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The enrollments for the fall of 2012 embody a new record for HHL Leipzig Graduate School of Management. Compared to last year's 126 matriculations, Germany's oldest business school can tally 186 enrollments in 2012.

HHL Dean Prof. Dr. Andreas Pinkwart said: "Compared to the annual enrollments in previous years, the number of enrollments for 2012 could be increased significantly by 50% through the offer of additional programs and classes. In addition, the faculties and their internationalization have further developed with HHL's high quality standard being a constant factor here. The increased internationality at HHL is also very gratifying. Almost a third of all students at HHL come from abroad. We currently have students from 25 countries at our campus. We reached peak numbers in this year's international full-time MBA program, with over 80% of course participants coming from outside of Germany. The increase in student numbers as well as the international popularity of our Business School confirm the direction of the HHL strategy concept innovate 125, which was developed over the past one and a half years."

"You Made the Right Choice!"

The enrolment celebrations for all new students of the Master of Science in Management, MBA and the Doctoral Program took place on Wednesday, September 12, 2012. More than 50 exchange students from 17 countries were also welcomed on the HHL campus. In his lecture Rolf Schmidt-Holtz, the former Chairman of the Bertelsmann Music Group (BMG) as well as Chairman of Just Software AG, gave the new HHL students the following advice: "If you want to manage a company it is your creativity that counts. Creativity is eight times more important than strategy!" In connection with successful leadership Schmidt-Holtz elaborated: "It is not your or the investors money that make a company successful, it is the people. If you want to lead a company you must be able to communicate with people and to drive them forward."

HHL Dean Prof. Dr. Andreas Pinkwart said: "We welcome HHL's new students. You made the right choice, as you will study at a university-level institution whose mission is based on exemplary teaching and quality research. The international HHL community makes it possible for you to extend your personal as well as your professional network to a global perspective. At HHL you will experience a truly entrepreneurial spirit, with more than 130 company start-ups of HHL alumni."

National Scholarship through mysportbrands and Stadtwerke Leipzig

During the festive enrollment ceremony two HHL students were awarded the National Scholarship through the company mysportbrands and Stadtwerke Leipzig.

The 26-year-old M.Sc. student Phillipp Veit was elated to receive the National Scholarship. He said: "I am very grateful for the opportunities I have been given so far and especially for the chances offered by HHL. I think it is great that a start-up such as mysportbrands, which was founded by HHL graduates, now supports current students of their alma mater."

Scholarship holder Victoria Dressel (32), student of the part-time MBA program of HHL, added: "I am very grateful for the wonderful support of Stadtwerke Leipzig and HHL. As a senator and class representative but also as a self employed person and single parent I will continue to give my very best."

Lydia Wagner, area manager Finances/Materials Administration at Stadtwerke Leipzig, explained: "We are honored to award yet another National Scholarship to an HHL student. We are an essential employer in the Leipzig region and also very interested in supporting local schools. The local region is indebted to HHL's work and we cooperate closely with the business school in specialized topics. Therefore it was only logical for us to again award a National Scholarship to an HHL student."

Sustainability and Responsibility in the Focus of the Welcome Days

That afternoon, the new HHLers in a creative way got to know their school and Leipzig. They went on a scavenger hunt, working in teams consisting of students from all programs. On the HHL campus they had to orientate themselves towards the offices of the Chairs and employees. A surprise was waiting for the winning team.

The second so-called Welcome Day was all about a topic of high social as well as economic relevance: acting responsibly. The aim was to communicate the importance of the issues of sustainability and responsibility for entrepreneurial life and for the university training at HHL from the get go. The Dr. Werner Jackstädt Chair of Economic and Business Ethics of HHL was responsible for the organization and the content of this part of the welcome event.

An introductory presentation by Wolf-Rüdiger Grohmann, former Director of Corporate Affairs for the German BP, gave the students a glimpse of the challenges to implementing the authorized common guidelines for accountability. In the afternoon concepts were developed about how, for example, companies can improve the internal and external communication concerning the implementation of the Code of Responsible Conduct for Business. The event was sponsored by RWE AG, Klöckner & Co SE and Deutsche Telekom AG. Further information on the Code of Responsible Conduct for Business: <http://www.wcge.org/529.htm>.

HHL Leipzig Graduate School of Management

HHL is a university-level institution and ranks amongst the leading international business schools. The goal of the oldest business school in German-speaking Europe is to educate effective, responsible and entrepreneurially-minded leaders. In addition to HHL's international focus the combination of theory and practice plays a key role. HHL stands out for its excellent teaching, clear research focus, effective transfer of knowledge into practice as well as its outstanding student services. It offers a 21 to 24-month (and a 24-month part-time) Master Program in Management (M.Sc.) as well as an 18-month (or 24-month part-time) MBA in General Management and starting at the end of September 2012 also an 18 month Global Executive MBA. HHL's program is complemented by the two year Euro*MBA-Program, a program based on e-learning (electronically supported learning). A three year doctoral program, which can be studied part-time as well, completes HHL's courses of study. The department of Executive Education offers company specific and open training programs for advanced education for leading positions. HHL received the accreditation of AACSB International in April 2004 and was the first German private school to be re-accredited in April 2009. www.hhl.de

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Die HHL ist eine universitäre Einrichtung und zählt zu den führenden internationalen Business Schools. Ziel der ältesten betriebswirtschaftlichen Hochschule im deutschsprachigen Raum ist die Ausbildung leistungsfähiger, verantwortungsbewusster und unternehmerisch denkender Führungspersönlichkeiten. Neben der internationalen Ausrichtung spielt die Verknüpfung von Theorie und Praxis eine herausragende Rolle. Die HHL zeichnet sich aus durch exzellente Lehre, klare Forschungsorientierung und praxisnahen Transfer sowie hervorragenden Service für ihre Studierenden.
www.hhl.de

Anlage: Bild

