

Faculty of business administration and economics

Georges Hachem

Why did you choose to study at HHU??

GEORGES HACHEM Düsseldorf is my home town! So HHU was of course my first choice. After successfully completing my Abitur secondary school leaving qualification in Düsseldorf, I applied to HHU and the University of Cologne to study business administration. My final mark of 1.9 meant I had just the mark I needed to get into the university in Düsseldorf in 2011, but narrowly missed out on Cologne – they accepted up to 1.8. So ultimately, it was also partly fate that led me to stay in Düsseldorf :)

Alone at home in peace and quiet or in a group: how and where did you prefer to study?

GH In the first four semesters, only in a group. I was never a big fan of the library during my bachelor's degree. My favourite place to study was in the oeconomicum with my fellow students. In my last two semesters, I preferred to study at home in peace and quiet. But only because many of my fellow students were no longer at HHU or had postponed an exam or two. Today, I can proudly say that I took all of my exams on the first attempt, regardless of how close together they were. Saying that, strategically, it would probably have been better to space them out a bit better :)

But I wrote most of my bachelor's thesis in the library – always accompanied by a Mr. Tom nut bar from the EX LIBRIS café!

What do you have particularly fond memories of from your time at HHU? Do you have an anecdote for us?

GH A lot of things come to mind, actually. I have fond memories of the WiWi parties, the EX LIBRIS café, the oeconomicum, and even of a couple of professors (a big shout-out to Professor Günter, Professor Haucap and Professor Schwens!). I was a huge fan of the uni's pizza place, too, and even occasionally came back for a pizza after graduating. Saying that, I wasn't so keen on the Mensa though :)

After your bachelor's degree, you switched to Gießen for your master's degree. How do the study locations differ?

GH The two study locations really couldn't be more different. I must admit that I actually would have liked to stay at HHU. But only students with an average of up to 2.3 were accepted. That was pretty unfortunate, really, as my average was 2.4, which meant I only narrowly missed out.

I found it very unfair because I completed my studies within the standard study period and passed every exam on the first attempt. But when you have to take four exams in the space of just three days (yes, sometimes even two in one day!), it can happen that you mess up occasionally ... So I was forced to try my luck in Gießen. And even though I initially considered it a step backwards, looking back today I can say that it was definitely the best decision. Both student life and the academic standards convinced me entirely. In Düsseldorf, I was still in my comfort zone as I had all my friends and network there; in Gießen, I entered a whole new world. A city that is 100% oriented to students with the oldest business faculty in Germany and the proximity to Frankfurt where I was a working student at a management consultancy were the perfect combination. This independence also helped me to grow and to focus more on my studies.

Düsseldorf and Gießen – the two study locations couldn't be more different!

While I was less focused on my studies in Düsseldorf due to my large network, the city's many opportunities as well as the carefree student life, the new phase in my life at JLU Gießen allowed me to greatly increase my motivation and gain more of an edge. This ultimately led me to graduate among the top five students in my year. I am also active in Gießen as an alumnus and can safely say that it is a top university, too. What really surprised me was how much further ahead the university in Gießen was compared to HHU at the time in terms of technology. I know that HHU has since made up a lot of ground though.

You currently work at L'Oréal as a Promo Sales Planner. How does your day look?

GH I first joined L'Oréal as a Junior Sales Manager and worked in the Professional Products division where I was responsible for the Palatinate/Baden sales area around Karlsruhe. This involved driving to clients (beauty salons, hairdressers) in my company car and advising them. I was also tasked with acquiring new business.