MBA European Management

Tailor-Made European Management for Practitioners, Academics and International Students

Univ.-Prof. Dr. Bastian Popp
Academic Director

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Key Facts

- Postgraduate MBA study programme “European Management”
- Full-time (1 year) or part-time (up to 4 years)
- Benefit from excellent education from internationally renowned experts
- Experience our “international weeks”
- Focus on Behavioural Management
- Understand how and why people and markets act like the way they do
- “Managing with(in) Europe”

- Qualification for leading positions on the international job market around the world
- Take your management skills to the next level
- Qualify for your management career
- Earn an MBA in European Management
The European Institute for Advanced Behavioural Management (EIABM)

- The EIABM is part of Saarland University located in Saarbrücken.
- It’s the Business Section of the Europa–Institut.
- The institute has a long-standing tradition in postgraduate teaching. Its MBA programme is the oldest MBA programme in all of Germany.
Team EIABM

Univ.-Prof. Dr. Bastian Popp
Academic Director

Institut für Handel & internationales Marketing /
Chair of Retail Management

Univ.-Prof. Dr. Andrea Gröppel-Klein
Academic Director

Institut für Konsum- und Verhaltensforschung /
Chair of Marketing

Julia Senni, M.A.
Programme Manager

Claudia Jamhour
Office

Denise Türkyilmaz
Scientific Staff

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Managing with(in) Europe

Behavioural Management at the Heart of Europe!

• Border triangle of Germany, France and Luxemburg provides a unique study experience at the heart of Europe.

• Qualification for leading positions on the international job market around the world.

• “Managing with(in) Europe” deals with …all the operational and strategic activities that need to be dealt with by companies working within Europe.

…the challenges facing companies from outside Europe who want to do business in and with Europe.
Characteristics of the MBA Programme

✓ **Excellent Quality Content**
   Essential fields of Management with a focus on Behavioural Management, high degree of practical relevance

✓ **Internationality**
   15 courses covering all management topics including political, legal, economic & cultural aspects

✓ **Flexibility**
   Full-time (1 year) or Part-time (max. 4 years)

✓ **Great Learning Environment**
   Online courses until the end of the winter term

✓ **High Learning Focus**
   Courses run 4 days each (exam or paper afterwards)
Module Overview

Module 1: Management Basics
M1-1 Strategic Management
M1-2 Corporate Sustainability and Social Responsibility
M1-3 Soft Skills

Module 2: European Basics
M2-1 European Institutions
M2-2 European Regulations

Module 3: Financial Management
M3-1 Economics and Finance
M3-2 Learning Business by Doing Business

Module 4: Marketing & Management
M4-1 Marketing and Management in Foreign Countries
M4-2 Retailing and Logistics

Module 5: Operations Basics
M5-1 Service Management
M5-2 Data Analysis

Module 6: Behavioural Management
M6-1 Consumer Behaviour
M6-2 Entrepreneurship
M6-3 Leadership and Human Resource Management
M6-4 Cross-Cultural Management

Module 7: Master Thesis
Professors and Lectureres (selected)

Prof. Luisa Andreu
University of Valencia

HDR Karine Picot-Coupey
University of Rennes

Dr. Emmanuel Zilberberg
ESCP Europe Business School

Prof. Dr. Jan Wenzelburger
TU Kaiserslautern

Univ.-Prof. Dr. Volker Stein
University of Siegen

Univ.-Prof. Dr. Andrea Gröppel-Klein
Saarland University

Dr. Dermot Breslin
University of Sheffield

Univ.-Prof. Dr.-Ing. Dr. Christian Berg
University of Kiel

Univ.-Prof. Dr. Dirk Temme
University of Wuppertal
Experience 3 International Weeks with your fellow students!

- Learn about management in other countries at first hand
- Enhance your foreign language skills to professional level
- Broaden your soft and intercultural skills
- Get to know different cultures, lifestyles and mindsets
- Have great fun with your fellow students

Partner universities and countries hosting international weeks:

- Sheffield (UK)
- Valencia (Spain)
- Rennes (France)
- Mysore (India)
- Fribourg (Switzerland)
- Craiova (Rumänien)
- São Paulo (Brasil)
- London (UK)
- Dublin (Ireland)
- Delhi (India)
- Rostov (Russland)
Flexible Teaching Methods

- State-of-the-art teaching methods
- Face-to-face classes as the standard is supplemented by distance learning (if appropriate or necessary)
- Provision and use of leading software
More than "just" Academic Courses...

- Compelling guest speakers (e.g., Unilever, Selgros, Karlsberg)
- Field trips and excursions (e.g., Goodyear, V&R, Michelin)
- Case studies, interactive teamwork, real-life examples
Use our facilities: Chill out in the Student Lounge or work together in our CIP Pool or enjoy the wonderful Campus of Saarland University!
Admission to the MBA Programme

• Postgraduate programme

• Admission criteria:
  o First university degree
  o At least 1 year of post-graduate professional experience
  o Language proof TOEFL or IELTS
  o 2 Letters of Recommendation
  o GMAT (Graduate Management Admission Test)
  o Motivation!

• Study fees:
  o Full-time study € 12,000
  o Part-time study € 14,500
Various options for financial support and programme-related awards:

- DAAD scholarships
- Scholarship “Deutschlandstipendium”
- UdS “BESTE-Preis“ (€1,000)
- Villa Lessing Prize (€1,500)
- Hans-Werner Osthoff Award (€1,500)
Where our Graduates are...

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Who should apply?

✓ **Practitioners:** You have a family, many responsibilities and are already working in a busy job with little time? Get your MBA half-time within up to 4 years!

✓ **Entrepreneurs:** You want to establish your own company or take the next step in your career? Gain the know-how and an excellent qualification!

✓ **International students:** You are an international student from another country? Join our international team and get ready for your position at top management level!

✓ **Academics:** You want to turn your academic professionalism into a high-level position in the business world? Put your academic excellence to practice with your MBA!
Why choose our MBA European Management Programme?

- Qualify for your International Management Career
- Understand how and why people and markets act the way they do
- Benefit from excellent education from internationally renowned experts
- Learn in small groups
- Case studies, real-life examples, practical exercises, team work, company visits
- Interactive face-to-face and online exchange
- Experience 3 International Weeks
- Earn your MBA within 1 year full-time or up to 4 years half-time while working
MBA European Management

Your step to the future!