



## Open House Programme

10:30	<b>Registration</b>				
11:00	<b>Welcome / Introduction to SRH</b> Introduction of all professors, trial lectures and advisory services				
11:15	<b>Studying according to the CORE Principle – our study concept</b> Prof. Dr. Ralf Linke				
11:30					<b>Student advisory service</b> Lounge  <b>Advice on financing your studies</b> Lounge  <b>Advice on stays abroad, language courses and intercultural trainings</b> Kirsten Matthes (Global Cooperation Institute) Lounge
12:00	<b>Renewable Energies</b> Current developments Prof. Dr. C. Ing. Osvaldo Romero Romero Room 2.02	<b>Profits and sustainability? Satisfying the needs of humanity without harming future generations.</b> Prof. Dr. Ralf Linke Room 2.03	<b>Internationales Tourismus- und Eventmanagement</b> Dual oder in Vollzeit, mit Praxisphasen, optionalem Auslandssemester und klarer Jobperspektive Prof. Dr. Alex Baumgärtner Room 2.04	<b>KI-Tools im Marketing – 45 min Turbostarter zu Recherche, Text- und Bilderstellung</b> Prof. Dr. Claudia Bunte Room 2.06	
1:00	<b>Snacks &amp; Drinks</b>				
1:30	<b>What is business psychology and what do business psychologists actually do?</b> Prof. Dr. Carsten Schermuly Room 2.02	<b>Business Master Programmes at SRH – Q&amp;A</b> Prof. Dr. Ralf Linke Room 0.06	<b>Happy Event &amp; Bon Voyage? Alltagsprobleme der Tourismus- und Eventbranche vor Gericht!</b> Dargestellt an realen Fällen, die mit den Teilnehmern besprochen und diskutiert werden. Prof. Dr. Alex Baumgärtner Room 2.04	<b>How digital marketing works – AI tools in marketing for research, text and image creation</b> Prof. Dr. Claudia Bunte Room 2.06	
2:30	<b>What does our SRH Career Service do?</b> Iana Kravchenko (Career Service & Corporate Relations) Room 0.05		<b>Stays abroad, language courses, intercultural trainings ...</b> The Global Cooperation Institute introduces itself. Kirsten Matthes Room 0.06	<b>Why is supply chain management becoming more important in a digital and sustainable world?</b> Prof. Dr. Torsten Becker Room 2.06	
3:00	<b>Financing your studies: Scholarships, student loans &amp; co.</b> TBD Room 0.05				
3:30					
4:00	<b>End</b>				