

## **EBS Mission Statement** **Responsibility – developing** **your personality**

Shareholder value is not the only determinant of success or failure in business. In response to today's demand for responsible leaders with a sound personality our education concept is geared towards systematically fostering not only your professional but also your personal development throughout the entire course of your studies. Personal development in the Bachelor's programmes comprises three areas:

## **Studium Universale**

Our Studium Universale, which we are continually developing and expanding, is specially tailored to business and management studies. The course introduces you to the methodical principles of scientific theory and the methodological fundamentals of business and management Science.

You learn to deal with important philosophical and ethical issues. Taking a look beyond business studies sharpens your awareness of management's particular corporate social responsibility.

## **Personal Mastery**

In the Personal Mastery course you acquire the tools you need for your degree programme and your career, the so-called soft skills. The course addresses topics such as presentations, time management, learning strategies, academic writing, document research, team building, negotiation competence, crisis communication, etc.

## **Socio-cultural Impact**

This area focuses specifically on individual personal development. Depending on their interests, students can engage, for instance, in social projects.

Good is better – under this motto students take part in targeted project

work that sharpens their critical reflection and awareness of responsible leadership qualities and sustainable management, and also assists in transferring skills already acquired into the practical environment, ultimately contributing to global social responsibility.

At EBS there are more than 20 student-led organizations and initiatives which enrich daily university life by staging activities and holding events that cover a wide range of topics. Students engage in commitments that match their interests: culture, art, sport, charity, business, politics, student management consulting, international relations, investments, E-commerce, etc.

## **Coaching**

Although not firmly embedded in the curriculum, EBS Coaching Programme has played a significant role in our students' success for a number of years.

Offered on a voluntary basis, the individual coaching programme is a unique supplement to business studies courses.

Selected coaches – experienced business managers specially trained in coaching – provide support and mentoring services to students in the programme.

## **Network – ideal platform for launching your career**

We are able to draw on the know-how and wide-reaching experience of EBS

Universität's more than 200 corporate partners. Reputable firms provide EBS Business School with support and guidance, so that an optimal combination of theory and practice is one of our Business School's key success factors.

## **Internationality – strengthening your intercultural competence**

Internationality is a top priority at EBS: nearly all our courses are taught in English, numerous international guest lecturers take part in the programme, we attract a high proportion of overseas students, and our curriculum has a strong international dimension.

## Dual Degree Programmes Bachelor

During the first three semesters all students on the General Management programme follow the same curriculum. Programme content during the last three semesters is closely coordinated with the partner university. This ensures that wherever you spend the second half of the programme you receive the same level of education, even though content and methodology may differ from country to country and university to university.

EBS students are able to choose from the following partner universities:

### Programmes in English-speaking countries/English-speaking programmes

- **Brock University, St. Catharine's, Canada**

Brock University has been one of our dual degree partners in the Bachelor's programme since 2008.

- **Hull Business School, UK**

Hull Business School is one of our three oldest partners for the dual degree option in the Bachelor's programme.

- **Corvinus University, Budapest, Hungary**

Corvinus University, the leading Business University in Hungary, delivers its programme entirely in English.

- **Curtin University, Perth, Australia**

Beginning in 2012, EBS offers the first dual degree option with a partner university in Australia.

## Programmes in Spanish-speaking countries

- **Universidad Carlos III, Madrid, Spain**

The Universidad Carlos III is regarded as the leading public university in Central Spain.

- **Tec de Monterrey, Queretaro, Mexico und Tec de Monterrey, Guadalajara, Mexico**

A new addition to the programme since 2011 is Tec de Monterrey, a multi campus university. Tec de Monterrey enjoys an excellent reputation that extends beyond the Mexican border.

## Programme in China

- **Tongji University, Shanghai, China**

Students aiming for a career in Asia, will lay the ideal foundation by spending three semesters at Tongji. The programme is delivered in English with additional courses in Chinese, so that after 18 months students speak fluent Mandarin and are familiar with Chinese customs and traditions

## Programmes in France

- **BEM, Bordeaux Ecole de Management, Bordeaux, France**

BEM is the third dual degree partner since the dual degree option was introduced to EBS Bachelor's programme.

- **IESEG, Lille and Paris, France**

The programme at IESEG, currently the best ranked post-bac Grand Ecole in France, is very similar in methodology and content to the programme at EBS.

- **Euromed, Marseille, France**

Also very similar in methodology and content to EBS is the programme at EUROMED in Marseille.

## Master in Automotive Management

### **The automotive industry – a motor for the future**

When you think of cars, Germany automatically comes to mind. For good reasons: In 2009, German car manufacturers produced more than 10 million vehicles worldwide. They generated 260 billion Euros in revenue, employed almost 723,000 people, and invested nearly 21 billion Euros in R&D. What is more, the multitude of companies along the entire automotive supply chain, including automotive suppliers, car dealers, and companies providing financial, logistics, and consulting services, also play an important role in the global economy. In the EU the automotive industry is actually the largest private investor in the field of R&D and a great motor of prosperity offering a vast spectrum of career opportunities.

At the same time, the automotive industry is facing profound macro and micro economic changes, such as shifting consumer demand and environmental awareness, raw material shortages, and global competition. Change brings new opportunities and the industry is crying out for professionals with specialised skills. Against this background, it comes as a surprise that business and managerial issues relating to the automotive industry are vastly underrepresented in university curricula and research activities in Germany and throughout the world.

With the EBS Master in Automotive Management we have closed this gap. Developed in the "car country" Germany and in close cooperation with the automotive industry, it is a unique, unrivalled programme that sets our graduates apart from the competition.

## Master in Automotive Management

Semester 1	Semester 2	Semester 3
	Master's Thesis	
Managerial Economics	Personal Mastery	Semester Abroad
Research Methods I	Research Methods II	
Studium Fundamentale I	Studium Fundamentale II	
<b>Strategy, Corporate Foresight &amp; HRM in the Automotive Industry</b>	<b>Sustainability, Regulations &amp; Business Strategy</b>	
<b>Mobility Innovation, R&amp;D and Engineering</b>	<b>Organization and Information Management in the Automotive Industry</b>	
<b>Automotive Brand Management &amp; Consumer Behaviour</b>	<b>Distribution Channels &amp; Dealership Management</b>	
		Internship



## Study abroad

All Master's programmes include a mandatory semester abroad at a partner university, which enables students to profit from our global network. After their first semester at EBS, students choose the partner university where they wish to spend the semester, and also decide whether to pursue a dual degree at one of our selected partner universities.

Currently, we cooperate with around 220 renowned universities and business schools around the world.





## 220 partner universities worldwide – EBS lives internationality

### Partner universities



### Our global network

	Argentina		Hungary		Poland
	Australia		India		Portugal
	Belgium		Italy		Russia
	Brazil		Japan		Singapore
	Canada		Korea		Spain
	Czech Republic		Latvia		Sweden
	Chile		Lithuania		Switzerland
	China		Malaysia		South Africa
	Costa Rica		Mexico		Thailand
	Denmark		The Netherlands		Taiwan
	Estonia		New Zealand		Turkey
	Finland		Norway		Uruguay
	France		Peru		Great Britain
	Hong Kong		Philippines		USA

## Dual degree option

EBS students have the opportunity to earn a further, international degree, such as an MBA or a specialized Master's degree, in addition to the degree earned at EBS. The dual degree option requires extending the overall duration of the programme to four semesters by spending two semesters at the partner university. Our dual degree option is available in cooperation with the following partner universities:

### **Australia**

Bond University, Gold Coast

University of Sydney, Faculty of Economics and Business

La Trobe University, Melbourne, Victoria

### **Chile**

Universidad de Chile, Facultad de Economía y Negocios, Santiago

### **China**

Tongji University, School of Economics and Management, Shanghai

### **Costa Rica**

INCAE Business School, Alajuela

### **France**

AUDENCIA, Ecole de Management, Nantes

Bordeaux Ecole de Management, Talence

EDHEC Business School, Lille

EDHEC Business School, Nice

EUROMED Marseille, Marseille

Grenoble Ecole de Management, Grenoble

Toulouse Business School, Toulouse

## Dual degree option

### Hong Kong

University of Hong Kong, Hong Kong  
Hungary  
Central European University CEU Business  
School, Budapest

### Italy

Università degli Studi di Siena, Siena  
Luiss Libera Università Internazionale degli  
Studi Sociali Guido Carli, Rom

### Japan

Nagoya University of Commerce and  
Business

### New Zealand

University of Waikato, Waikato Management  
School, Hamilton, New Zealand

### Spain

EADA Escuela de Alta Dirección  
Administración, Barcelona

### Thailand

Asian Institute of Technology, School of  
Management, Pathumthani

### UK

City University of London, Cass Business  
School, London  
The University of Hull, Hull

### USA

Case Western Reserve University,  
Weatherhead School of Management,  
Cleveland, Ohio  
Georgia State University, The Robinson  
College of Business Administration, Atlanta,  
Georgia  
Pepperdine University, Malibu, California  
Texas A & M University, Mays School of  
Business, College Station, Texas  
Thunderbird, The Garvin School of  
International Management, Glendale,  
Arizona  
University of Pittsburgh, Joseph M. Katz  
Graduate School of Business, Pittsburgh,  
Pennsylvania

## Plenary Session 2

**Innovative models of development for business schools**

**Chairperson:**

**Axel SCHUMACHER**, Eduniversal ISC member – Western Europe,  
Associate Dean, International Relations, EBS Universität für  
Wirtschaft und Recht , EBS Business School, Germany

**Prof. Gonzalo GARLAND**, Director of external relations, IE  
Business School, Spain

**Prof. Marc SMELIK**, Head of Corporate & International Relations,  
Leeds University Business School, United Kingdom

**Dr. Longbao WEI**, Associate Dean, Zhejiang School of  
Management, China