



30 years MBA European Management at EIABM – State-of-the-Art postgraduate education in the heart of Europe



Since 30 years, the European Institute for Advanced Behavioural Management (EIABM) has been offering postgraduate education at the highest level with the MBA programme "European Management" at Saarland University. The anniversary marks the institute's long-standing tradition in continuous education for professionals.

When it was introduced in 1990, the postgraduate programme "European Management/ European Economics" was the first programme at a German university which led to an MBA degree. Today's general management programme "European Management" is characterized by an explicit European focus with an emphasis on behavioural management, high internationality and great practical relevance. Students can either obtain the MBA degree within one year or, as part-time students within up to four years.

History of the Institute and the first university MBA degree in Germany

The European Institute itself has its origins in 1951 when it was founded, after Saarland University was proclaimed a "European University" in November 1950 and the European Institute was to be the "crown and symbol of the entire university".

Ten years after the foundation of the postgraduate course "European Integration" of the Law Section of the European Institute, a counterpart in economics was created in 1990 with the course "European Economy".

For this purpose the department of economics established the economic section of the European Institute which on the one hand is in charge of the implementation and further development of the study programme and on the other hand contributes to the European profile of Saarland University with its research focus on "European Studies". In doing so, the institute combines the international and especially European focus with top research in the economics department.

The initiators of the MBA programme were Prof. Dr. Christian Scholz (Business Administration), Prof. Dr. Werner Kroeber-Riel (Business Administration), Prof. Dr. Rudolf Richter (Economics) and Prof. Dr. Werner Pommerehne (Economics). The focus of the study programmes has always been on a behaviour-oriented understanding of markets and people. After all, companies are successful primarily when they understand markets and people.

In the years 1990–1999 the institute initially offered an economics and a business studies programme. Two degrees were envisaged for each field of study, namely "Certificate in European Economic Studies" and "Magister Rerum Politicarum Europaeorum" for the economic field of study while the business field of study awarded the degrees "Certificate in European Management" and "Magister Rerum Oeconomicarum Europaeorum" (MBA).

Saarbrücker Zeitung, 23. Oktober 1990

Start für 40 Euro-Manager

Neues Aufbaustudium — Richtige Räume fehlen

Saarbrücken (low). Etwa 40 Studenten haben sich für den neuen Aufbaustudiengang „Europäische Wirtschaft“ an der Universität des Saarlandes eingeschrieben. Dieses neue Weiterbildungsangebot, das erste dieser Art in der Bundesrepublik, ist dem Europa-Institut zugeordnet, das jetzt neben der rechts- auch eine wirtschaftswissenschaftliche Sektion beheimatet. Deren geschäftsführender Direktor ist Prof. Dr. Christian Scholz. Im Rahmen dieses Aufbaustudiengangs können drei Abschlüsse angepeilt werden:

- Das „Zertifikat über Europäische Wirtschaftsstudien (VWL)“ oder das „Zertifikat über Europäisches Management (BWL)“; die Regelstudienzeit beträgt ein Jahr.
- Einzelzertifikate; dabei kann man an einem der angebotenen Kurse teilnehmen. Die Einzelscheine ergänzen sich innerhalb von vier Jahren zum „Zertifikat über Europäische Wirtschaftsstudien“ oder zum Management-Zertifikat.
- Der „Masters of Business Administration-Europe (MBA-Europe)“ oder der „Master of Economics-Europe (ME-Europe)“. Dieser Studiengang basiert auf den Zertifikaten, endet allerdings mit einer zusätzli-

chen mündlichen Abschlußprüfung und einer Magisterarbeit (Dauer maximal sechs Monate).

Obwohl der Aufbaustudiengang relativ kurzfristig ins Leben gerufen wurde, war „die Nachfrage riesig“, so Prof. Scholz. Rund 300 Interessenten hatten sich gemeldet, doch nur die jetzt eingeschriebenen 40 Studenten entsprachen den Anforderungen. Neben einem abgeschlossenen wirtschaftswissenschaftlichen Studium sind gute Fremdsprachenkenntnisse erforderlich, da etliche Vorlesungen in Englisch bzw. Französisch gehalten werden.

Von den 40 Aufbau-Studenten haben sieben an der Saar-Uni ihren Abschluß gemacht. Die restlichen kommen von anderen deutschen und ausländischen Universitäten, vornehmlich aus Frankreich und dem Benelux-Raum. Beklagt hat Prof. Scholz das unzureichende Raumangebot für das neue Kind der Universität. Er mahnte den Bau des Europa-Instituts in der Nähe der Wirtschaftswissenschaftlichen Fakultät an. Die Pläne seien fertig, „aber es fehlt am Geld“, bedauerte Uni-Präsident Prof. Dr. Richard Meiser, der „schon seit 1983“ wegen des Baus verhandelt.

Since 2008 the programme has been operating under the name "MBA European Management". The module-based programme is offered exclusively in English. This internationality and the focus on behaviour-oriented management is now also reflected in the English-language name of the institute:

"European Institute for Advanced Behavioural Management" is the contact point for continuous university education in the field of management and the abbreviation EIABM is also the institute's internet address (<https://www.eiabm.de>).

(Academic) Directors of the Europa-Institut, Business Department

1990 – 1994	Univ.-Prof. Dr. Werner Pommerehne
1990 – 2016	Univ.-Prof. Dr. Christian Scholz
1991 – 2015	Univ.-Prof. Dr. Dr. h.c. Joachim Zentes
1992 – 1997	Univ.-Prof. Dr. Robert Holzmann
1997 – 1999	Univ.-Prof. Dr. Christian Keuschnigg
2015 – today	Univ.-Prof. Dr. Andrea Gröppel-Klein
2017 – today	Univ.-Prof. Dr. Bastian Popp

Location – Management in the heart of Europe

The economic section of the European Institute is located in building A5.4 on the campus of Saarland University in Saarbrücken. Located in the heart of Europe, the location has always offered an excellent basis for international management education.

Saarland is the business location and its state capital Saarbrücken is the economic and cultural center of the cross-border conurbation SaarMoselle. Saarbrücken, as a university-, congress-, trade fair- and shopping city, is an attractive location for entrepreneurial activities.



Saarbrücken's special geographical location in the border triangle of Germany, France and Luxembourg, offers graduates of the MBA programme the opportunity to apply for jobs in three different job markets in the Saar-Lor-Lux region following their MBA studies.

Pioneering work in Saarbrücken

Since its foundation in the winter term 1990/91, the European Institute for Advanced Behavioural Management has offered the postgraduate programme "European Economy" (today "European Management") and leads both national and international junior executives to an internationally recognized degree with the MBA (Master of Business Administration).

Practitioners and academics receive academically sound management training and are prepared for the requirements of the European market in the practice-oriented programme.

In contrast to traditional business schools that focus purely on the American model, the European Institute for Advanced Behavioural Management deliberately focuses its study programme on Europe.

Thus, over the years, it has not only established itself in Europe, but also constantly optimized and continuously adapted to the current requirements of European integration, a programme demanding high standards of its students.

No other business postgraduate programme tailors its programme to the specific requirements of the European Economic Area as consistently as the MBA in Saarbrücken. Conscious of its tradition, the MBA programme is characterized by an explicit European focus, internationality and practical relevance.

Students at EIABM come from all over the world. On their way to become leaders in global teams, they learn the necessary basics of modern management in the MBA programme: economic, legal and political strategies as well as essential intercultural aspects through discussions and case studies.

Accordingly, the backgrounds of the students, many of whom come from economics are diverse. However, the experience of 30 years now shows that management education at EIABM is also highly appreciated by qualified graduates from other fields of study.



Overview of the programme

The entire curriculum of the MBA programme has been offered exclusively in English since the 2008/09 academic year. It can be completed on a full-time or part-time basis and comprises 15 courses as well as a master's thesis.

A total of 6 modules teach the most important aspects of modern management:

- Management Basics
- European Basics
- Financial Management
- Marketing & Management
- Operations Management
- Behaviour Management
(Verhaltensorientiertes Management)

The programme is completed with a Master thesis on an innovative and relevant topic in management and marketing research.

International Weeks – Discover Europe and broaden horizons

Some of the courses take place as so-called "International Weeks" at a university abroad. EIABM students have already been to Brazil, Great Britain, India, Ireland, the Netherlands, Romania, Russia and Switzerland, among others.

For some years now, the "International Weeks" have concentrated mainly on other European countries. Currently, the courses take place in the United Kingdom, Spain and France.



Field trips, lectures, case studies, and company visits to the Institute's European partner universities offer students the opportunity to deepen and apply theoretical knowledge and to interact with international students, practitioners and scholars.

Accreditation as confirmation of the quality of the programme

The MBA programme "European Management" undergoes regular accreditation procedures that continuously confirm the high quality of the programme.

In 2009 for example, the programme was awarded the FIBAA seal of accreditation. In 2016 and 2020 the programme was awarded the UdS Quality Pass in the context of the system accreditation of Saarland University.



Renowned lecturers

The focus of the MBA programme is set on the excellent selection of topics and lecturers that prepare graduates for making a remarkable contribution to the success of national and global companies.

Courses are taught by renowned professors from Saarland University as well as from other recognized universities in Germany and other European countries. These have included and continue to include: Prof. Luisa Andreu; Prof. em. Dr. phil. Heinz-Jürgen Axt; Univ. Prof. Dr. Ansgar Belke†; Prof. Dr. Ing. Dr. Christian Berg; Dr. Dermot Breslin; Univ. Prof. Dr. Andrea Gröppel-Klein; Prof. JUDr. Daniela Heid, Ph.D.; Prof. Dr. Christopher Hossfeld; Univ.-Prof. Dr. Werner Kröber-Riel†; Univ.-Prof. Dr. Dirk Morschett; Hdr. Carine Picot-Coupey; Univ.-Prof. Dr. Bastian Popp; Univ.-Prof. Dr. Christian Scholz†; Univ.-Prof. Dr. Hanna Schramm-Klein; Univ.-Prof. Dr. Volker Stein; Univ.-Prof. Dr. Bernhard Swoboda; Univ.-Prof. Dr. Dirk Temme; Prof. Dr. Darach Turley; Univ.-Prof. Dr. Peter Weinberg; Univ.-Prof. Dr. Dr. h.c. Joachim Zentes and Prof. Dr. Emmanuel Zilberberg.

Practical relevance and lectures

In the past 30 years, EIABM has had numerous representatives from politics and business among its prominent guests and speakers at various events.

These included for example: Detthold Aden; Lord Ralf Dahrendorf; Dr. Peter Hartz; Augustinus Heinrich Graf Henckel von Donnersmarck O.Praem; Jo Leinen, MEP; Klaus-Peter Müller; Prof. Dr. Hans-Gert Pöttering; Dr. Horst Reichenbach; Prof. Dr. Peter Scholl-Latour; Prof. Dr. Vassilios Skouris and Prof. Dr. Norbert Walter.

Attractive for many: Practitioners, scientists and internationals as target groups

For 30 years future managers have benefited from continuing education that prepares them for the demands of tomorrow's Europe.

In addition to its focus on Europe, the MBA programme builds on "Behavioural Management": Research and teaching focus on the behavior of people and markets.

State-of-the-art scientific knowledge is the foundation on which the programme at EIABM is built. The MBA programme "European Management" is attractive to numerous target groups, including practitioners, scientists/ academics and international graduates who work with Europe as well as within Europe.



The MBA programme "European Management" which can be completed either full-time (12 months) or part-time (up to 4 years) provides the relevant competencies for this purpose.

Awards as confirmation of student achievements

In the past, numerous EIABM students have been awarded prizes for their scientific achievements. In particular the Hans-Werner Osthoff Prize of the Prof. Dr. Osthoff Foundation is awarded annually to the best student of the current year.

In addition, graduates of the European Institute have the opportunity to submit their theses for the "Europa-Preis" of the Villa Lessing and the European Institute looks back with pride on the successful prize winners of the past years.



The current Team at 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

Email: j.senni@mba-europe.de
Tel.: +49 (0) 681 / 302 – 2553



Claudia Jamhour
Office

Email: info@mba-europe.de
Tel.: +49 (0) 681 / 302 – 2553



Denise Türkyilmaz
Scientific Staff

Email: d.tuerkyilmaz@mba-europe.de

