



HOCHSCHULE MAINZ

UNIVERSITY OF APPLIED SCIENCES
ONE PROFILE - MANY FACES



Dear readers,

In this brochure we would like to introduce you to the Mainz University of Applied Sciences with all its different aspects and facets, which yield a unique profile.

Our university plays a key role in the educational and research infrastructure in the Rhine-Main area. 5,000 students study and do research here in three special fields – engineering, design and business – which are wide-ranging domains and subject to constant change. This is why in recent years we have developed a number of cutting-edge programmes of study as well as offerings in continuing professional education. We will continue to adjust our programmes and offerings in accordance with changes and requirements on the labour market. Through continuous pioneering work, the University of Applied Sciences has established a wide range of career-integrated study programmes, both full and part-time, and we will continue to move forward in this domain on the basis of our extensive experience.

Since its establishment, the University of Applied Sciences has made solid progress in the area of applied research and has acquired a strong reputation in the German business and educational landscapes. The University works closely with a number of research institutions and commercial enterprises and is therefore well connected on the highest possible level.

Integrated competences: this is how we see the future of the University of Applied Sciences. The three schools will be combined on the new campus in the future, so that interdisciplinary study and research can be as intensive as possible.

Prof. Dr.-Ing. Gerhard Muth
President of the Mainz University of Applied Sciences

New paths and prospects

The Rhine-Main area



Cosmopolitan and historically conscious, vibrant and spirited – the structurally strong Rhine-Main area located in the middle of Europe has a lot to offer.

Distances are short and major locations are easy to reach: from the University to the business metropolis of Frankfurt, from Wiesbaden, the regional capital of Hessen, to the scenic hilly Rhine-Hessian landscape, and from Frankfurt Airport all over the world.

The combination of economic power, scenic diversity and a rich cultural scene makes the Rhine-Main area particularly attractive for many people. Due to its central and easily accessible location, it is inviting for companies, creative artists and students at the same time. It is no wonder that the Rhine-Main area is also a main media centre: ZDF German Television, SWR (Southwest broadcast-

ing) and HR (Hessian broadcasting) as well as the Verlagsgruppe Rhein-Main (Rhine-Main publishing group) and the F.A.Z. Press are all located here.

As the name suggests, the rivers Rhine and Main converge in this area. On the river banks one can find recreational activities, relaxation and an almost Mediterranean lifestyle, which is also reflected by the fine weather: with 67 days of sunshine, the city of Mainz and the Rhinehessen area are counted among the sunnier regions of Germany. Therefore, it is not surprising that Rhinehessen has a reputation as a major wine-producing region in Germany and the city of Mainz is commonly known as one of the world's Great Wine Capitals.

Renowned universities, universities of applied sciences as well as research institutes are situated in the Rhine-Main

area, attracting scientists and students from all over the world. As a result, the cooperation of research, science, practical training and economy leads to a productive, intellectual exchange: creativity meets efficiency and curiosity meets tradition. Welcome to the Rhine-Main area!

“Mainz combines all the advantages of a tradition-conscious provincial capital with the openness and international flair of the Rhine-Main area.”

*Michael Ebling
Mayor of Mainz*

Live and learn

Mainz - City of Science

Mainz, the provincial capital of Rhineland-Palatinate, is attractive in many ways. It is famous for its beautiful location on the river Rhine, for its historic old town and as the city of Gutenberg and his printing press, German Karneval, fine local wines, major communication media and the Mainz 05 football team. Besides its lifestyle and traditions, science has also made Mainz famous and with good reason. Approximately 40,000 students study and do research at the three universities located here: Johannes Gutenberg University of Mainz, Mainz University of Applied Sciences and the Catholic University of Applied Sciences in Mainz. The city is therefore one of the major centres of higher education in Germany.

Following its extensive action initiative, the city of Mainz won the coveted title “City of Science” in 2011. For the initiative, the Johannes Gutenberg University, the University of Applied Sciences, the University hospital, academies, museums and various other research institutions in Mainz and the surrounding area formed the Mainz Research Alliance. The aim was to enhance scientific potential among people, to form networks and to use science as the main tool for the city's development. The project has become an institution in which the University of Applied Sciences plays a key role.

What makes life in Mainz unique? In response to a survey, students answered this question as follows: its location

on the river, its beautiful old town and its manageable size that still offers all the advantages of a big city. Mainz is a friendly city with a variety of leisure and cultural opportunities. You can get around easily and safely. The city's characteristic combination of youthfulness and sense of tradition are much appreciated, and not only by students.

“In 2011 Mainz was named ‘The City of Science’ – this has made the provincial capital, rich in tradition and a major location for science – famous beyond the region's borders.”

*Prof. Dr.-Ing. Gerhard Muth
President of the Mainz Research Alliance*





Diversity and Uniqueness

Studying at the Mainz University of Applied Sciences

Grounded in theory and practice, international and future-oriented: studying at the Mainz University of Applied Sciences prepares students for professional life and the future. The University is well known for combining teaching, science and practical training. The close cooperation between the University and the business world is particularly clear. The career-integrated study programmes alone maintain 450 collaborative partnerships, predominantly in the economic life of the Rhine-Main area.

This benefits everyone. The economy profits from the innovative ideas that evolve at the University, and vice versa, and students benefit from the specific targets set by companies. In other terms, the targets become visible through the introduction of international and future-oriented study programmes, including Facility Management, Media Design, International Business as well as Media, IT & Management. Despite the highly challenging fields, studying at the University of Applied Sciences remains within a manageable time frame and students are always at the centre of attention. They benefit from the personal atmosphere, small groups and project-oriented learning.

As practical training is particularly important to us, our students have a wide range of workshops and state-of-the-art laboratories at their disposal, including: a light laboratory, a photo lab, a virtual studio, a digital printing shop, a screen-printing plant, an engraving studio, a bookbinding workshop, a wood and model construction workshop, and a hydraulic engineering laboratory, along with numerous computer pools and two libraries with a total of about 60,000 books.

Excellent results

The University of Applied Sciences is very successful with its programmes of study, and many student projects have received a number of international prizes and awards. In particular, the School of Design holds a top position compared with other design institutes in Germany.

A good example: ‘Decodeunicode – the characters of the world’ is the title of a widely acclaimed print publication, which, for the first time traces and identifies all of the 109,242 digital characters in the world. This view beyond the typographic horizon was made possible by the Communication Design programme of study within which the project was launched and implemented. The publication won seven well-renowned design awards: the Red Dot Award, iF Award Gold, Type Directors Club of New York, Art Directors Club Germany, European Design-Award Gold as well as “Best of Show”, Schönste Deutsche Bücher 2012 (most beautiful German books 2012) and the 2012 golden design award of the Federal Republic of Germany.

Here is another example: for the development of a system that people with allergies can use to create their own pollen and symptom profile, Professor Klaus Böhm was awarded with the 2013 Innovation Prize by the Ministry of Economics of the State of Rhineland Palatinate. Once clinical studies have been completed, plans are to market the system, which was created at the i3 - Institute for Spatial Information and Surveying Technology in cooperation with a commercial partner.

And here is one final example: in 2010, with its “concepticus“, the third national

exchange for entrepreneurial ideas, the Institute for Entrepreneurial Action of the Mainz University of Applied Sciences was one of the award recipients of the nationwide initiative entitled “Deutschland – Land der Ideen” (“Germany – land of ideas”), which took place under the patronage of the German president.

Facts

5,000 students are enrolled in 16 bachelors and 21 masters degree courses at the Mainz University of Applied Sciences. A wide variety of study programmes are offered, divided into the three following faculties:

The School of Technology, offering the study programmes Architecture, Civil Engineering and Geoinformatics & Surveying

The School of Design, offering the study programmes Communication Design, Media Design and Interior Design

The School of Business, offering the study programmes Business Administration & International Business, Business Law and Information Systems

Each year, 1,000 students graduate from Mainz University of Applied Sciences and either enter into employment or take up a postgraduate study programme.

“Studying at Mainz University of Applied Sciences means being able to prepare for professional life in a personal atmosphere.”

*Michael Lorsbächer
Student of Business Administration*

Cosmopolitan and curious

The International Perspective

It is not only large companies that think and act globally these days, but institutions, government agencies, as well as medium-sized and small companies also cooperate with global partners. Therefore foreign languages and intercultural competence are important factors for a successful, international career. This is why internationalisation at the Mainz University of Applied Sciences is not merely another facet of modern university life: in fact it forms an integral part of the University's mission. Worldwide, Mainz University of Applied Sciences cooperates with approximately 100 partner universities, from Sweden to South Africa and from Chile to New Zealand. But what effect does this have on the University's students and programmes of study?

All over the world

Those who decide to study at the Mainz University of Applied Sciences always study on an international level, whereas students can decide individually to what extent. The most intensive international focus can be found in the master's programme in International Business. Besides an obligatory stay abroad, students can obtain a dual-master's degree at one of our partner universities. For students with good foreign language skills, the University opens new doors to the world. Two special masters degree courses (Germany-Argentina and Germany-France) offer new possibilities for students with good language skills in Spanish or French. Besides cooperating with the respective partner universities, Mainz University of Applied Sciences has also established networks with other important local partners abroad, including chambers of commerce and companies.

In addition, students from the Schools of Design and Engineering can complete semesters or internships abroad. Furthermore, they can take part in international projects with their partner universities and work in international teams, which enhances their intercultural competence. The study programme in International Civil Engineering makes a year abroad obligatory.

This international focus is also an advantage for lecturers at the Mainz University of Applied Sciences, as they benefit from existing cooperation agreements by giving lectures at the partner university e.g. in Buenos Aires. In return, the Mainz University of Applied Sciences frequently hosts Argentinian guest lecturers.

Internationalisation at Home

It is not only German students who wish to go abroad; students from all over the world apply to Mainz University of Applied Sciences for the attractive study programme and find excellent conditions for study here. This is an excellent opportunity for the Mainz University of Applied Sciences, as German students can profit from an intercultural and social exchange at home. Approximately 10% of all students at the Mainz University of Applied Sciences are international students, and the percentage is increasing. This promotes cultural diversity. The University does its best to make sure that international students feel comfortable – be it for a whole programme of study or just a stay abroad as exchange students. Small study groups, interactive teaching as well as group and project work offer excellent opportunities to cooperate closely with other students and tutors.

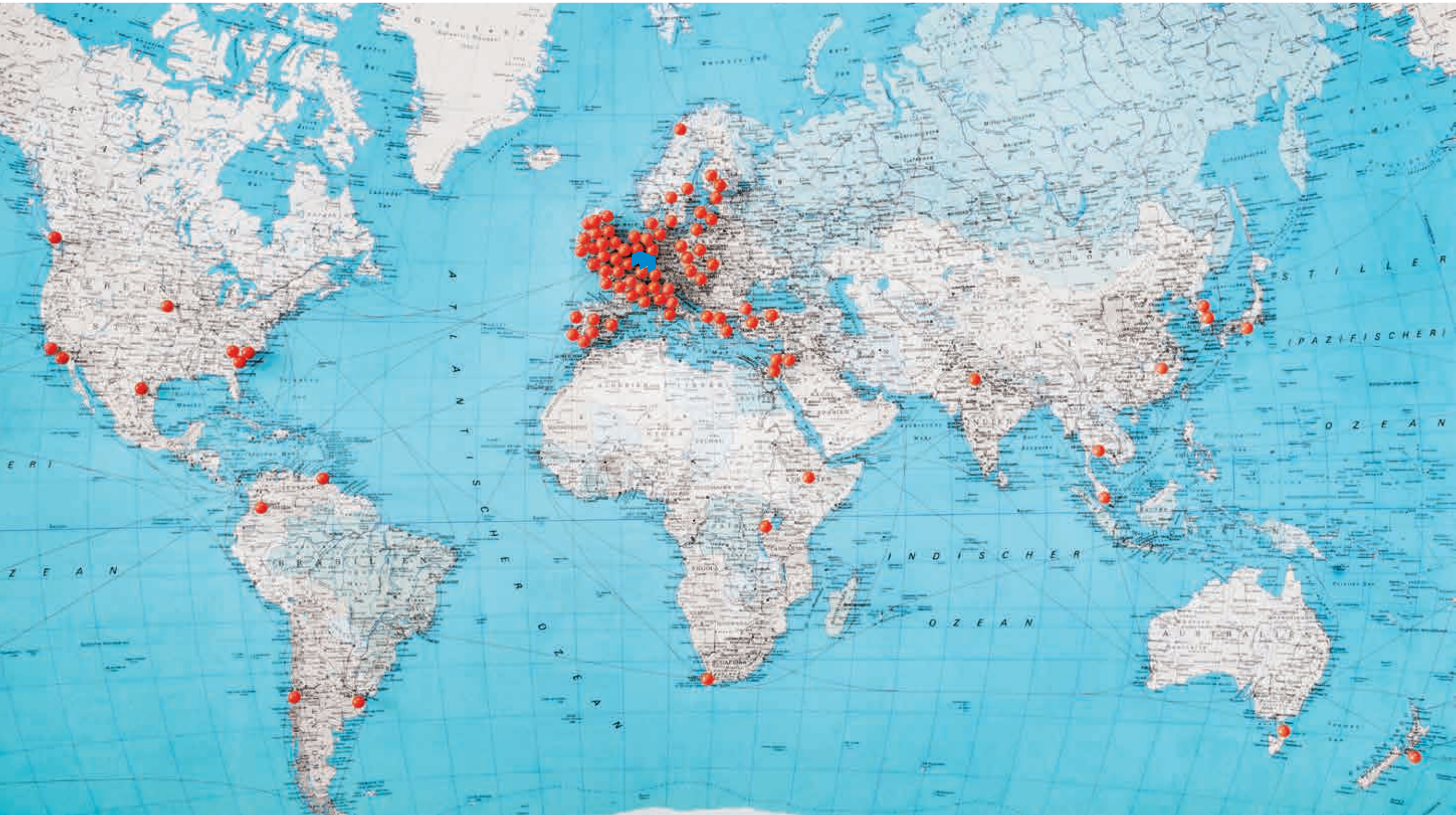
Mainz University of Applied Sciences offers international students personal support from the very beginning to help them become integrated into University life. As a result, everyone at the Mainz University of Applied Sciences benefits from the international focus in lectures, cooperation on international research projects and the hosting of international guest lecturers.

“Only those who have intercultural understanding and are open to differences can take part in an increasingly globalised world in the future.”

*Prof. Dr. Ulrich Schüle
School of Business*



The Mainz University of Applied Sciences has contacts
to Partner Universities in



- Albania
- Argentina
- Australia
- Belgium
- Canada
- Chile
- People's Republic of China
- Colombia
- Czech Republic
- Denmark
- Estonia
- Ethiopia
- Finland
- France
- Great Britain
- Greece
- Hungary
- India
- Ireland
- Israel
- Italy
- Japan
- Jordan
- Korea
- Lettland
- Lithuania
- Malaysia
- Mexico
- Netherlands
- New Zealand
- Norway
- Poland
- Portugal
- Rwanda
- Slovakia
- Spain
- South Africa
- Sweden
- Switzerland
- Thailand
- Trinidad and Tobago
- Turkey
- USA



Cooperative and practical From research to technology transfer

The University's strength lies in applied research and technological development in a number of fields. This competence enjoys worldwide recognition that is demonstrated by various third-party funded projects as well as newly developed patents. The focus on new key areas in which the Mainz University of Applied Sciences is involved results in close collaboration with partners from business, science, museums and industry.

Based on its success to date, Mainz University of Applied Sciences has defined the fields of "Information Technology & Communication" as well as "Innovative Composite Materials in Architecture, Civil Engineering and Design" as its main areas of research.

The three Schools at the Mainz University of Applied Sciences have developed seven institutes with individual key areas where technological pioneers have worked independently and successfully for more than a decade. Especially the

i3mainz Institute for Spatial Information and Surveying Technology has made a contribution to the development of the University's research profile. The i3mainz is internationally recognised as one of Germany's two major research institutes in this area of science. Currently, the i3mainz is running an international project on applications in spatial surveying in the humanities with partners from 25 countries, a project that is funded by the European Union. Design Lab Gutenberg collaborates closely with the University and the Gutenberg Museum, and has carried out several outstanding projects in the field of typography. Just recently, a European Union research project was finalised at the Institute of Innovative Structures, which was carried out with the help of 16 partners from all over Europe.

Transfer to the economy

To promote exchange with external partners from public institutions and the business community, the transfer

office of Mainz University of Applied Sciences supports all partners that are involved in research projects and their development.

The transfer office informs companies and institutions that seek to communicate with Mainz University of Applied Sciences about current research and development projects, facilities and services, and it also assists in the application for funding.

"In the area of applied research and development, the Mainz University of Applied Sciences has made a name for itself far beyond the borders of the state with the strong research programmes of its institutes."

*Prof. Dr. Frank Boochs
Director of i3mainz*

The Way to self-employment Mainz Office of Entrepreneurship

The Mainz Office of Entrepreneurship, which was launched by the Mainz University of Applied Sciences, the Johannes Gutenberg University of Mainz and the University Medical Centre, supports students, professors, University staff as well as alumni on their way to self-employ-

ment. The Office provides information, consultation and training on how to set up a business. Furthermore the University offers an entrepreneurial platform, where students can develop their own business concepts.

Family and Academic Life

A family-friendly university

In 2003, the Mainz University of Applied Sciences earned the title of ‘family-friendly university’. In addition, in 2013, the University successfully submitted its equal opportunity plan for support from the Programme for Women Professors of Germany’s federal and state governments. This sounds great, but what does it mean?

For students and staff, the Mainz University of Applied Sciences provides helps with domestic responsibilities such as parenting and taking care of relatives. In this context, we provide a number of child care services. For example, we help establish contact to childcare professionals in the localities where members of the University community live; we also have a nursery school on campus and reserved spots at a day-care centre in the historic centre of Mainz. And for emergencies, we offer 24-hour childcare even at the weekend. Therefore the University provides child-care facilities on campus

and offers flexible working hours as well as the opportunity to work from home. The University’s family-friendly policy also includes flexible curricula and examination schedules for students. Furthermore students and staff of Mainz University of Applied Sciences have access to an extensive network of professional help in difficult situations.

Equal opportunities
Especially women benefit from the University’s family-friendly policy, as the flexibility of studying or working with children offers new prospects in academia.

Therefore, the Mainz University of Applied Sciences offers support in numerous domains and encourages women with a number of projects starting from an early age, including Girls’ Day, the Children’s University and the Ada Lovelace Project. Besides these initiatives, Mainz University of Applied Sciences offers a mentoring programme for

women starting their student life, as well as the Absolventinnentag (women graduates day) and training for potential female professors to help them develop a professional career.

When we refer to equal opportunities, we are referring to both female and male students. For example, in future, male students will also be encouraged to join programmes of study that usually attract female students. We have made a start with our Boys’ Day in the programme of studies in Interior Design. The idea is to interest male pupils early for this field of study.

“Equal opportunity assumes a change in values: commitment to the family is just as important as one’s career”.

*Prof. Susanne Reiß
Equal Opportunity Representative at the Mainz University of Applied Sciences*

Career and personal success

The Career Centre

The Career Centre of Mainz University of Applied Sciences is a service institution that brings together the University and companies and that supports students with their professional orientation and their transition into a career. The Career Centre offers comprehensive consultation about the topics: professional applications, candidate profile and career planning. Furthermore, the Career Centre offers workshops, seminars

and training to expand the expertise of professional newcomers. Topics include successful job interviews, assessment centre training as well as networking and intercultural communication for working abroad.

Companies are constantly looking for newcomers. This is why the Career Centre has launched an exclusive online database, in which local and international

companies can connect with students and graduates from Mainz University of Applied Sciences. To ensure high quality job offers and the direct exchange with respectable companies, the database is available to designated users only, so both sides can benefit from it.





Dynamic and Experienced

A young university with a long tradition

The Mainz University of Applied Sciences is a young university. It has been an independent institution since 1996, and since 1999, it has officially been known as a University of Applied Sciences. And yet, the origins of the University date all the way back to 1757, when the Prince Elector of Mainz decided to found an 'Academy for Painters and Sculptors'.

Much has changed since then. On 1 September 1996, the "Fachhochschule Rheinland-Pfalz" with its eight departments was dissolved. The former departments Mainz I and Mainz II served as the basis for the "Fachhochschule Mainz", which in turn was renamed "Hochschule Mainz" in September 2014, and which today has about 5,000 students enrolled.

But despite all of these changes, two guiding ideas persisted which clearly distinguish our profile even today: proximity to praxis and perpetual further development.

Plenty of room for applied sciences

In 2009, the University began its move to an attractive new campus in the immediate vicinity of the Johannes Gutenberg University of Mainz. This first new building houses the School of Business, with more than 2,000 students, the department for Geoinformatics and Surveying with its workshops and laboratory, as well as our main university administration. Right next door are located student residences and a child-care centre for the children of students and University employees.

Soon, Mainz University of Applied Sciences will merge the Schools, which are currently located in the city centre of Mainz, on the new campus. The aim is to create optimal conditions for study, research and technical development and therefore support interdisciplinary collaboration and professional focus as well as to use the synergies of the University network and create identity. This is what makes Mainz University of Applied Sciences stand out.

"Two guiding principles have been present ever since the Mainz University of Applied Sciences was originally founded: a practical approach and constant progress."

*Prof. Dr. Andrea Beyer
Vice President Mainz University
of Applied Sciences*

*Photo to the left above:
The pioneering graphic designer
Prof. Otto Arpke taught at the
"Kunstgewerbeschule Mainz",
a precursor institution of the
University, from 1928 to 1933*

Contact



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- School of Business
- School of Engineering



Hochschule Mainz
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55116 Mainz

- School of Engineering
- School of Design



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- School of Engineering
- School of Design



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Publishing Information

Publisher
The President of Mainz University of Applied Sciences
Prof. Dr.-Ing. Gerhard Muth

Conception
Bettina Augustin M. A.
Manager of the Department of Communication

Design
Uwe Zentgraf, Dipl.-Designer (FH)

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Circulation
1000 exemplars

Text
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Bettina Augustin

Photography
Katharina Dubno

Printed by
Druckerei Lattreuter GmbH,
Nierstein

Date
2014

Homepage



MAINZ UNIVERSITY OF APPLIED SCIENCES – AT A GLANCE

FOUNDED:	1996
NUMBER OF STUDENTS:	5000
PROFESSORS:	140
STAFF:	280
SCHOOLS:	SCHOOLS OF ENGINEERING / DESIGN / BUSINESS
PARTNER UNIVERSITIES:	100
CORPORATE COOPERATION PARTNERS:	450

SCIENTIFIC INSTITUTES:	INSTITUTE FOR ARCHITECTURE (AI-MAINZ) INSTITUTE FOR SPATIAL INFORMATION AND SURVEYING TECHNOLOGY (I3MAINZ) INSTITUTE OF INNOVATIVE STRUCTURES (IS-MAINZ) FORMER INSTITUTE FOR SANDWICH TECHNOLOGY INSTITUTE FOR MEDIA DESIGN (IMG) DESIGN LAB GUTENBERG INSTITUTE FOR ENTREPRENEURIAL ACTION (IUH) INSTITUTE FOR APPLIED MANAGEMENT SCIENCE AND SOCIAL ENTREPRENEURSHIP (IFAMS)
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RESEARCH FOCUS:	INFORMATION TECHNOLOGY AND COMMUNICATION INNOVATIVE COMPOSITE MATERIALS IN ARCHITECTURE, CIVIL ENGINEERING AND DESIGN
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CENTRES OF EXCELLENCE:	SPATIAL INFORMATION TECHNOLOGY IN HUMANITIES GENERATIVE-CINEMATIC NARRATION
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CERTIFIED AS ‘FAMILY-FRIENDLY UNIVERSITY’ SINCE 2003





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