

## Press release

### International School of Management (ISM)

#### Maxie Strate

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Transfer of Science or Research  
Economics / business administration  
transregional, national

**ISM**

INTERNATIONAL  
SCHOOL OF MANAGEMENT  
University of Applied Sciences

## 15 years in the Karlshöfe: The Munich ISM campus focused on transfer even back then

The International School of Management (ISM) has produced a remarkable academic achievement and over 3,000 specialists at the Munich campus - with additional qualifications for international tasks in business. The ISM Executive Board took the anniversary celebration as an opportunity to award Dr. Carsten Maschmeyer an honorary professorship. In his acceptance speech, the long-time start-up promoter, who has also worked at ISM, spoke of a high level of personal motivation that drives him to pass on his experience to the next generation of founders: "We need courageous, creative minds who are not deterred by obstacles."

Munich/Dortmund, 13.02.2025. It may be one of Munich's smaller universities, but its success after a decade and a half is tangible: To date, the International School of Management (ISM) has produced a noteworthy academic output at its location in the center of the Bavarian capital, as well as over 3,000 specialists - with additional qualifications for international roles in business. "ISM Munich has built up a remarkable portfolio, with innovative courses such as Business Intelligence & Data Science, full-time and part-time, many of them also dual," emphasized President Prof. Dr. Ingo Böckenholt in his welcoming address to 120 guests. Many graduates have moved into top positions, become innovative founders - such as Daniel Heringer-Herkner with Chiemsee Gin, Franziska Scheuerle with Loremo and Lars Eickhoff with DeepImmo - or joined family businesses.

ISM has always attached great importance to putting theory into practice. "But for many lecturers, the topic of transfer is more of a buzzkill," observes Dr. Elmar Steuerer, guest of honour at the anniversary celebration and professor at Neu-Ulm University of Applied Sciences. For Carsten Maschmeyer, it is "a passion and a necessity: Germany is resting on the successes of the past. But we need courageous, creative minds who are not deterred by obstacles." The juror from the start-up show "Die Höhle der Löwen" has been involved as an advisor in around 600 financing rounds. He has written several books on this topic. He has been supporting start-ups at ISM Munich for as long as the campus has existed.

The ISM Munich campus started out on one floor with just 160 students, five Bachelor's degree programs and one Master's degree program, the ISM President recalled at the ceremony: "The Munich campus now occupies a leading position among private universities in Munich and the surrounding area." This is repeatedly reflected in external awards for final theses, most recently a thesis on chat bots in medicine. Academic publications - such as the practical handbook on the sustainable real estate industry, the tourism industry or performance models for credit card fraud - are regularly well rated in specialist circles. ISM professors and ISM students regularly contribute to high-ranking scientific conferences with their own specialist papers.

The location in the Bavarian capital has been continuously expanded

The ISM Campus Munich now offers four types of degree programs (full-time, part-time, dual and distance learning), each with a sound business and management-oriented basic education and practice-oriented specializations, e. g. in real estate management, data management marketing and brands or business psychology. In the important business location of Munich, the ISM campus has now become a renowned address for future specialists and managers in a globalized environment. This was expressed several times at the anniversary celebration in the ELLA of the Lenbachhaus:

“The strong start began with the first Campus Director Prof. Dr. Ernst Fahling, a financial expert and former Director of Group Treasury at Daimler AG,” highlighted Board of Trustees member Dr. Siegfried Jaschinski of Augur-Steinbeis Capital & Technology AG: “He exemplifies one of the most important advantages of ISM, namely: attracting outstanding personalities from business and finance to train students as professors who can pass this on in a practical way in their teaching.”

During the ceremony at the prestigious Königsplatz, ISM President Böckenholt praised the current Munich campus management Petra Rörup and Prof. Dr. Dieter Schlesinger (since 2014) as well as the respective teams for the great achievement: “ISM Munich has thus gained enormous strategic importance for the overall development of our university.” Of ISM's seven campuses, the one in Munich, together with the one in Frankfurt, has become the largest location after the headquarters in Dortmund. This is also reflected in the practical network, research, collaborations and professorships: the most recent honorary professorship was awarded to investor Dr. Carsten Maschmeyer at the anniversary celebrations.

#### A start-up legend as an exemplary sponsor

Maschmeyer has been active at ISM since 2010, particularly in the Entrepreneurship Institute. At several events, he has not only inspired students for start-up topics, but also supported them in founding their own company. Laudator Steuerer has experienced seminars with Maschmeyer. “The atmosphere crackled as he made it clear to students that inspiration only accounts for ten percent and that the rest is perseverance during the ups and downs of an entrepreneur.”

Maschmeyer has also contributed his expertise to the supervision of student theses. As one of the most influential entrepreneurial personalities, Carsten Maschmeyer is a sought-after expert on topics relating to start-ups and entrepreneurship. “The network he has built up over decades is exemplary. The award of this honorary professorship once again emphasizes the more practice-oriented accents in our teaching,” President Böckenholt is convinced.

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The ISM Campus in Munich has produced 3000 graduates. At the anniversary celebration, the ISM Executive Board awarded start-up legend Dr. Carsten Maschmeyer (center) an honorary professorship. He has been supporting start-ups at ISM Munich for 15 years.  
ISM



Board of Trustees member Dr. Siegfried Jaschinski (Partner at Augur-Steinbeis Capital & Technology AG) sees one of ISM's advantages in the fact that it "attracts outstanding personalities from business and finance to train students." ISM