Dear Colleagues,

Some of you will no doubt have already seen the exciting news:

**Business Administration is now in the Top 10 in the 2011-12 CHE University Rankings!**

The undergraduate degrees Business Administration (BU) and Business Administration in Transport and Logistics Management (VB) in the Faculty of Business and Transport Management (W1) have entered the TOP 10 list of the 113 Business degree courses tested in the CHE University rankings.

The Faculty's [BA Business Administration](#) programme leaped into the national TOP 10 of Business Schools in the latest [CHE University Rankings](#), published in the [ZEIT-Studienführer 2011/12](#) on 03.05.2011. As a result, we are now one of the top-ranking Business degrees out of the 113 tested in the survey.
This is clear evidence that there has been a **tangible improvement in the quality** of the degrees in the Faculty of Business and Transport Management (W1) - **Business Administration**, **Business Administration and Logistics** and **Business Administration and Transport Management** – in recent years. The most notable aspects of this improvement have been the **constant efforts** to improve the **international** and **vocational focus** of the degrees, and the **wide range of specialist electives** on offer.

This leap from the **middle of the rankings in 2008** to the **Top 10 in 2011** demonstrates clearly that we are heading in the right direction; and the fact that graduates of Business Administration can study for a doctoral degree at the **Center for Business and Management** (Zentrum für Betriebswirtschaft und Unternehmensführung) confirms this view.

**Number One in Business inside the University too!**

The [CHE University Rankings](http://www.ch-co.de) are the **most important yardstick for comparing German universities and faculties**. Since 2002 the Center for Higher Education (CHE) has also been assessing and evaluating academic degree courses at universities and universities of applied science; unfortunately this is done only on the faculty level, not on the level of individual courses.

As a result the evaluations provided by our students, graduates and staff were included as part of the ranking for the entire **Faculty of Business 1 – Business and Transport Management (W1)**, of which **our degrees form a major part**. In all the criteria measured in the student evaluations, **we achieved results which were well above average**, and were placed in the **leading group of German universities**, indicated by the award of “green dots” in the rankings.

W1 is also well above average in the internal rankings within the University, so it is rather misleading when the press insists on referring simply to "Business" at Heilbronn University, without differentiating between the degree courses on offer.

Our Bachelor programme in **Business Administration (BU)** and our Masters programme **Unternehmensführung/Business Management (MU)** regularly come out on top both in terms of **application numbers** and **internal evaluations**. The Centre for Higher Education confirmed that the "**International Orientation**" of both courses gave them a definite edge within the Faculty.
"Green for Go" was the headline in the Heilbronner Stimme newspaper

The CHE rankings caused a lot of interest in the local media, with the excellent result being dubbed “a marvellous anniversary present” to celebrate the 50th anniversary of the founding of Heilbronn University. In an interview on 04.05.2011 Dean Prof. Dr. Stefan Wilms, Assistant Dean Prof. Dr. Ralf Dillerup, Dean of the BA Business Administration Programme Prof. Dr. Rainer Schnauffer and students of Business Administration were asked about the results, their own opinions of the course and what they thought were the reasons for the excellent placing in the TOP 10 rankings. Unfortunately the Heilbronner Stimme mixed up some of the data, so that our Business Administration (BU) and Unternehmensführung/ Business Management (MU) programmes were included in the Faculty of Business 2 (Wirtschaft 2), which received greatly inferior results. In addition, Business Studies on the Künzelsau campus was mistakenly marked green. The Heilbronner Stimme is to correct this mistake in its weekend edition.
REGION HEILBRONN

Alles im grünen Bereich

HEILBRONN Hochschule erobert bei bundesweiten Ranking in BWL-Spitzenplätze

Von Gertrud Schubert


Gute Gründe So nennen Kasprik und Dillerup eine Reihe von guten Gründen für den so raschen Aufstieg Im Ranking: neue Räume, viel Geld wurde in die IT-Infrastruktur gesteckt, es gibt viel mehr studentische Arbeitsplätze; die Studien- und Prüfungsordnungen wurden entscheidend, selbständigeres Arbeiten spielt eine weite bedeutsamere Rolle. Im Studienangebot werden Lehre und Lehrenden erreicht, in einer Studienkommission können Be- schwerden eingebracht werden, wenn die Lehre umstritten ist. Wegen der Hochschulkommission sind unsere Studierenden mehrfach, sagt Kasprik und will beim Qualitätsmanagement weiter am Ball bleiben. Er sieht im Ranking eine „Medienufpunkte“ und warnt daher, dass sich das Ergebnis wie bei Wahlen rasch wieder andere ändern kann.

BU-News

Sonderausgabe zum CHE-HochschulRanking 2011/12

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HEILBRONNER STIMME

Dienstag, 5. Mai 2011

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Kein Schicksal


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Some Comparisons across the Region

In the following tables, the BU/MU course leaders have used the CHE assessment criteria to compare Heilbronn to our main competitors in Baden-Württemberg. The concise version of the rankings is published in the authoritative ZEIT Student Guide, and uses the following criteria: the student experience in general, the academic feasibility and appropriateness of the course, the vocational relevance of the course, its international orientation and its reputation among other professors of the same discipline.

We are especially pleased that, on these criteria, we have almost caught up to our esteemed colleagues at Reutlingen University and are now on an equal footing with Pforzheim University, while we have actually overtaken Nürtingen University! We will continue to build on this success and exploit the clear potential which exists for further improvement.

Overall Study Situation
Set-up and Structure of Course

Practical Relevance
We would like to thank all our students for taking part so enthusiastically in the CHE evaluations and for their very positive feedback! Their participation, ideas and suggestions have been of estimable value and have helped shape the improvements which have taken place in the Faculty in recent years. We would also like to thank all the teaching staff, professors and colleagues.
whose motivation and hard work have helped the Faculty W1 and the Business Administration degree to achieve such a superb position in the rankings.

With very best wishes from the University

Prof. Dr. Rainer Schnauffer, Dean of Studies, Business Administration