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COMPETITION

Success at the Bangkok Business Challenge

For the second time in a row, the Northern Institute of Technology Management has achieved immense success in Thailand. Five NIT students succeeded as the best European team in the „mai Bangkok Business Challenge 2011“, one of the leading international competitions in the field of Business Planning.

NIT students Anna Porowska, Natalia Tomiyama, Andrzej Stepan and Moritz Göldner, as well as TU Hamburg-Harburg doctorate student Maximilian Bee, obtained as a team the second place in the general competition and won the prize for best presentation within their semi-final group. The team participated in the competition with an idea for a company named

„GluCare Corp“ that produces a subdermal implant for the measurement of blood sugar levels in combination with a Smartphone application for reading, storing and processing of the data. Their development of this idea, along with their business plan and overall presentation, highly impressed the jury.

Dr. Christoph Jermann, managing director of the NIT, summarized: „It is strong evidence of the quality of both our students and our Double Masters Program that the NIT team has once again competed successfully against students from German and European business schools, such as HHL and WHU, as well as the INSEAD and ESSEC.“



Andrzej Stepan, Natalia Tomiyama, Moritz Göldner, Chanitr Charnchainarong (Board of the Jury and President of the "Market for Alternative Investment"), Anna Porowska, Maximilian Bee

The NIT students competed with 66 teams, out of which only 16 were invited to the semi-finals in Bangkok. Students from renowned international business schools from Asia, Australia and the USA were among the finalists.

The students, who this year will obtain a double degree at the TUHH (MSc) and at the NIT (MBA), were supported by Prof. Matzen (Thomas J.C. Matzen GmbH), his associate Tim Schiederig, as well as the NIT alumnus Christoph Jung. The flights to Bangkok were sponsored by the Körber-Stiftung and the NORDMETALL's Employers' Association.

First visit to partner companies in India



Parag V. Chepe, Head of Process Uhde India & NIT Alumnus; Heike Bläsig, NIT; Sonal Singh, Senior Manager HR Uhde India; T.K. Vijayan, Executive Director (Commercial) & Member of the Board Uhde India.

Many NIT partner companies have subsidiaries or branches in India, and every year Indian students take part in the NIT and TUHH Double Masters Program. For this reason, Heike Bläsig has visited several Indian locations in January 2011.

As part of the ThyssenKrupp group, **Uhde India Ltd.**, with headquarters in Mumbai, has been an NIT partner since the very beginning. Since April 2011, Parag Chepe, NIT Alumnus from Class 01, is „Head of Process“. Hemant Nagda, NIT Class 09, is currently participating in an international Management Training Program. Managing Director Dr. Ing. Benno Lueke regards the Double Master's Program offered by the NIT and TUHH as a highly successful model. Mr. Rahul P. Kekatpure was selected as a candidate for admittance to the coming NIT Class 13.

Up to date, the heads at **Siemens** Mumbai had not been in direct touch with the NIT. However, the cooperation with Siemens' Headquarters in Germany was established from the early years of the NIT, and for almost a year the Siemens Graduate Program (SGP) is now also attached to NIT. After an introduction to the Double Master's Program, several possibilities of cooperation were discussed with great interest, as Siemens in India could also profit from the NIT range of offers in connection with the expansion of the SGP Program.

The **Brose** branch in Pune seeks swift development. It has already made valuable contributions in research and development for the entire company, and has

gained even more significance through the opening of a new production plant in February this year. Based on the good output which Brose Group gained with its NIT scholarship holders at German and Chinese locations, Mr. Jörg Krämer, director of HR in Asia, has already included Indian students in their support program. Along with Senior HR Manager Mr. Mangesh Pandharipande, he is very excited about their employment in Pune after they have gained also sufficient experience at the German headquarter.

Two Mexican NIT Alumni from Class 08 and 10 are currently employed at the **Polysius AG** in Beckum, also part of the ThyssenKrupp group. Due to their support an interview was set up with the Polysius Division of ThyssenKrupp Industries India Pvt.Ltd. in Pune. The heads of engineering and HR divisions were very keen on the NIT program. It will be subject to further discussions whether this branch, established in Pune for already 50 years, might become a direct cooperation partner of NIT.



Heike Bläsig, NIT;
Makarand Marathe, Sr. Vice President Polysius India;
Thomas Eicke, Engineering Director Polysius India;
Pruthvish Dave, Vice President Corporate Planning & HR ThyssenKrupp Industries India.

For almost 3 years, Mr. Eugen Welte, CEO of the **Airbus Engineering Centre India**, has built up the Bangalore site with focus on research and development. By now, the site has around 200 employees and its own HR development. Since their cooperation with universities are not yet advanced, the NIT range of programs are interesting for the centre, and ideas for cooperation will be developed.

In principal, this visit was an ideal framework to extend bonds with existing partners and raising interest of potential partners, especially through personal encounters.

Master@IBM: NIT takes part in the pilot trial

In cooperation with the NIT, IBM develops a career integrated Management Study as an instrument for the recruitment and liaison of High-Potentials among graduates from Bachelor programs.

„Can you guarantee our employee will be at least 3 days a week on average at IBM during the two years of his studies?": this was the main question from Dr. Löschenkohl, IBM Hamburg Branch Manager, who in cooperation with the KIT's HECTOR School in Karlsruhe and other educational institutions, wants to take part in a new nationwide IBM program.

The NIT was able to meet these requirements. Therefore, Jan Grineisen, IBM employee, is studying at the NIT since October 2010. Instead of studying simultaneously at the TUHH, like his fellow students, he is working in parallel at IBM. Study-related absences are recognized as educational leave by the Hamburg Government. According to Mr. Grineisen, the Master@IBM proposal was a crucial factor in his decision to work for IBM. On 11 April 2011, he presented the Master@IBM program and his up-to-date experiences to the Industry Advisory Board.

To complete the picture: one of the keynote speeches at the well-known Master-Conference in November 2010 in Berlin, bore the title „Master@Company" and recommended companies to think about offering Master opportunities to their employees with a Bachelor degree. IBM is not the only company that has to adjust to this new situation in the job market. There are more Bachelor's graduates on the market - rather than the sought after Master's graduates - who are applying for high-level positions which require high-level qualification. However, IBM is clearly ahead when it comes to developing and testing new waters.

For the first time in April 2010, IBM offered 30 Master@IBM nationwide positions. Since then, more than 1000 applications are received per semester. The most important asset an applicant must comply with is an excellent bachelor degree in the fields of IT or Business Studies. The offer for those who have successfully passed a multi-stage application process, is a set income for about 30 working hours per week, the absorption of study fees (in the case of the NIT 19.000 EUR)

and the travel costs for the two-year study program as well as the waiving of these fees for a duration of employment of at least 2 years upon the completion of the program.

And how do the experiences look right from Mr. Grineisen's and from the NIT's perspectives? As Mr. Grineisen told the attendees of the Industrial Advisory Board at the Spring meeting, during the planning of the program a close agreement between the company and the university was required. Despite good cooperation, unforeseeable schedule conflicts can happen between important and urgent business affairs and lectures or final exams. In such cases, flexibility from both sides is required. Even on this matter, Mr. Grineisen stated that there have been positive experiences about the cooperation between IBM and NIT. Therefore, in the interest of reducing such conflicts as much as possible (a matter of special concern to the NIT), the employee's direct superiors must have a clear commitment to the employee's participation in the program, as well as a clear view of the responsibilities.

Dialog with the TUHH President



Prof. Dr. Garabed Antranikian
with NIT students

NIT: Professor Antranikian, on May 5 at a gala event in front of a crowded TUHH Audimax, you have presented your strategic focal points. How would you summarize them?

Prof. Antranikian: In general, the TUHH is very well positioned, and in my opinion, it is a pearl in Hamburg's scientific panorama and beyond. We need to build on this convenient initial situation in which we, together, will make the TUHH even more renowned and attractive not only for leading scientists and excellent students from all over the world but also for our financial partners. In the field of research, the TUHH has made great headway through the research priorities established by my predecessor, Prof. Kreuzer. On this basis, we will create several future-orientated beacons through overlapping thematic networks. Additionally, I'd like to strengthen the quality and innovation in teaching. The set-up of a new Centre for Teaching and Learning is progressing well and will provide a significant impulse and set standards. Ultimately, I'd like to enrich our beautiful campus with new elements, independently from the renovation of the caserne, with the purpose of elevating the quality of life of all those who study, research, teach and work here.

NIT: Under the NIT's roof there will not be research

but rather teaching. Therefore, it is of great interest for the NIT what you, in cooperation with the new Vice-President of Teaching, Professor Krause, are planning to achieve with the Center for Teaching and Learning. Which activities will this Center focus on, promote and develop?

Prof. Antranikian: Essentially, it concerns both subjects: teaching quality and continuing education. Enhancing the teaching quality at the TUHH also includes the further development of the teaching staff, which incorporates approaches such as: problem-based learning or media-supported teaching. Furthermore, this will also include the innovative-didactic rearrangement of single courses, the portfolio expansion of the non-technical elective courses and the bundling of international cooperation. On the subject of advanced training, we want to develop services for three target groups: the teaching staff should be able to continue to qualify, PhD students and post-docs should be supported in their academic career through a Young Talent Program or should be prepared to join the market. Ultimately, the TUHH should also open up and take up the challenge to make offers of advanced training for academic professionals, including graduates of the TUHH. The financing of all these activities, which are highly welcomed by the students and representatives, is partially secured by the tuition fees. In addition, the Scientific Authority (Wissenschaftsbehörde) has provided us with extra financing for the Young Talent Program and, furthermore, the concept presented by the TUHH „Learning TUHH-Engineering Education for the Needs of Society in the 21st Century“ has provided us with funds of up to 5.6 million Euros from the BMBF.

NIT: Many of the keywords you have mentioned can be considered as starting points for dialogue and cooperation between the CTL (Centre for Teaching and Learning) and the NIT. Which role do you see for the NIT?

Prof. Antranikian: An important role. The fact that the NIT was included in the new TUHH Image-Film was not only because the NIT, with its inviting Foyer and Café and with its apartments and common rooms for its international students, brings color and life to the campus. The accredited NIT Management studies

Dialog with the TUHH President

cover a broad range of practice-oriented, non-technical subjects. The NIT employs professors from leading business schools and universities from around the world, has experience with interactive teaching and learning methods and, at the same time, experiments with innovative approaches such as problem-based learning and whole-person learning. At least, for several years, the NIT has organized advanced academic training events in different formats for students and especially for working people through, not least for executives from its partner companies in the industry. We want to use all these offers, experiences and networks as possible and to bind the NIT with the new TUHH activities, especially with the CTL. I am therefore pleased that the CEO of the NIT, Dr. Jermann, sought a conversation

straightway with the newly appointed Vice-President of Teaching.

NIT: We look forward to expanding the successful collaboration between the TUHH and NIT in this new field and to support your strategic initiatives. Prof. Antranikian, thank you for the interview and wish you every success in your still new function.


 FACULTY & STAFF NEWS

Daphna Horwitz, responsible for Marketing and PR at the NIT



As new Marketing and PR manager, 39-year-old Daphna Horwitz will be responsible for Marketing and Public Relations and the development of these fields. As a main part of her responsibilities, she will focus on the assets of the NIT with its „unique combination“. Before joining NIT, Daphna Horwitz worked as International Marketing and Promotion Manager at the classical label Deutsche Grammophon (Universal Music) and has gained more than 10 years of professional experience in Marketing and Public Relations. The economics historian joined the NIT-team in May 2011 on a part-time basis.

Dates & Events 2011

 **September 2, 2011**
Graduation of Class 11 **September 3, 2011**
NIT Alumni Ball as a part of the Home Coming Weekend 2011