

Europe's Unique Jewish Academic Community

Lauder Business School

Vienna



An Opportunity for Promising Young People **We Mean**
BUSINESS



The Lauder Business School (LBS) is an accredited Applied Science University in Vienna offering degrees in business administration that are recognized internationally. It is still a young university, established in 2003, but its graduates can recount some remarkable personal stories about their experiences in the school and its impact on their lives after graduation. Here are a few of them.



Andras Puskas works in the Vienna-based corporate finance department of EPIC, the European Privatization and Investment Corporation, a full-service investment house for Central and South-East Europe, Turkey, Russia and CIS. There he is responsible for acquisitions, privatizations, and corporate restructuring. This is his second job since completing his degree at the LBS. His first job, which he took

up immediately upon graduation, was for the Australian bank Macquarie in its London office. Attending the LBS made a powerful impression on Andras's Jewish identity. He was raised in two small communities far from Budapest, the capital where most of Hungary's 50,000 Jews live. Pecs and Szombathely, where Andras still has family, offered very few opportunities for young people, so Andras and his friends launched their own grass roots youth clubs to contribute to the cultural and religious life of the community.

Andras sums up his LBS experience in three words: "knowledge, values and friends." His "knowledge" in business serves him on a daily basis both at work and in his involvement with Jewish social projects in Austria and Hungary. The "values and friendships" he acquired in the classroom and in extracurricular activities with his fellow students remain a vibrant part of his life.

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Andras Puskas

«I was born in Pecs Hungary on the Croatian border. Since graduating LBS I worked in international investment and banking in London and Vienna.»

Lora Alexieva is 27 and lives in Sofia, Bulgaria. There she is sales executive of a television station. A key employee in the company, she is regarded as a rising star in Bulgaria's growing media industry. She was born and raised in Sofia where her maternal grandparents are committed leaders of the Jewish community. Their heroic work within the community during World War II, when Bulgaria was allied with Germany, has been a special source of pride and inspiration for Lora. With their encouragement, Lora attended the Jewish elementary school in Sofia. By the time she was finishing high school and began working part time, however, her Jewish acquaintances and activities faded into the background.

Her career in broadcasting and her first university studies in business administration started in Sofia. She pursued both simultaneously, and with equal vigor. Upon completing her first degree, she was already working in the sales department at the television station – while harboring misgivings about her lack of academic training and social experience.

Once again her grandfather proved to be a source of encouragement. He had heard about the Lauder Business School in Vienna and suggested that she apply. It did not take long before Lora found herself as a scholarship student in Vienna. She was among the first students on the stately campus,



and while she describes her first year there as “a tough one,” she sums up the experience with the affirmation: “I am proud that I have more knowledge of business, and of Judaism. And that I have established very special relationships with my colleagues – lifetime friendships!”

Lora Alexieva

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«When I went to high school I was no longer active in the Jewish community. After the LBS, I have renewed my connections with Jewish life in Sofia.»





Alexander Rudevitchii is 25 years old and works for the legendary investment bank J.P. Morgan at its offices in Frankfurt. He is involved in finance and investment. He was born and raised in Kishinev in Moldova until he was 15 years old. His family there was involved in the Jewish revival that began with the disintegration of the Soviet Union, when Moldova became an independent country. In 1999 his whole family moved to a small town in Germany, where his father manages a bed-and-breakfast inn. Alex's father was the one who encouraged him to apply to the LBS. He wanted his son to have a "Jewish university experience."

During his studies at the LBS he did his practical internship with J.P. Morgan for six months and was duly offered a position in the bank before finishing his studies. He was rather proud of

being one of the ten chosen from 120 applicants. When one asks Alex about his social life, he smiles coyly and says: "When you work fourteen hours a day you really don't have much time for socializing." Nevertheless, this ambitious young man has made time to visit Israel on a tour with other students, an experience that he remembers fondly as "eye-opening."

Alexander Rudevitchii

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«I was born in Kishinev. Now I work for J.P. Morgan in Frankfurt.»



Maggy Szankower was born and brought up in Frankfurt, Germany. Until finishing high school she had a typical Jewish upbringing. Although her family was not explicitly religious, they strongly identified with their Jewish roots. They went to synagogue during the holidays and attended community events. Maggy was an active member of the Maccabi youth movement in Germany and attended their summer camp every year.

When she finished high school, Maggy decided to enter a formal apprenticeship program in advertising. She became a junior account executive, gaining experience in every aspect of the advertising world. In the back of her mind there was the intention to pursue academic studies. Then, one day, she heard about the LBS from a friend in Vienna. She applied, and within three weeks of her application

she was living in Vienna and attending classes. She also found that being part of the vanguard of students at the LBS could be “tough going” at times. But she loved her studies and soon expanded her social milieu into the Viennese Jewish community. Upon graduation she began working for Bank Austria in brand management. Her primary job there was steering the rebranding process of the bank for new markets in Eastern Europe.

On a short trip to Israel, where she attended a friend’s wedding, she spontaneously decided to interview for a job with a Swiss concern that had offices in Kfar Saba. A week later she was notified that she had the job. She packed and left for Israel. In Israel she maintains a very busy schedule of work and Hebrew language study, and takes great pleasure in the relaxed Israeli lifestyle. Some of the



friends she made in Vienna have the habit of turning up in Tel Aviv now and then, so she has become their Israel address.

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Maggy Szankower

«A year and a half after graduating from the LBS, I knew it was now or never to try living in Israel. I'm in Tel Aviv living on Shenkin St., in the heart of the city that never sleeps.»





Viktor Gyurov is 28 years old and was born with an entrepreneurial spirit that has served him well in almost every stage of life. At the age of twenty he was elected by the delegates of the Jewish community in Bulgaria to take charge of the community's informal education for children and youth, activities that were banned by the Communist regime till 1989. Viktor's

involvement in community affairs was a source of special delight to his maternal grandfather as Viktor is his only grandchild who has chosen a Jewish direction in life.

When he was about to finish his Bachelor's degree in Bulgaria, Viktor heard about the LBS and decided to aim for a new experience away from his home. He was accepted and began his studies in Vienna. "Though I never had doubts about succeeding in my studies," Viktor confesses, "I found the academic program hard work, intense and very useful."

Toward the end of his studies, Viktor chanced to be present when a British company, Zonerider Networks Ltd., a provider of hotspot billing services, made a presentation at the LBS. Viktor immediately became a Master Agent for the company in Bulgaria, which meant that he had to interrupt his studies in order to set up his own

independent business. He left Vienna before finishing his exams, but returned two years later to complete all of his course requirements and thus receive his degree.

Today he and his partners facilitate complex processes for major investment initiatives that require local support. They have dealt with multi-million dollar projects of variegated natures – everything from establishing a consortium of companies that bid on coastal surveillance systems to deals involving trade in rare metals and petroleum. He also continues to expand Zonerider's business in Bulgaria. "The most important thing I got from LBS is getting to know bright people from different countries," says Viktor. "I'm happy to say, we still keep in touch."

Viktor Gyurov

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«Being part of the first class to study at the LBS was a pioneering experience. Today I am back in Bulgaria – a partner in a consultancy company engaged in investment projects for important international clients.»



Lauder Business School



The capitulation of the Berlin Wall in 1989 was a historical watershed that led to major changes in the development of Europe as we know it today. With the crumbling of the seventy-year divide between Eastern Europe and Western Europe, two unconnected continental developments began to take shape that would find their natural connection fourteen years later in the establishment of the Lauder Business School:

- National economies began to move toward interdependence. As governmental constraints on trade were dissolved, the transfer of capital and the migration of industries across borders became smoother and more agile. Globalization became the rule. Lucrative venues opened up for entrepreneurs who knew how to conduct business in global landscapes.
- The Jews of Eastern Europe began to rediscover their identity. As the ideological constraints of communist regimes were withdrawn, the East European Jew was put at arm's length from a rightful legacy to a treasure-chest of values and a communal life that had existed in Europe only before the Holocaust. At the same time, they acquired a new freedom to move about and to decide for themselves where to build a future.



The Human Resource Agenda:

The new development in economic globalization, considered together with the multilingual reality of Europe's student population, lead the founders of LBS to the conclusion that the study of Business Administration would present a compelling option to prospective students. They decided on English as the language of instruction, and enlisted a cadre of renowned experts to develop a curriculum that would be internationally relevant. The Austrian pedagogical authorities accredited the LBS as an Applied Science University, one that merges excellence in theoretical studies with "hands on" experience in actual business practice. Students not only graduate with a fluency in three languages, but also complete a supervised internship in the corporate world. Unlike more conventional university graduates, they walk into their first jobs already acclimatized to the work environment.

The Jewish Agenda:

In the 1990s, as systems of government underwent transformation and newly independent states emerged, the Jewish communities of Eastern Europe were presumed to be headed toward depletion and extinction. Despite the substantial outpouring of Jews from the former Communist world to Israel, however, it was evident by the year 2000 that Jewish communities in these countries would endure, and indeed would revitalize and restore their Jewish character into the post-Communist era. A smaller westward migration of East European Jews also succeeded in infusing West European communities with palpable new energies. During these last two decades, nothing short of a renaissance is rumbling through the veins of European Judaism. It was in response to this momentum, and in order to further strengthen its force, that the LBS founders formulated their idea for a European school with a Jewish spirit.



The Founding of the LBS:

The city of Vienna, the geographical and cultural point of intersection between East and West within the European continent, was the natural ground for this idea to take root. Here, young Jews could be gathered into a university setting to cultivate their newfound Jewish identity while pursuing practical career training. The political initiative and the generosity of Ronald Lauder, former American Ambassador to Austria and president of the Ronald S. Lauder Foundation, made the idea into a reality. In 2003, with the endorsement of the Austrian and Viennese governments, the Lauder Business School (LBS) opened its doors to its first students. It is housed in a carefully preserved historical palace built in the 18th century by the House of Hapsburg for the Archduchess of Austria. The restoration and further development of the original palace has won wide acclaim as an architectural achievement.





LBS Today and Tomorrow:

Curriculum:

Since its first steps into the world of accredited university education, the LBS has expanded the scope of its prospectus. Initially offering only the traditional European degree of Magister (roughly equivalent to a Master's degree), it has since developed curricula and degrees of the American and modern European undergraduate (B.A.) and graduate (M.A.) programs. The special focus has also become better defined as emphasis is placed on preparing students for employment in organizations and enterprises that are international and multicultural. The M.A. program is especially designed to qualify graduates for upper management positions in international companies with complex organizational structures.

Student Population:

During the 2008-2009 academic year, the LBS had 266 students, 38 of whom were in the graduate program. Not only has the student population grown tenfold since its first year of operation, but there has also been a major increase in the number of countries and communities represented. Along with a majority student body that origi-

nates from Eastern and Western Europe, there is a strong group of students from Israel, as well as a growing South American contingent. The rate of growth of the university and its potential to expand into other disciplines of study is creating a dynamic of development that will soon encompass the entire Jewish world. Within the next 5 years the expectation is that the LBS will have a student body of more than 1500 and be numbered among the world's leading universities serving Jewish students. Eventually a worldwide network of professionals, all graduates of the LBS, will be building bridges across continents between the Jewish communities of the future.

Renewing Jewish Leadership:

By situating the study of business excellence within a framework of further Jewish education, the LBS also intends to cultivate students who will eventually become leaders throughout the Jewish world. In a freethinking and tolerant atmosphere, students are invited to explore their heritage as a key factor to their professional success. They are introduced to a perspective on success that sees it, not just as a matter of personal achievement, but also as something that can contribute to the strengthening of communal life.





Providing New Opportunity:

Above all, the LBS offers its students an opportunity to succeed. Students from countries with fragile economies or unstable governments are welcomed to its campus. No one is turned away on account of a lack of personal resources. Housing and a kosher dining hall are available on campus, and a scholarship is available to any needy student who would like to take advantage of these benefits.

Looking to the Future:

Relative to other institutions of higher education, the Lauder Business School is still quite young. By the same token, the projects it has spearheaded for Jewish young people are critically vital. Not willing to let the iron cool down before striking, a group of dedicated volunteers has established a philanthropic organization to ensure that the crucial resources needed by the LBS and its students are continually available. The Friends of LBS are raising funds for student scholarships, as well as for extracurricular programs and the improvement of facilities and equipment – in short, for everything essential to the preservation of a world-class business education in a uniquely international atmosphere.

You can help by contacting:

Friends of LBS
2803 North Oak Street
Myrtle Beach, SC 29577, USA
Email: info@friendsoflbs.org

Friends of LBS
Hofzeile 18-20
A-1190 Vienna, Austria
Email: office@friendsoflbs.org



The LBS Study Programs

Undergraduate Program

Intercultural Business Administration, BA

The academic program emphasizes international, competitive education in business administration with a focus on practical application.

Together with a solid intercultural education, which includes learning at least one foreign language, students are specifically trained for employment in organizations and enterprises that have international, multicultural structures.

Graduates of this program are qualified to continue their studies at the graduate level. For Admission Requirements <http://www.lbs.ac.at/academicprograms/ba/application-and-visa>



Key Features

Full-time Course of Study
6 Semesters, 180 ECTS
One Practical Training Semester
(maxim. 22 Weeks)
Academic Degree:
Bachelor of Arts in Business
Language of Instruction:
English.

For more insight into the program please visit our website <http://www.lbs.ac.at/academicprograms>. AND: The Jewish Heritage Fund offers prospective LBS students a scholarship toward housing and dining. If you would like to know more about this unique opportunity, please check our website www.jhfund.at



Graduate Program

Intercultural Management and Leadership, MA

Graduates of this program will be qualified for upper management positions in international companies. Basics of executive management, such as decision-making and strategizing within complex organizational structures, form the program's focus. LBS pedagogy is designed in accordance with the most advanced contemporary teaching methods (such as project-based learning).

For Admission Requirements <http://www.lbs.ac.at/academicprograms/ma/application-and-visa>

Key Features

Full-time Course of Study
4 Semesters, 120 ECTS
Academic Degree:
Master of Arts in Business
Language of Instruction: English



The Jewish Heritage Scholarship

The scholarship is offered to students with an earnest interest in exploring their Jewish heritage. The program offers a scholarship toward on-campus housing and kosher dining.

Requirements:

- successful participation in the course of Jewish studies (3 hours per week),
- maintaining a GPA of 2.8 or better,
- selecting Hebrew as a foreign language in the LBS study program (BA students).

This scholarship, offered by the Jewish Heritage Fund, is sponsored by private donors committed to the common goal of supporting Jewish youth, primarily of European origin, in their exploration of their Jewish identity and heritage.

A unique opportunity for students of Jewish origins as defined by Halacha and with a motivated interest in exploring their Judaism.

For detailed information please visit: www.jhfund.at





Ronald S. Lauder,
President of the Ronald S.
Lauder Foundation

Lauder Business School

«I am delighted to see how the students and graduates of the Lauder Business School are paving a veritable highway into the future of Europe and the world at large. The vision behind the foundation of the LBS was to create a center for students from around the world where they could receive a first-class education in business administration while rekindling their passion for their Jewish heritage and identity. We believe that these young people will become leading members of Jewish communities worldwide. The breathtaking progress that we have witnessed speaks for itself. I am therefore inviting you to join me in this endeavor.»

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