

**Laudatio
for Mr. Jürgen Werobel
Instructor Financial Management Program**

Our macro and micro economic business model we currently follow in Germany and Europe does have a foundation. Situations, decisions and the like we perceive as right or wrong do have a history. Nothing does happen just unexpectedly.

To understand this, it is important to know our origins, the reasons of our behavior and decision-making. "Zukunft hat Herkunft" is a German saying, meaning the future we have to expect is largely a consequence of our history. This topic might even be more relevant for those from a foreign country and different culture as they are not familiar with our history.

When we teach and discuss the various theories, models and techniques of Financial Management, one can do this just from a technical perspective. In this case, we often neglect that many models and techniques do have a history, are results of decisions based on our cultural heritage. From that, an understanding of our German and European history and our cultural background is of high relevance.

From the very beginning on of our program in Financial Management, it was an objective to incorporate this topic somehow into our curriculum. We were very happy to win Mr. Jürgen Werobel as an instructor, who, from his academic background and personal experiences, was the right one to teach this subject. Despite the fact that we could and currently only can offer one class per year, it is still better than offering no class at all. Mr. Werobel is now teaching since ten years in our program and the University of Coburg and the Faculty of Financial Management is taking this as an opportunity to say thank you for this ongoing support. Therefore, it is an honor for the University of Coburg and us to present to him the Medal of Merit of Coburg University.

Coburg, July 27, 2015

Prof. Dr. Wolfgang Weiss
(Academic Dean of Financial Management)

Prof. Dr. Roland Hertrich
(Financial Management)