

## First-hand report from the class of 2010

... a short report about our first semester



### **11 to 16 October 2010 – The first week**

Our FIM-experience started on Monday with an official introduction by Prof. Buhl and Prof. Zagst. After some entertaining get-to-know-games we had the opportunity to chat with the other students at "Weißwurstfrühstück".

After the warm welcome we had several workshops in the afternoon, which immediately gave us the foretaste of the tight FIM-timetable. The following days were also stuffed with multiple workshops and pre-tests, making the very first week quite stressful. However, we all managed that quite well – no drop outs, no complaints, but some exhausted faces.

On the last day of our first week, the students of the class of 2009 organized a more informal welcome event for us. In the morning we had a small burlesque workshop, where we were to make small sketches and play various games, all revolving around the topics of finance and information management and FIM students' life. We had a great deal of fun, so that was a really nice way to get rid of the accumulated tiredness! After that we had a guided tour through Augsburg, visited the main tourist attraction sites and got some insights into the history of the city. Afterwards, we went bowling and ended the day with some drinks in a nightclub.

### **October – December 2010**

After the turbulent first week we had a couple of days to take our breath and to prepare ourselves for the start of the main curriculum.

The curriculum of the first semester consisted of seven courses: Introduction to FIM, Capital Investment & Finance, Stochastic Processes, Optimization, Business Informatics, Introduction to Computer Science and Value-Oriented Process Management.

The lectures lasted eight to ten hours every day, and it was quite challenging to deal with that intense information flow from different areas of knowledge. Numerous presentations and teamwork exercises complemented the curriculum and, more importantly, greatly contributed to the establishment of a warm atmosphere of trust and unity within our class (which later resulted in unofficial renaming of "class of 2010" into the "family").

However, the notable workload made the time pass by quite fast and at the beginning of december the next exams had to be written. Thanks to the extensive preparation, we all performed well.

### **Winter school**

Shortly after the exams our whole class went to a winter soft skills seminar in Munich. On the first day we had a course in presentation skills where we played "PowerPoint Bingo". The rules are simple: the player gets a random PowerPoint slide set and has 10 minutes to conduct a coherent, persuasive presentation on it. On the spot, with no preparation time and no information on the presentation topic or even the number of slides. Hardcore.

On the second day we played some teambuilding games and learned to master challenges in cooperation. For example, in one of the workshops we built a rope bridge over a river, which was only possible due to well-orchestrated teamwork and mutual support in our group.



On the following two days we had several exciting discussions with Prof. Frey from the LMU München on the topics of leadership, motivation and ethics in management. In a friendly and relaxed atmosphere we learned about the key skills of successful managers, the art of positive and negative feedback, multiple persuasion and negotiation

techniques and much more.

After the soft skills seminar we were all looking forward to the restful Christmas days with our families at home.



### ... IBM Event

#### **April 2011 – IBM Event**

Just before the beginning of the new term, in April 2011, we were invited by IBM to visit the company's German headquarters in Ehningen.

The day started with a Demo Showcase on the topic of Business Analytics and IBM's vision of a "smarter planet". After that Mr. Settele gave an official welcome speech and a short overview of the agenda for the next two days. The introduction was followed by a workshop on Business Analytics & Optimization (BAO). Three experts from IBM introduced the company's consulting methods and know-how on that specific topic and gave various examples from real cases. The workshop ended with a speech of Prof. Klein from University of Augsburg. He spoke of a catalogue pricing optimization project, which was carried out in cooperation with IBM and a large German tour operator.



After the workshop, the new CEO of IBM Germany, Martina Köderitz, gave an overview of the history and the future challenges of IBM. In the evening we enjoyed a delicious dinner together with IBM managers and had the chance of some inspiring talks – on everything about business and beyond it.

The second day of the IBM Event began with the presentation of a wide range of possible career paths at the company. Afterwards, the IBM Strategy Boot Camp started. The company's business consultants had prepared an extensive case study for us, and we were to work on the presented cases in two big teams. The relatively strict time constraints and large amounts of information made the case study really demanding. At the end of the day we presented our results in front of IBM Managers and Consultants.

Before we returned to Augsburg we had a wine degustation at Moevenpick Stuttgart, which gave us an excellent opportunity to discuss everything we had learned in those two days over a glass of Bordeaux.

