

Rheinbach, June 2019

**Marketing (MSc)**  
**Hochschule Bonn-Rhein-Sieg University of Applied Sciences**  
**Winter semester 2019/20**

Dear students,

Welcome to the Department of Management Sciences at Hochschule Bonn-Rhein-Sieg University of Applied Sciences, Campuses Rheinbach and Sankt Augustin. We are looking forward to meeting you.

The introduction week will start

**on Tuesday, 15<sup>th</sup> October 2019, at 9:00 h in room G 114 at Campus Sankt Augustin.**

The following agenda has been organized for your first day:

- 09:00 h      Welcome address and general information
- 11:00 h      Lecture Business Model Generation
- 12:30 h      Guided campus tour & lunch break
- 13:30 h      Lecture Digitalization of Business Models

Please find the latest version of the schedule from September on the following website:  
<https://www.h-brs.de/en/wiwi/marketing-msc>

Again, we are looking forward to seeing you in October.

Yours sincerely,  
Prof. Dr. Peter Muck