projects, meetings and analysing.

*Why did you choose Landshut in Germany for your semesters abroad?*

As an American student, studying abroad to Landshut is my first time in Europe! The reasons why I decided to study in Landshut are because I love learning about different cultures and how they affect people's lives and moral standards. As well as, making new friends and building relationships with other people from different backgrounds. Furthermore, Landshut's University has a double degree program with USC Upstate University in Spartanburg, South Carolina. This opportunity allows me to receive an International Business degree in a year. Likewise, while studying abroad here in Landshut I have been able to gain an understanding of German culture, values and a little bit of the German language.

## 2.5 Two Semesters in Cambridge

Shanen Ahmed has lived in England for the last two semesters where she had the opportunity to collect a lot of experiences in the Master's course: International Business. On this page she is going to give us an insight into her time in England.

After completing my undergraduate degree in International Business from the University of Applied Sciences Landshut in corporation with Anglia Ruskin University Cambridge, I further pursued my education at Landshut with the Masters International Business i. I was given the opportunity to return to the city I had fallen in love with.

Hence, I came back to Cambridge for another semester. Cambridge is a beautiful town not far from the capital city of London. The history, architecture, landscapes and sunsets create a magical ambience leaving me in awe. The wonderful architecture of the medieval colleges present a fascinating glimpse into historic times and the prosperous history of the colleges provide an enjoyable exploring experience. Undoubtedly punting at the river cam – a form of boating is the highlight of the little town.

Anglia Ruskin University (ARU) is one of the largest universities in the East of England, with 35,000 students from 177 countries contributing to the diversity of the University. There are a lot of German students from other cities such as Berlin and Freiburg. However, the University also has diverse societies and clubs, for example the Enterprise Society aims to inspire young entrepreneurs, while clubs such as kickboxing or dancing provide leisure activities. The University also supports other extracurricular activities, for example sports, or becoming a language ambassador at the ARU and the participation in business idea competitions where you can win cash prizes up to 10,000 pounds. Similarly, I was able to achieve the first position in the little pitch winning 140 pounds and I also contributed as a German language ambassador to help inspire primary school children to learn more languages.

The semester at ARU, usually begins with the fresher's week which means free food, free activities such as city tours, punting tours, bowling, movie nights, fresher's parties and socializing. Nevertheless, similar activities take place all semester long through the societies and clubs. The education system in Cambridge was different in comparison to Landshut as the semester focused more on assignments rather than written exams.



*King's College area*



## 2.6 Experiencing Scotland

*Laura Stephinger spent her semester abroad in Edinburgh, Scotland. In this interview, she will give us some insights about her studies in Edinburgh and Scottish life.*

*You have chosen to study International Business Administration (M.A.) for three semesters in Landshut with a stay abroad in Edinburgh. What do you think of your studies?*

The Master's programme enables students to acquire a good knowledge, but at the same time, you also have to work hard. Small groups make it possible to establish a good relationship with the Professor. The studies give me a unique opportunity to gain a double degree within only three semesters. Similar programmes at other Universities of Applied Sciences have relatively expensive exchange partners for the semester abroad. For these reasons, I would always choose the same course of studies again.



*The Highlands in Scotland*

*You spent one year in Edinburgh. Why did you choose to study in Great Britain?*

From the beginning of my studies, I knew I wanted to study in Great Britain. Great Britain offers renowned Universities and is a short distance from Germany. 'Edinburgh has this unique charm and combines modernity with tradition.' Edinburgh provides excellent travel opportunities to visit amazing landscapes or big cities such as London or Dublin.

*What does a normal day look like at Edinburgh University?*

In addition to regular lectures, there are also compulsory modules. The goal of the compulsory modules is to strengthen course material. A big advantage is that you can see the course times before choosing a course. Therefore, you are able to put together the best possible courses according to your interests. Hence, in the beginning I only had lectures three days week that made it possible to travel.

*How would you describe the University and the country?*

The University has a very beautiful campus with a great view of the famous Edinburgh Castle. In addition, there is a small Starbucks and a canteen where students can spend time between their courses.

Furthermore, the University offers various sports possibilities such as badminton, cheerleading, basketball and lots more. In the evening, you can meet at many different pubs. The most difficult part was getting used to the food because nearly everything was very oily. However, for sure, one also has to get used to the Scottish weather, especially the wind.



## 2.7 Experiencing Russia

*Valeria Bengard was the first student of Landshut University of Applied Sciences to spend her semester abroad at UNECON in St. Petersburg, Russia. In this interview she will give us some insights about her studies in St. Petersburg and Russian life.*

*What was your impression from our Russian partner University?*

UNECO makes every effort to offer its exchange students a varied program. I had the opportunity to get in contact with companies and business people. The campus is located perfectly within the city centre which made it easy to visit all the sights or to go for a walk. Together with other students we travelled to Helsinki, Riga and Moscow.

*What would you advise students who would like to spend a semester at UNECON?*

Before departure, you should be aware that the Russian way of working is not only more disorganized, but also stricter. To get in to the University or the student residence, students always have to carry their student ID in order to identify themselves. Visitors were only allowed to enter the building at certain times and with advanced notice.

*What does a normal day look like at UNECON?*

The lectures took place from Monday to Friday including 10 hours of Russian lessons per week. Many times, I studied till late in the evening because we had to prepare many presentations and write papers.

Nevertheless, there was a varied, free-time programme organized by our Russian buddies. We went clubbing, sightseeing, travelling and lots more.

*How did you overcome the language barrier? Is it absolutely necessary to have a knowledge of the language?*

Before going to Russia, I selected a language course at our University to be able to read and write Cyrillic. I was raised bilingual which gave me a good basic knowledge of the language.

It is not absolutely necessary to know the language but, in many places, only little English is spoken. Students without any prior language experience quickly got in contact with the Russian speaking students and mastered their daily routines.



## 3. Experiencing other countries

### 3.1 Experiencing Ireland

More and more students are attracted by going abroad for one semester. Also my fellow student Sophie and I had the desire to travel. After having studied together for four years, a good friendship developed between Sophie and myself. It was clear: if we went to Ireland, we would go together.

We got an offer for a room in the dormitory of Griffith College and accepted it. Due to all the things we wanted to take to Ireland (coffee machine, pots, dishes, pans) we could not use the plane. So, we packed my car, drove to France and took the ferry to Dublin. The lectures are similar to ours.

When we arrived at the "Griffith Halls of Residence" it soon became clear that we had to quickly forget our German standards of cleanliness. We shared our living space and kitchen with two other students from Bosnia for a monthly rent of 666€. The size of the fridge for four people, the old hotplates and very-used kitchen appliances were a bit disappointing. Nevertheless, we stayed positive and were happy about our good location (two minutes walking distance to the lecture rooms and 20 minutes to Dublin city centre).

The lectures were not very different from our lectures in Landshut and the professors were all very friendly and helpful. We could also keep up well with the English level of the other students who mainly came from Germany, France and Bosnia.

The biggest difference to Germany is probably the obligation to write an assignment of about ten to fifteen pages in each subject in addition to the examination at the end of the semester. However, the level of complexity and the expenditure of time was less than initially expected. In the end, we all achieved good final results. Another difference was the structure of the exams. Each exam was three hours and additionally had to be written in an essay style (introduction - main part – end; whole sentences). Compared to our exams in Landshut not all the questions had to be answered but just out of six.

'Dublin is a fascinating city and we cannot confirm the cliché about the Irish weather. In eight months, we often had really sunny weather and less rain than in Germany.' Dublin's charm is made up by the pubs, the live music and the public events. Having said that you have to be prepared for much higher everyday costs. Nevertheless, after a few weeks we found out some insider tips for saving money and did our weekly shopping at Lidl instead of Spar or Tesco. Instead of going to the Temple Bar and Co. we visited the pubs in Rathmines, Harcourt and Camden Street. Of course, we used the advantage of having our own car in Ireland. So, we spent a week in the western and southern part of Ireland and another five days in Northern Ireland. I was fascinated by Galway, Cliffs of Moher, Cork, Belfast, the Giant's Causeway, the northern cliffs, Carrick-a-rede Ropebridge, the sandy beaches and the Cliffs of Kerry. 'Whether the Cliffs of Moher or an idyllic village, Ireland is always worth a visit.'

Ireland has so many beautiful corners. Within two hours you can be in a different, breath-taking place. Ireland's nature is truly unique and picturesque.



*Marina Mengele*

*Cliffs of Moher*

## 3.2 Experiencing Wales



Studying International Business for Landshut students means studying for four semesters in Landshut and for three semesters somewhere else. Since I started studying, I have always had one thing in mind: Where would I go? When I enrolled, I could hardly wait for this part of my studies. At last I could leave Landshut, where I was born, raised and went to school. I have always longed for the big jump, but never dared.

Suddenly the moment, I had waited for, was there. But already at the end of the third semester in Landshut some doubts came: Do I really want this? Can I do that? Anyway, it was too late to back down. I really grew fond of Landshut, especially of the people. The Bavarians would say: 'Do bin i dahoam.' Nevertheless, I became friends with the idea that I had to leave this behind me - at least for a while. I decided to stay within Europe. If you can only show English as a second foreign language, "only" Great Britain offers itself. So: Cambridge, England? Edinburgh, Scotland? Or Cardiff, Wales? Wales ... oh, that's there too. This somewhat forgotten piece of earth in a world where England is usually synonymous with the whole of the United Kingdom.

The pilot project in South Wales is 'Do bin i jetz dahoam.' It was the first year for Landshut University and the resident University of South Wales to cooperate with. It is a real premiere. Prof. Bob Morgan specially came to Munich to

promote the University in Wales and the city itself. Cardiff is a rising urban student city, not too crowded, but not too quiet and surrounded by green spaces. The University has 30,000 students, including 3,000 from all over the world. Finally, I was convinced by the reasonable cost of living and fees, the reputation of the University, the study programme, the country and the culture, as well as the security that the numerous fellow students from Landshut bring with them. In short: applied, trembled, accepted, booked the flight - September, you can come.

Being a member of the buddy programme at our UAS in Landshut helped me a lot with my English skills and I was able to perfect it when I came to Wales. Indeed, my vocabulary was expanded by metaphors and idioms. Cheers mates! The Welsh accent has a place in my heart forever.

An Honour's degree, the UEFA-champions league final and pure nature – it was worth it. In the end my doubts and worries were unfounded. I had a great year far away from home. I got to know lots of places and people and even have become more aware of myself. I left the plane from Cardiff to Munich with mixed feelings. Would I do it again? Yes! I realized there is so much to see and experience in our world. Who knows?

*Patrick Pöffel*



## 3.3 Experiencing England

### 3.3.1 Living and studying in Cambridge

As part of a three-day business trip Prof. Dr. Kumpf and Christina Fertl visited the graduation event at the Anglia Ruskin University in Cambridge. On this occasion, talks were held with the local coordinators on further cooperation and the next steps to expand the cooperation. The following pages are dedicated to the impressions of the University and the City of Cambridge as a place to study. It offers future outgoing students the special opportunity to get an impression of the British partner University.



*Professor Kumpf and the graduates from ARU 2016/17*



### 3.3.2 Insights from Cambridge



Entrance to the Lord Ashcroft Building (LAB)



Entrance to the ARU



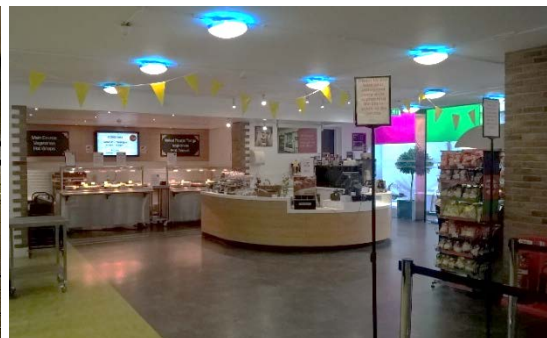
Entrance to the library



Several levels make up the library



Area to relax in the cafeteria



Cafeteria for the business students

## 3.4 Experiencing Sweden

### 3.4.1 ANDREA HINTERHOLZER'S

Andrea Hinterholzer is studying Business Administration and completed a voluntary semester abroad in Sweden. The University of Kristianstad is an Erasmus partner University of the Landshut University of Applied Sciences. As a result, students do not have to pay any tuition fees and receive Erasmus funding. We asked Andrea Hinterholzer some questions about her stay abroad.

*What were your first planning steps?*

First of all, I informed myself about our partner universities at the International Office. Andrea Kilb, the contact person for outgoings students, helped me a lot. I was quickly accepted.

I wrote the documents myself in English. This included a CV, a cover letter to the partner University, a Transcript of Records and a cover letter to the Landshut University of Applied Sciences. The cover letter was basically a letter of motivation in which I explained why I wanted to go to Sweden.

*What did you have to prepare before going to Sweden?*

The first thing I did was to take care of an apartment. The University had two offers for which I applied. After about four weeks I received a confirmation for a shared flat in which I lived together with two South Koreans and one Italian. The flat was not in the centre of Kristianstad, but in Åhus. Åhus is an old holiday resort directly on the beach. Several Erasmus students lived there, which made it easy to make contact with students from all over the world.

Afterwards I booked my flight, and took out a foreign health insurance. This is not always absolutely necessary, as insurance contracts can simply be topped up with an additional service. Last but not least I created a to-do packing list in order not to forget anything. I received a SIM card free of charge from the University on site.



*Andrea at Naturum in Kristianstad*



*Buildings on the campus of the Högskolan University*



### 3.4.2 THOMAS HAAG'S experience

*Five of our Master students from spent their most recent semester at the Swedish Erasmus partner University Högskolan in Kristianstad. Thomas Haag will tell us more about his time in Sweden.*

Many students ask themselves the question: Can I go abroad again during my Master's degree and complete a semester there? The answer is: Yes, definitely! I knew that I wanted to spend another semester abroad. Since I always was a big fan of Scandinavia, the partner University in Kristianstad in the south of Sweden offered me a place.



*On the way with the dog sledge*

My stay abroad was supported by ERASMUS, which is also the case with most other partner universities. Since a stay abroad is not obligatory in the MUF Master's programme, everybody has to decide for themselves. However, the University and International Office provided me with a lot of help. The staff of the International Office assisted me with the necessary information on each partner University. It is advisable to obtain the most important information in the first semester of the Master's programme. Only with good planning is the smooth organization of the stay abroad possible.

I think the best time to stay abroad is the third semester for Master MUF students because you will have completed the courses in Germany and then have time to write your Master's thesis abroad. It is better to consistently complete the two theoretical semesters in order to then have a clear head for the Master's thesis when going abroad. I did it this way and then took two courses at the host University outside of business administration. One was called "Swedish for Internationals" and the other "Swedish: Culture and Society". I was able to learn the basics of the Swedish language and also learn a lot about Swedish culture and history.



The Swedish system is a bit different: You only take one course over a specific period of time (mostly five weeks) and then complete it with an exam or an assignment. In general, there are mostly small classes and the relationship with the teacher is very personal. The host University's support is very good. Questions are answered really quickly and everyone is willing to help.

Sweden offers great opportunities to travel. Starting in Malmö, only one hour away from Kristianstad, via Göteborg to the capital Stockholm. There are many great cities to discover. The small towns and islands in the south of Sweden are perfect for a day trip. My highlights were the trips organized by the host University to Stockholm and Tallinn in Estonia as well as to Kiruna in Swedish Lapland. The ferry from Stockholm to Tallinn takes about 15 hours. The most beautiful excursion was to the small town Kiruna. Together with 56 other exchange students, we stayed there in a small camp at a frozen lake. We lived in small houses with fire places and saunas. During the day we did a husky sleigh ride and a snowmobile tour - unique

experiences. Fortunately, the weather was very good during our stay and we even saw the northern lights.

In Sweden it can be less than -30 degrees during the day. On some days the sun rises at 10 am and already sets by 1:30 pm. Life in Sweden is very pleasant and the people here are all very friendly. With a good knowledge of English you can communicate easily, as almost everyone is able to speak the language. The cost of living is higher than in Germany. Thanks to the Erasmus grant, the rent is almost completely covered.

Kristianstad offers several possibilities for foreign students to live. I decided to live in a dormitory in the centre of Kristianstad. So I was able to get along well on foot and needed 25 minutes to walk to the University. By bus it was about 15 minutes.

Finally, I can only say that it was the right decision to go to Sweden. I can recommend this to everyone.

*Thomas Haag*



### 3.3 Experiencing Finland

My name is David Kroschwald and I am studying International Business Administration in Landshut. I spent my semester abroad in Turku, Finland as an Erasmus student.

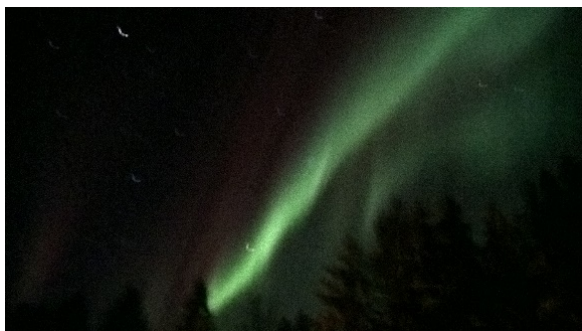
Studying in Finland cannot be compared to studying in Germany. In Finland we only had project-related subjects and no lectures with subject-related academic input. Instead of uninterrupted three-hour lectures Finnish classes included interactive practical team meetings. So for instance we were allowed to plan, organize and implement a trade fair in the course "Communication".

In addition to the finance, marketing and logistic project teams, we also took care of the acquisition of companies. These could present themselves to customers at trade fairs. It was a very insightful experience, especially as everything took place in English. Of course, not everything went to plan. However, we gathered a lot of experience which could be applied for the next upcoming event. In addition to the practical approach, our final grade consisted of a "book reflection" and an "experience report".

Personally, I enjoyed this way of learning and experiencing a lot. I was able to manage my own time during the semester and didn't have to learn everything within a short time for all upcoming exams. I made new friends and gained self-reliance as well as self-confidence, which made my semester abroad incredibly valuable and magical. My life journey has been enhanced by all the beautiful places I visited such as Stockholm, Helsinki, Saint Petersburg, Tallinn and Lapland. Now, I have friends in Stockholm whom I can visit at any time. Next summer I will spend a week with Finnish friends in a "summer-cottage". In addition, we will see the polar lights, enjoy the sauna and swimming in the polar sea and the husky sledging in Lapland.

At any time, I would do a semester abroad in Finland again. Also under the aspect that I could not take all subjects into account. Through this stay abroad I got the internship of my dreams.

My semester abroad was a complete success and the perfect combination of a lot of fun, a great time, a lot of experience and also something positive for my CV.



*Polar lights*

## 3.6 Experiencing America

*Twelve students of the Bachelor's program 'International Business' spent two semesters at our American partner University of South Carolina Upstate.*



Graduation Ceremony USC Upstate

In mid-August twelve of us went to Spartanburg, South Carolina, to study at the University of South Carolina. The two semesters were a big challenge at the beginning, but it helped us to broaden our horizons. After a short settling-in period at the campus and in the George Dean Johnson, Jr. School of Business and Economics came the first shock: The educational system in the USA is completely different than in Germany. Although we were aware that the requirements would be different, no one expected that there would be so much work involved. After the initial surprise, however, we quickly found our way around and got used to this system. We had to keep learning because we had tests and homework all the time, presentations, case studies and projects. This kind of work helps one a lot to keep it in your long-term memory. Generally, also the courses are more interactive.

Much more value is placed on cooperation and active participation. Attendance is also compulsory in most courses. We were particularly pleased with the American culture, the hospitality and friendliness of the people of America. The beautiful Atlantic was only three hours from us. So we were often in Charleston and enjoyed the sea, the sun and the tranquillity. The International Office also organized events to Charlotte, Columbia, Disney Land, Charleston, Atlanta and so on. We were at CNN headquarters, at Coca Cola and at various sports activities, as well as in musicals, operas and theatres. Many of us travelled through America and Central America and visited all the places our hearts desired (New York, Washington, Florida, Tennessee, Costa Rica, etc.).

The USC Campus was very big and we spent a lot of time there. The USC Upstate has its own gym with pool, whirlpool, sauna and basketball court, as well as a room with billiard tables, computers and also football, basketball and volleyball courts. They offered various events such as parties, raffles, Oktoberfest, paint parties, grill parties, dance evenings, film evenings, sports and games. Also we were able to get help and advice from the writing centre. The International Office was always there when there were concerns and the staff became a second family. They helped us in all matters and were always with us. During the Spring Break in March we all went away and enjoyed the weather and the holidays. Our favourite destination for celebrating and travelling was Florida.

*Mirmesa Imsirovic*



### 3.7 Experiencing Russia

Since 2012, the UNECON (Saint-Petersburg University of Economics: a state University for economics and finance based in Saint-Petersburg) and the UAS Landshut have been cooperating on a regular basis.



Peter and Paul's cathedral



Bank bridge across the river  
Griboedova



St. Isaac's cathedral



St. Petersburg at night



View from the Winter palace on to Newa



Main building of the University UNECON



View from Peterhof on to the finish sea breeze

## 4. Interviews with Visiting Professors

### 4.1 DESHIA LEONHIRTH, University South Carolina Upstate

*What are the differences between the University of Applied Sciences Landshut and the University in South Carolina Upstate?*

The two Universities are actually similar in many ways, which is why I feel we make excellent partners. We have around 5,600 students at the USC Upstate. We have Undergraduate and Graduate programs. One of the key differences is that we have more degree programs. We have a School of Education that has degrees for those who would like to teach elementary school, middle school, or high school. The University also has a well-known Nursing School that has a competitive admission process. We also have a School of Business, which also partners with UAS in LA. The largest division of academics on campus is the College of Arts and Sciences (CAS). [...]

*What was your best experience in Landshut?*

The experience that I enjoyed most about the UAS in Landshut was the students. The students in my courses came prepared and were always open to discussion. I liked the diversity of the students in my class and having the opportunity to learn more about each student's culture. There were students from five countries in my class. I also enjoyed the hospitality of the faculty on campus. The faculty were all very welcoming. I have travelled quite a bit around Europe and I feel that the citizens of Landshut were the most hospitable I have experienced in Landshut.



*Will you recommend your students to go to Germany?*

Without reservation I will definitely recommend my students a visit and study in Germany. I have been working hard the past two years to recruit students to study in Landshut. As we have more of our students studying in Landshut I have no doubt that they will share their excitement of their experience with our students when they return to Upstate and more students will visit Landshut.



## 4.2 ELNORA STUART, University South Carolina Upstate

*Prof. Dr. Elnora Stuart from USC Upstate University visited us in Landshut in May 2017. She has been teaching 'Marketing' since 1986. During her stay in Landshut Prof. Stuart taught a block course in Marketing Research in the study programme International Business.*

*How exactly did you hear about Landshut University?*

I am Professor of Marketing and Associate Dean of the Johnson College of Business and Economics at the University of South Carolina Upstate in Spartanburg, South Carolina, USA. Beginning in 2011, I worked with Dean Darrell Parker in developing the dual degree agreement between the USC Upstate and Landshut.

*What do you expect as a guest lecturer from the students of Landshut University?*

Before I came to Landshut, I had very clear expectations of the students. I expected them to be excellent students, to work very hard on their studies and to make excellent grades in my marketing research course. And those expectations have been fulfilled. I have greatly enjoyed the students in my class. I hope they felt that have learned a lot about marketing research. [...] In short, I have enjoyed my stay in Landshut tremendously.

*Which of your courses or personal experiences do you think the students can benefit from the most?*

[...] I believe [the German and American] marketing education is equally excellent. I should add that I believe marketing enjoys a greater emphasis in the U.S. universities.

The marketing research course I taught is required by all marketing students at Upstate. New courses in the increasingly important fields of marketing analytics and digital and social media marketing communication strategies are being introduced at Upstate and most other US business programs. Marketing is changing so quickly that it's a constant battle to keep up.



*What do you think of our cooperation?*

I believe the partnership between our two universities is especially important. It provides opportunities for students and faculties from both universities to enjoy and learn from each other. 'One thing I've learned is that you always come home better than you were before you left.'

You always learn and grow in your ability to be effective in your career. This is true for both our students and the faculty members who have been able to make the exchange. I am so grateful for the opportunity to lecture at Landshut and hope to come back soon. It is a very fine school with excellent faculty whom I have come to know and respect. The Landshut students and our students are very fortunate to have such a great educational opportunity.

I believe the dual degree program between HAW Landshut and USC Upstate is a fantastic opportunity for the students. Without exceptions, each of our students who has come back from Germany reported that it was an awesome experience and has changed them for the rest of their lives. [...]

## 4.3 ROSALINDE PAIGE, University South Carolina Upstate

*In December 2015, the seminar 'American Cultural Values with reflection on American Society' took place at Landshut University of Applied Sciences. Rosalind Paige gave interesting insights into the American way of life and her home country: The United States of America.*

*As a professor at the USC Upstate and an owner of a farm far away from the city, Rosalind lives her very own 'American Dream'. The students who participated in her seminar got to know Rosalind Paige as a cosmopolitan and open-minded person, always happy to answer questions. The lecturer provided the course with information about American culture as well as principles and behaviour of many US citizens about religion and freedom. Throughout the seminar there was a lively discussion about the big opportunities but also the serious issues in the US.*

*Many students participated by bringing up their own critical opinion and also learned a lot about the positive aspects such as the enormous cultural diversity, the diversity of the regions and the willingness of the young generation to change. Ms Paige's visit was an enrichment for all course participants and a great opportunity for everyone to discover more about the US.*

The interview with Rosalind Paige:

*What is your teaching philosophy?*

Well I believe that those of us in education are what we call change agents. We help people to gain knowledge in the field they are interested and we empower them to get better professionals as well as future citizens and independent individuals. But I also encourage students inside the classroom to speak in a respectful way about what is on their mind and what they think. I try not to criticize and to provide a positive feedback so that they are able to develop their own opinion and position. On the other hand I also give them concrete information about marketing principles. I want to provide a good and safe environment for doing discussions and conversations. I do many activities and group work in my lessons.

*What are your favourite topics to teach and why?*

I love to teach Consumer Behaviour, International Marketing and Marketing Research.

I like to teach Marketing Research because it gives the students the tools and techniques to find answers to become a better marketer. This leads to Consumer Behaviour to understand what the consumer wants. And of course International Marketing – it is very important because everything is related to international themes and how other countries, markets and cultures influence business and consumers.

*What is the hardest part of your job as a professor?*

I think when we are in session like during the semester it seems that our work never stops because in the United States we have also exams during the semester. So [we do not only work] in the office [and] in class we also bring our work home and work over the weekends. Today we have 24 hour communication because of the internet and so the students want responses all of the time. It is very difficult to separate work and private life.

This new generation of students is different. We were used to waiting. Waiting to receive things in the regular postal mail time. Today you get every information everywhere. This has completely changed. The issue is that the day has only 24 hours. The world is turning so much faster now. The other thing is that the professors are required to publish a lot of research and so we have to find time outside of teaching to write, send the materials to academic journals. We usually do that at weekends or in the summer when we are free.

*What was your best experience in Landshut/Germany?*

Meeting the excellent German students. I have been looking forward to this for a long time. I expected them to be as good as they are because I have taught your students from Landshut that came to Upstate and they are good students. And that is something that I wanted to experience here and it makes me very happy.



## 4.4 ROBIN GOWERS, England, UK

Robin Gowers has been coming to Landshut for over three years now because he likes the University so much. Robin teaches Monetary Politics and Employment and we are happy to welcoming him again next year.

*How do you like the city?*

I finally had the chance last night to walk around Landshut and have to admit that the word that came to mind is 'stunning'. It is one of the most beautiful places I have been to.

I guess that if you live here you take it for granted but for a first time visitor it really won me over and I'd love to see it in the summer and in the snow around Christmas time.

*What was your best experience in Landshut?*

Without a shadow of doubt the best aspect has been the people. From when I was first contacted to come, the support given and then the friendliness shown have really touched me.

From the first day it felt as if I had been part of the faculty for years. The town is stunning but it is the people that make a place and those I have met and been helped by here have been so nice. It has made this a very special trip – thanks!!

*What faculty do you work for at your home University and what is your field of expertise?*

Although my background is in economics and finance, I reside in the Department of Leadership and Management. It was set up around two years ago with the remit to manage all of the Business Schools international



partnerships (we have more students outside of the UK than at home). As a result I manage a number of these partnerships so I do get to travel a lot. The advantage of this is that I get to see new places, meet new people and get real insights into the economies that I visit. I have to admit that the subject of economics has had a bad press in recent years due to the financial crisis. However, it is an incredible time to study it given the scale of the events that are now occurring. We are living through one of the biggest monetary experiments in history – let us hope that it ends well.

## 4.5 BOB MORGAN, University of South Wales, UK

*In spring 2016, Professor Bob Morgan visited the UAS Landshut to introduce his home University, the University of South Wales.*

*What skills can be gained at the University of South Wales?*

That is indeed a difficult question, but the obvious skill they can learn is linguistic fluency as non-native speakers. Most of the students, especially the Germans, can speak English very well, but after one year with us they actually leave us bilingual with a lovely Welsh accent. So, the girls speak like Catherine Zeta-Jones and the gentleman of course like Tom Jones. Another thing they learn, which is very important, is cultural influence. They learn, for example, that Wales is not England and that being Welsh is not the same as being British and that being British is not being English. I think that is a good transferable skill when doing International Business to make no assumptions about culture.

*What is the spirit of the South Wales University?*

A lot of answers come to mind for that question. One is helpfulness and another is friendliness. I think people would find that our University markets itself as a friendly University. That's what you find in the Celtic culture, we are much less formal than the English.

*What do you expect from our incoming students?*

Open mindedness, to embrace a different approach to higher education, and to participate fully in class. German students are usually more didactic, but we want our students to question their academic superiors.

*Can you describe the system of the British honours degree?*

We tend to offer only honours degrees, which is important to get access to a Master's degree. There is another small group, which are called "Ordinary degrees" (mostly offered in Scotland). This is actually going to change because if you are looking for a Master's degree you should always go for the honours degree option.

*What is special for Wales and the area around Cardiff ... anything you could recommend for students?*

Cardiff is the capital city of Wales where almost 350.000 people live. It is a very young city because about 90.000 students live there. In relation to the population, you can imagine the "youth flavour" of the city. It's often said that Cardiff as a city offers less history, but much past.

Cardiff became prosperous because of the coal industry and when the industry disappeared they created a real legend in Cardiff bay. If you are looking for clubs, pubs, dining facilities you'll find it all in Cardiff. Cardiff is also the centre of a lot of outdoor activities. In the north you can go hiking and climbing. The coast line is superb and there are two national parks within a very easy travel distance to the University. Cardiff can also be very good centre for seeing the rest of the UK: two hours from London, an hour from Bath, just across the bay from Bristol, short flights to Dublin and Edinburgh.

