

Global Venture Week joins Global Master School

President of TH AB welcomes around fifty international students and lecturers from partner universities in Canada, Finland, South Africa, Ukraine and the USA

For the fifth time, Aschaffenburg University of Applied Sciences is hosting and coordinating the Global Master School. This year, for the first time, the event was held in a joint venture with Global Venture Week under the following title: "Venture Week joins Global Master School Program entitled - International views on Entrepreneurship and Digitilisation". The event was opened with the official welcome by Prof. Dr. Eva-Maria Beck-Meuth, president of TH AB, at the Aschaffenburg TH campus. "This event's focus is essential for the present students to prepare for the future: Entrepreneurship and Innovation will help to master global challenges we are facing", she explains.

The compact English-language study program at Master's level has now been successfully organised for almost ten years as part of the trilateral partnership with the University of St. Louis (USA) and Seinäjoki University of Applied Sciences (Finland) and Aschaffenburg UAS (Germany). At Aschaffenburg TH, the Global Master School now constitutes an attractive, fixed component of the English-language Master's program "International Management" in the Faculty of Business and Law. In addition to the twenty participants in attendance, twenty students participated online from different countries, including the State University of New York and the two Ukrainian partner universities of TH AB, Lviv Polytechnic National University and KNEU Kyiv.

The focus of this year's event was the topic of founding a company as a "cross-border venture", the basics of which the students learned compactly in one week by Prof. Dr. Boris Bauke with his VentureLab team and representatives from the start-up and entrepreneurial scene. The students collaborated online to develop a business idea and strategy. International guest lecturers from the partners DUT (South Africa), Lakehead (Canada), SEAMK (Finland) and SUNY Potsdam (USA) also supported the intensive program with their expertise and experience.

Excursions to Miltenberg and Heidelberg as well as a digital visit to the European Central Bank, along with a guided tour of Aschaffenburg, accompanied the attractive program of the joint venture of the Global Venture Week (VentureLab), which has already been successfully held twice, and the Global Master School. The event in this hybrid format was initiated and coordinated for the first time by Prof. Dr. Alexandra Angress (International Relations Officer at the Faculty of Business and Law), Ernst Schulten (Head of the International Office) and Prof. Dr. Boris Bauke (Professor and Director as well as founder of the VentureLab) together with the respective international partners.

The event came to an end on 28 May completing a successful week of work together. At the end of the event, all participants were presented with a certificate of participation by Prof. Dr. Holger Paschedag (Vice President Studies and Teaching, Internationalisation). The students who participated in the event online were presented with the certificate virtually. The subsequent barbecue evening on the campus of the TH AB was a great conclusion to this very successful event.