

# School of Business, Economics and Information Systems at the University of Passau



- Located in Bavaria, close to the major metropolitan centres of Prague, Munich and Vienna
- Passau is widely considered one of the loveliest cities in Germany with its historic Old Town situated between three rivers



- Economically and politically stable – a leader in business and innovation and a safe place to live
- Bavaria is home to a number of world famous companies and sports teams
- Excellent infrastructure
- High quality of life



**Allianz** 



**Munich RE** 

**SIEMENS**





- **Opened** in 1978
- **Faculties:**
  - Law
  - Business, Economics and Information Systems
  - Arts and Humanities
  - Computer Science and Mathematics
- **12.581 students and doctoral candidates\***
  - Including 1.314 international students
  - Spread over the Faculties:
    - Faculty of Law: 2.408
    - Business Administration and Economics : 1.933
    - Arts and Humanities: 6.939
    - Computer Science and Mathematics: 1.060
  - 241 doctoral researchers
- **Staff:\***
  - 1,120 (full-time)



\*winter term 17/18



- The University of Passau has developed into a prime address in German academia
- The University regularly attains top positions in academic rankings in:
  - Law
  - Business and Economics
  - Information Systems
  - Computer Science
  - Communication Studies
  - Political Science
  - Cultural Studies

- **Excellent student experience for international students:** 3rd best in the world (International Student Barometer 2011)
- **German Courses Passau:**
  - Summer Courses
  - Academic German Semester
  - Academic German Year
  - Subject-specific German language courses



- **20 professors, 1 junior professor, 2 honorary professors**
- **Excellence in research and teaching, cosmopolitanism, a high level of practical relevance and consistent quality assurance**
- **Degree programs offered:**
  - B.Sc. Business Administration and Economics
  - B.Sc. Information Systems
  - M.Sc. Business Administration
  - M.A. International Economics and Business
  - M.Sc. Information Systems





- Young, innovative, and dynamic faculty
  - 16 appointments since 2010
  - Average age of our professors approx. 43 years
- The motto ‘Change, Renew and Design’ is part of our mission statement and characterizes our faculty, lectures, and our students
- Excellent research environment, publications in leading international peer-reviewed journals
- Key competencies: highly committed lecturers and innovative teaching methods (e-seminars and English-taught classes)
- High practice orientation and many corporate partners
- Start-up support for entrepreneurial students (Start-up Café and Start-up advice )





## Accounting, Finance and Taxation (AFT)



Prof. Dr. Robert Obermaier  
*Accounting and Control*



Prof. Dr. Niklas Wagner  
*Finance and Financial Control*

Prof. Dr. Manuela Möller  
*Accounting and Auditing*



Prof. Dr. Oliver Entrop  
*Banking and Finance*



## Accounting, Finance and Taxation (AFT)

Prof. Dr. Markus Diller (Dean of Studies)  
*Taxation*



Tanja Steinhuber (Lecturer)  
*Business Administration*

Gerhard Hopf (Senior Lecturer)  
*Teaching Unit for the Teacher Training  
Programmes*



## Economics (ECON)

*Prof. Dr. Michael Grimm (Vice Dean)  
Development Economics*



*Prof. Dr. Jörg Peters (Honorary Professor)  
Development Economics*

*Prof. Dr. Johann Graf Lambsdorff  
Economic Theory*





## Economics (ECON)

Prof. Dr. Sebastian Krautheim  
*International Economics*



Prof. Dr. Stefan Bauernschuster  
*Public Economics*



Dr. Oliver Farhauer (Senior Lecturer)  
*Economics*



## Management, Innovation, Marketing (MIM)

Prof. Dr. Rodrigo Isidor (Deputy Professor)  
*International Management*



Prof. Dr. Marina Fiedler  
*Management, People and Information*

Prof. Dr. Jan Hendrik Schumann  
*Marketing and Innovation*



## Management, Innovation, Marketing (MIM)

Prof. Dr. Dirk Totzek  
*Marketing und Services*



Prof. Dr. Carolin Häussler  
*Organization, Technology Management and  
Entrepreneurship*



Prof. Dr. Andreas König  
*Technology, Innovation and  
Entrepreneurship*





## Information Systems (WINF)

Prof. Dr. Thomas Widjaja  
*Business Information Systems*



Prof. Dr. Franz Lehner (Dean)  
*Information Systems with a focus on Information  
and IT Service Management*



Prof. Dr. Jan Krämer  
*Internet and Telecommunications Business*



## Information Systems (WINF)



Dr. Hans Achatz (Senior Lecturer)  
*Information Systems Teaching Unit*

Prof. Dr. Hans Ziegler  
*Production and Logistics*



Prof. Dr. Michael Scholz  
*Information Systems with a focus on E-Commerce*



## Information Systems (WINF)

Prof. Dr. Andreas Pfeifer  
*Honorary Professor*



Dr. Daniel Schnurr  
*Research Group Data Policies*



## Quantitative Methods

Prof. Dr. Harry Haupt  
*Statistics*

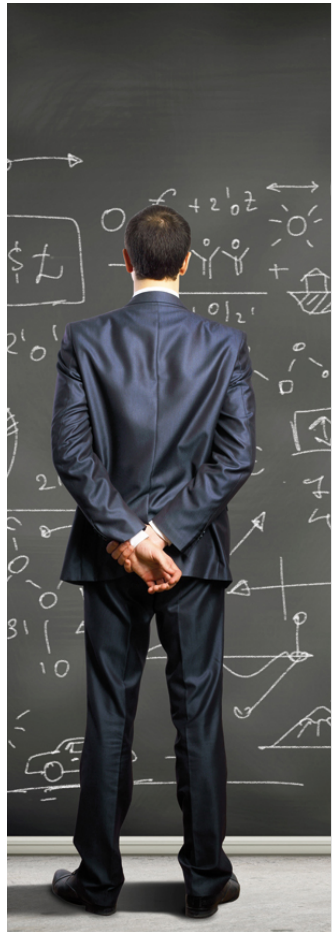


Prof. Dr. Gertrud Moosmüller (Senior Lecturer)  
*Statistics Teaching Unit*



## Selection of academic awards and prizes:

- **Prof. Dr. Stefan Bauernschuster**
  - Walter Eucken Prize 2016
- **Prof. Dr. Carolin Häussler**
  - Best Practice Paper Award 2017 of the German Academic Association for Business Research (VHB)
- **Prof. Dr. Rodrigo Isidor**
  - Entrepreneurship Research Newcomer Award 2017
- **Prof. Dr. Jan H. Schumann**
  - Swiss Academy of Marketing Science Award 2017
  - Best Reviewer Award of the journal Business Research
- **Prof. Dr. Michael Scholz**
  - Science Price 2017 for cooperation of the EHI foundation and GS1 Germany



## Selection of articles in leading international academic journals (so-called 'A+' or 'A' journals):

- **Anderl, E. M.**, Becker, I., v. Wangenheim, F., **Schumann, J. H.** (2016), Mapping the customer journey: Lessons learned from graph-based online attribution modeling, **International Journal of Research in Marketing**, 33, 3, 457-474.
- **Anderl, E. M.**, **Schumann, J. H.**, Kunz, W. (2016), Helping Firms Reduce Complexity in Multichannel Online Data: A New Taxonomy-Based Approach for Customer Journeys, **Journal of Retailing**, 92, 2, 185-203.
- **Baller, S.**, **Entrop, O.**, McKenzie, M., Wilkens, M. (2016), Market Makers' Optimal Price-Setting Policy for Exchange-Traded Certificates, **Journal of Banking and Finance**, 71, October, 206-226.
- **Buchner, A.**, **Wagner, N.** (2017), Rewarding risk-taking or skill? The case of private equity fund managers, **Journal of Banking and Finance**, 80, July, 14-32.
- **Bauernschuster, S.**, Hener, T., Rainer, H. (2016), Children of a (Policy) Revolution: The Introduction of Universal Child Care and its Effect on Fertility, **Journal of the European Economic Association**, 14, 4, 975-1005 .
- Sabitha, D., Rajendran, C., Kalpakam, S., **Ziegler, H.** (2016), The value of information sharing in a serial supply chain with AR(1) demand and non-zero replenishment lead times, **European Journal of Operational Research**, 255, 3, 758-777.
- **Sala, D.**, Marino, M., Lhuillery, S., Parrotta, P. (2016), Additionality or crowding-out for public R&D subsidy, **Research Policy**, 45, 9, 1715-1730.



- **Well-established and structured doctoral programmes / graduate centre**
- **Selection of prizes and awards of our early career researchers:**
  - Swiss Derivative Research Award 2017  
Dr. Stefanie Baller (Advisor: Prof. Dr. Oliver Entrop)
  - Thesis Award of the Sparkasse Passau 2017  
Dr. Stefanie Baller (Advisor: Prof. Dr. Oliver Entrop)
  - Helmut Schmalen Thesis Award 2017  
Dr. Marcel Allscher (Advisor: Prof. Dr. Marina Fiedler)  
Dr. Stefanie Baller (Advisor: Prof. Dr. Oliver Entrop)  
Dr. Matthias Bauer (Advisor: Prof. Dr. Hans Ziegler)  
Dr. Angela Fehn (Advisor: Prof. Dr. Andreas König)
  - Kulturpreis Bayern Thesis Award 2017  
Dr. Angela Fehn (Advisor: Prof. Dr. Andreas König)
  - Schöller Fellowship 2017  
Dr. Lorenz Graf-Vlachy (Advisor: Prof. Dr. Andreas König)

- Network of worldwide research partners
- International double degrees:
  - Double Master's programme with the Corvinus University, Budapest (Hungary)
  - Double Master's programme with the Turku Business School (Finland)
  - Doctoral programme with the Indian Institute of Technology (IIT) Madras, Chennai, India
- International lectures and seminars in cooperation with universities worldwide (e.g. e-seminar „Global Venture Lab“)



## ICEBS: International Centre for Economics and Business Studies

### Program for visiting professors and academics:

- Teaching at (post-)graduate level
- (Joint) research
- Duration of stay: one week up to several weeks
  
- **Selection of past visits:**
- Prof. L.S. Ganesh, IIT Madras
- Prof. Wayne D. Hoyer, University of Texas at Austin
- Prof. Gerry McNamara, Michigan State University
- Prof. Martin Mende & Prof. Maura Scott, Florida State University
- Prof. Chandrasekharan Rajendran, IIT Madras
- Prof. Jan Recker, Queensland University of Technology
- Prof. Marie Thursby & Prof. Jerry Thursby, Georgia Tech NBER
- Prof. Ingo Vogelsang, Boston University



- Institute for Market and Economic Research with:
  - a) the Centre for Market-Oriented Research in Tourism “CenTouris”
  - b) the Centre for Market Research
- Corporate Relations Office
- Passau Innovation and Entrepreneurship Centre “InnoRivers“
- Institute of Private Financial Planning “ifp Institut für Private Finanzplanung”



- **The University of Passau is one of the leading universities 2014 in the national ranking that compares universities in terms of their start-up supporting activities.**
- Numerous activities for students that interested in starting their own business:
  - 5-Euro-Business Competition
  - Start-up Café
  - Start-up Week
  - Lectures and Guest Speakers
- Start-up Support and Advice (z.B. Start-up office, Hans Lindner Foundation, Passau Innovation and Entrepreneurship Centre “Inn.Kubator” )
  - Provision of a large and well-established network
  - Provision of workspace
- Successful start-ups supported by the University of Passau, e.g. 4 Process, ICUnet.AG, mymuesli, Ideewerk, bankmark





- **Co-operation and Project Partners, e.g.**

- O<sub>2</sub>
- Adidas
- BASF
- DB
- Bosch
- DekaBank
- Deutsche Börse
- Standard & Poor's
- SAP
- BMW Group

- **Research Projects with Corporate Partners:**

- Project „PREMIUM“ in cooperation with BMW Group
- iConsumer Global Research Initiative together with McKinsey & Company

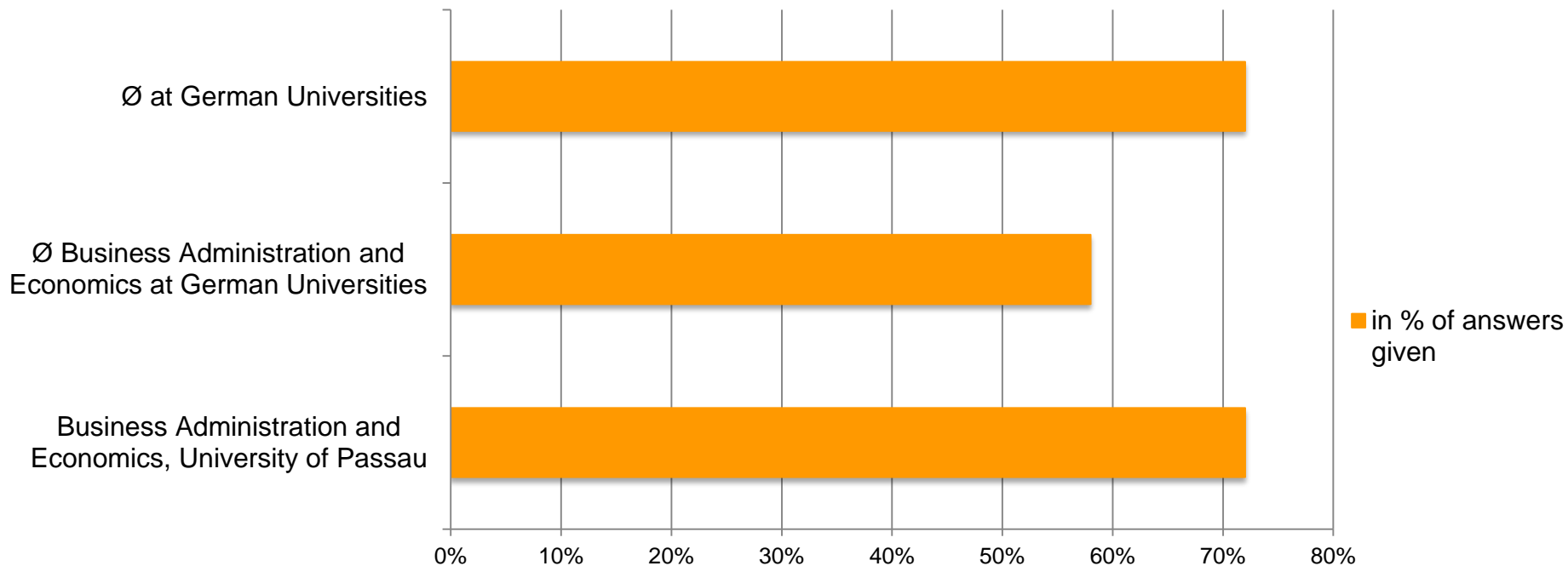


## Number of students enrolled (figures for winter term 2017/18)

B.Sc. Business Administration and Economics	1,141
B.Sc. Information Systems	238
M.Sc. Business Administration	442
M.A. International Economics and Business	43
M.Sc. Information Systems	68

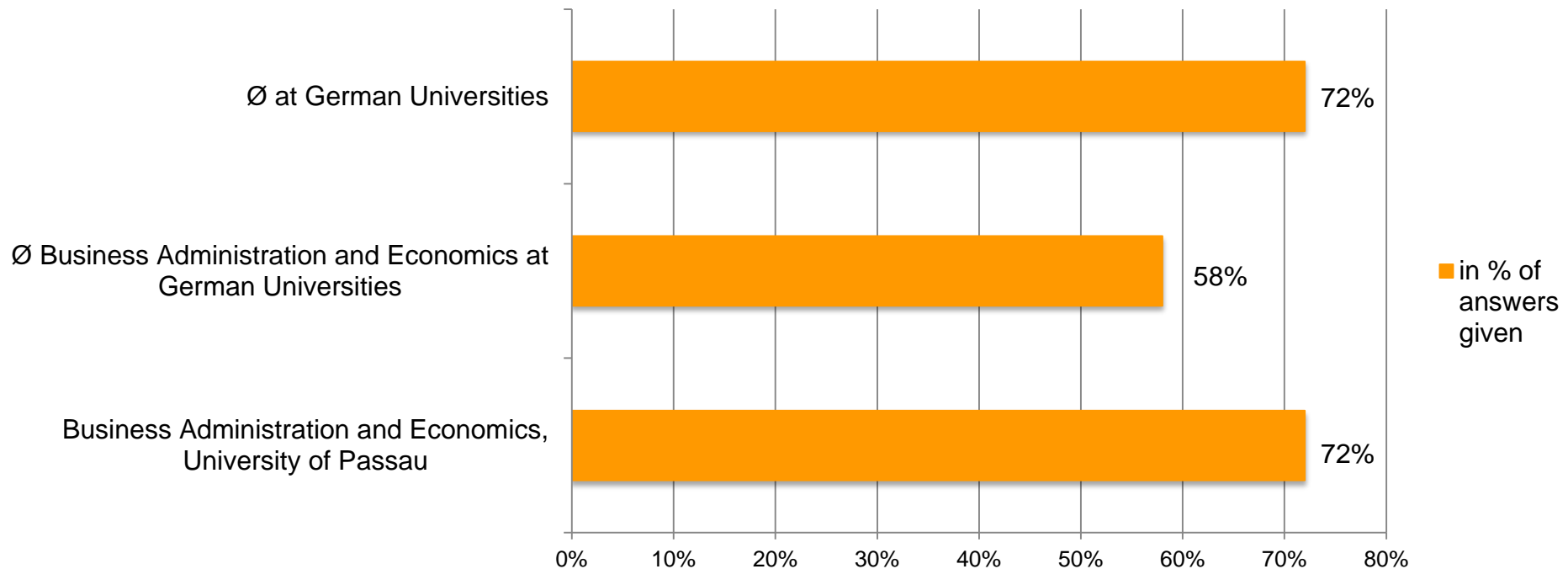
+ a total of 86 doctoral candidates  
(mainly staff at junior researcher level)

Do you like to study at you university much or very much?



Source: Student Quality Monitor 2016

Overall, I am highly satisfied the study conditions.



Source: Student Quality Monitor 2016

## Selected findings of our graduate survey 2014:

- 74% of our graduates are satisfied or very satisfied with their studies.
- 79% of our graduates would recommend their studies at the University of Passau.
- 65% of our master graduates get an open-ended employment contract.





















## Selected results of the CHE ranking (2017):

- The Bachelor and Master programmes in Business Administration are in the **top groups** of all rated schools regarding international orientation and on-time study success. The Bachelor programme is in the top group regarding the courses offered and the academic support. The Master programme is in the **top group** regarding the **overall evaluation of the study conditions**.
- The Master programme International Economics and Business is in the top group regarding the courses offered, organization of the programme, and both administrative and academic support. The overall evaluation of the study conditions is the **best across all programmes** ranked in the German speaking countries
- The Bachelor and Master programmes in Information Systems are in the top groups regarding the courses offered (Bachelor), administrative support (Bachelor), international orientation (Master), on-time study success (Bachelor). The overall evaluation of the study conditions in the Bachelor programme is the **best across all programmes** ranked in the German speaking countries.

## Business Administration (B.Sc./M.Sc.)









	Index	University of Passau	Ranking
Student survey	Courses offered	1,8 <sup>1</sup> / 1,8 <sup>2</sup>	 
	Study organisation	1,9 / 1,7	 
	Support in studies	1,9 / 1,8	 
	Teacher support	2,0 / 1,8	 
	Overall study situation	<b>1,7 / 1,5</b>	 
Fact analysis	Contact to professional practice	3/10 / 3/10	 
	International orientation	7/11 / 9/11	 
	Graduations in appropriate time	92% / 88%	 

 **top group**

 **average group**

<sup>1</sup> B.Sc.; <sup>2</sup> M.Sc.;  
1 = best rating

## M.A. International Economics and Business















	Index	University of Passau	Ranking
<i>Student survey</i>	Courses offered	1,5	
	Study organisation	1,3	
	Support in studies	1,5	
	Teacher support	1,5	
	Overall study situation	<b>1,3</b>	
<i>Fact analysis</i>	Contact to professional practice	2/10	
	International orientation	5/11	
	Graduations in appropriate time	71%	

 **top group**

 **average group**

1 = best rating

## Information Systems (B.Sc/M.Sc.)

	Index	University of Passau	Ranking
<i>Student survey</i>	Courses offered	1.6	 
	Study organisation	1.5	 
	Support in studies	1.7	 
	Teacher support	1.7	 
	Overall study situation	1.4	
<i>Fact analysis</i>	Contact to professional practice	3/10 <sup>1</sup> resp. 4/10 <sup>2</sup>	 
	International orientation	3/11 <sup>1</sup> resp. 6/11 <sup>2</sup>	 
	Graduations in appropriate time	94% <sup>1</sup>	

 **top group**

 **average group**

<sup>1</sup> B.Sc.; <sup>2</sup> M.Sc.;  
1 = best rating











