

18 – 26 November 2023 Global Master School – Doing Business in Europe



Employer Branding & Talent Winning
Strategies in a Globalized World –
Case Study Bavarian Lower Main

Draft version of 31 October 2023 - V5





Our campus and building 20, Faculty of Business and Law

Welcome to our Global Master School at Aschaffenburg University of Applied Sciences (AUAS)

This year we are celebrating our 10th anniversary of our Global Master School with our partners University of Missouri St. Louis, USA and Seinäjoki, Finland and will be joined by our ERASMUS partners Škoda Auto University and University of Economics in Katowice.

MBA and MA students will work in international teams on a challenge and develop concepts for one or more companies in our region. This time, the topic will revolve around the recruitment and retention of skilled workforce, specialists and managers from abroad for companies at Lower Bavarian Main while also seeking to keep talent in the region that might seek employment elsewhere. Students will be developing proposals for the attractiveness of the companies and the region including for a welcoming culture.

Lecturers from AUAS, partner universities as well as practitioners will be accompanying the week with dedicated teaching and coaching units.

The GMS will comprise an attractive social programme featuring a visit and talk at the European Central Bank, Frankfurt, a visit to the local brewery Faust in Miltenberg, outings/hiking tours in the "Spessart forest" with typical inns/taverns and a visit of the Christmas Market in Aschaffenburg and surroundings.

Once more welcome and I wish you a rewarding stay at AUAS, insightful learning moments and fruitful encounters!



*Prof. Dr. Holger Paschedag
Vice President for International Affairs*



www.th-ab.de/gms

Content & Learning Outcomes

In today's economy, firms are facing increasing competition to attract suitable employees. This is in particular a challenge for small and medium-sized firms located outside of large metropolitan areas. In view of these challenges and in line with the European Year of Skills 2023 the topic of this year's GMS Doing business in Europe centres around identifying strategies for companies in the European Single Market – Case Study Bavarian Lower Untermain to position themselves as an attractive employer through employer branding and talent winning strategies. These strategies will aim at enhancing the visibility and noticeability of the companies beyond the region to attract and retain talent.

One of the strategies in winning this competition is to build a strong employer brand so that future employees – GenZs – can associate specific values with the firm. However, this is sometimes not enough as it might mean that some regional firms are fishing more intensely in the same local labour market pool. Therefore, some strategies might aim at increasing the attractiveness of living and working in the region overall, thereby increasing the size of the pool by bringing in potential employees from further afield.

The aim of being an attractive employer for both, current and prospective employees, can only be reached through multidimensional ideas, actions and networking. Our GMS stets out to explore these multi-faceted approach in greater detail.



- The language of instruction is English. In cross-cultural teams students will take on the role of consultants for selected companies in the region.
- Participants will expand and apply their knowledge in the fields of employer branding, human resource development, management and recruitment as well as strategies and channels while learning to work effectively in international teams.
- Students will learn how to identify, test and present suitable company strategies in a challenging dynamic business environment and will develop the ability to structure and solve business related problems.
- Students will practice and enhance their management, communication and interpersonal skills in a typical consulting setting (including time constraints).

Programme at a Glance

Saturday 18 November

Arrivals (different types of accommodation are available in the Hotel Olive Inn, <http://www.oliveinn.de>)



Sunday 19 November

Team Building & Hiking in the "Spessart Forest" to the "Watercastle Mespelbrunn" with a meal at a typical local tavern in the countryside.



Monday – Friday 20 – 24 November

Our GMS academic and social programme will include the following elements: Official Opening, key note/panel discussion and accompanying lectures on campus including lectures from all partners UMSL, SEAMK and Škoda University and alumni/practitioners, visit to and talk at the European Central Bank, visit of the picturesque town of Miltenberg including the local beer brewery "Faust" as well as other outings to places in Aschaffenburg and surroundings, final presentations followed by a closing ceremony with companies/stakeholders.

Saturday 25 November

Visit of Aschaffenburg Christmas Market (opening first day of the market)
End of the programme



Sunday 26 November

Departures

Programme

18 to 20 November 2023

Welcome at Aschaffenburg University of Applied Sciences

Saturday, 18 November 2023 – International arrival day

Sunday, 19 November 2023 – Registration & Campus Tour

Host of the day: Ernst Schulten

Please wear good shoes for hiking.

11:00 AM

Welcome & registration at Aschaffenburg University (AUAS) in building 1 - room E04

11:30 AM

Campus tour

12:00 PM

Departure (by bus) to the Hohe-Wart-Haus
Meeting point at the entrance to campus

1:00 PM

Welcome Kick-Off and
lunch at Hohe-Wart-Haus

2:30 PM

Hiking to the Castle Mespelbrunn,
getting to know each other during the hike
moderated by Prof. Dr. Thomas Lauer

3:30 PM

Arrival at the castle and castle tour
Ernst Schulten

4:30 PM

Departure (by bus) to Aschaffenburg

5:00 PM

Arrival at AUAS
Rest of the day at your own disposal



Monday, 20 November 2023 – Welcome and official Opening

Hosts of the Day: Prof. Dr. Alexandra Angress, Ernst Schulten

10:00 AM

Official opening and welcome by AUAS in
building 22 – “Ballroom Hocksaal”

You will receive doggy bags for the lunch in the bus.

11:00 AM

Setting the scene:

- Key note Michael Van der Cammen, Director International Affairs, Federal Employment Agency (tbc)
- Team building

12:00 PM – 4:30 PM

Departure to company visits (by bus)

- Erbacher - The Food Family, Kleinheubach
- R+W Antriebselemente GmbH, Würth a. M.

5:00 PM – 7:00 PM

Brewery-Tour at Brauhaus Faust, Miltenberg

7:15 PM – 9:00 PM

Dinner in the “Riesen” –
the oldest restaurant of
Germany in Miltenberg

9:15 PM – 10:00 PM

Departure (by bus) to AUAS



Registration

You will receive practical information and a welcome bag during the registration. Please also bring your ID. If you have any questions, please contact the International Office: international-office@th-ab.de

Programme

21 to 23 November 2023

Tuesday, 21 November 2023 – Lectures in Building 41 Room E06

Host of the day: Prof. Dr. Alexandra Angress

Please bring your ID.

9:00 AM – 11:00 AM

Recruiting Strategies for SMEs
Prof Dr. Thomas Lauer

11:00 AM – 1:00 PM

Human Capital Development and Trends in
Talent Management
Prof. Dr. Eva Švejdarová

1:00 PM – 2:00 PM

Lunch in the cafeteria

circa 2:00 PM

Departure to the European Central Bank (by
local train)

4:00 PM – 5:30 PM

Visit to and talk about the role of the Euro-
pean Central Bank (ECB), Gabriel Glöckler
(ECB)

in the evening

Local tavern in “Appelwine Quarter” in
Frankfurt/M. including Faculty Dinner



Wednesday, 22 November 2023 – Lectures in Building 1 Room E04

Hosts of the day: Prof. Dr. Alexandra Angress,
Prof. Dr. Thomas Lauer & Prof. Dr. Erich Ruppert

9:00 AM – 10:00 PM

Employer Branding and Social Media
Prof. Dr. Elisa Kannasto

afterwards

Q&A Session together with representatives
of the companies – hybrid via Zoom

1:00 PM – 2:00 PM

Lunch in the cafeteria

2:00 PM – 5:00 PM

Coaching session with GMS lecturer team
(exact details tbc)

5:00 PM – open end (optional)

Old Town city tour in Aschaffenburg
including a visit at Schlappeseppel Brewery
Ernst Schulten

Thursday, 23 November 2023 – Lectures in Building 41 Room E06

Hosts of the day: Prof. Dr. Alexandra Angress,
Prof. Dr. Erich Ruppert

09:00 AM – 10:30 AM

Attracting Generation Z
Angela Bauer

10:30 AM – 12:00 PM

Effective presentation techniques: balancing
form and substance
Prof. Dr. Joseph Rottman



Programme

23 to 25 November 2023

Thursday, 23 November 2023 (continued) – Lectures in Building 41 Room E06

Host of the day: Prof. Dr. Alexandra Angress

12:00 PM – 2:00 PM

Lunch in the cafeteria

2:00 PM – 5:00 PM

Working in teams/coaching upon demand

5:00 PM – open end

Rest of the day at your own disposal

Friday, 24 November 2023 – Lectures in Building 1 Room E04

Hosts of the day: Prof. Dr. Alexandra Angress, Prof. Dr.
Thomas Lauer & Ernst Schulten

9:00 AM – 2:00 PM

Preparation for the final presentations
including the lunch break in the cafeteria

2:00 PM – 5:00 PM

Final presentations with regional
stakeholders

5:00 PM – 7:00 PM

Closing Ceremony in the
“Ballroom Hocksaal”

7:00 PM – 10 PM

Flying Buffet in the Hocksaal

Saturday, 25 November 2023 – Official end of the programme Visit of the Christmas Market

Sunday, 26 November 2023 – International departures



Opening hours of the Christmas Market in Aschaffenburg:
<https://www.info-aschaffenburg.de/weihnachtsmarkt.html>



EU Context

This year marks the 30th anniversary of the European Single Market of which the free movement of labour within the union is one of the greatest achievements.

Despite a number of recent major challenges such as Russia's war of aggression against Ukraine, high inflation, and an economic slowdown the EU labour markets exhibited remarkable resilience last year. However, labour shortages persist and are found in a diverse range of occupations across all skill levels. According to a recent report by the European Commission *) they are particularly prevalent in construction, healthcare, science, technology (notably ICT), engineering and mathematics (STEM) and are expected to continue with an ageing population and the advancement of the green and digital transitions.

Contributing factors to this shortage or mismatch are manifold and vary from insufficient supply of employees with highly specialized skills to challenges in retaining workers. Identifying solutions to addressing labour shortages is crucial for supporting economic growth and enhancing innovation capacities in Europe. The European Year of Skills 2023 advocates continued vocation education as one possible solution to address labour mismatch. One strategy to target the regional shortage of skilled professionals might be to increase labour mobility within the EU further. Another solution is to attract and retain workers from (non)-EU countries.

In Germany, the Skilled Immigration Act is a new law which expands the number of opportunities for qualified professionals to come to work in Germany. The current conditions for qualified professionals with university degrees will remain in place, and they will even be relaxed somewhat.

*) <https://ec.europa.eu/social/main.jsp?langId=en&catId=89&furtherNews=yes&newsId=10619>

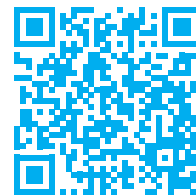


TH Aschaffenburg
university of applied sciences



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