



**The latest findings from university research  
now also for non-students and without long-term commitment!**

**Saarland University is one of the leading universities in the field of continuing education and still is a pioneer in this field. Benefit from this expertise and participate in our scientific continuing education courses!**



## **European Institute for Advanced Behavioural Management of Saarland University**

The oldest MBA programme in Germany, the MBA "European Management" of the European Institute for Advanced Behavioural Management (EIABM) for the first time opens the courses of the existing programme as certified single events. This new offer enables everyone interested to take part in our certified courses and benefit from internationally renowned experts and leading scientists without the commitment of studying an entire programme.

For over 30 years, EIABM has offered the postgraduate Master of Business Administration degree programme in European Management. The MBA qualifies prospective managers, practitioners, international students and academics for top positions in the global market. In order to enable the further qualification of prospective executives with less time expenditure and even more in line with the individual needs of the participants, the EIABM offers for the first time a selection of 14

academic, accredited and internationally recognized MBA courses as certified individual events, specifically and individually tailored to the individual interests of participants.

The new option of selecting individual courses allows you to keep up to date with the latest economic know-how without having to enroll for an entire study programme. This way, you can advance your career and keep up with the rapidly growing demands of the globalised marketplace.

Qualify yourself with new skills in the areas of strategic, financial and behavioural management, marketing, entrepreneurship, basics of modern management on a European level and intercultural competencies!

Choose from our course offering from a total of 14 courses. You are free to choose which courses you would like to attend. You can freely combine individual courses from different modules or complete an entire module.



### When?

Registration for the courses is possible at any time up to one week before the course starts.

### How?

For registering, please simply get in touch with us and we will provide you with further information on the registration. We are happy to receive your message, email or call, online or in presence at our office on campus:

#### Your Contact Person:

**Julia Senni, M.A.**

Programme Manager

Phone: +49 (0) 681 / 302 – 2553

Email: [info@mba-europe.de](mailto:info@mba-europe.de)

Saarland University

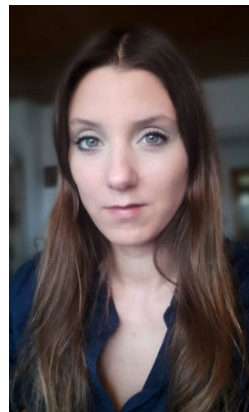
EIABM / Europa-Institut

Campus, Building A5.4

1st floor, room 1.07

66123 Saarbrücken

<https://www.eiabm.de/en/certificates/>



### Where?

The 4-day courses usually take place in presence from Wednesday to Saturday as a blocked course daily from 9.00 to 17.00h on the premises of the EIABM on the Saarbrücken campus.

### Why?

Take the opportunity to have yourself or your employees educated at university level without the burden of long work breaks. Gain first-class expertise for your company in the field of modern management at the highest standard. In addition to valuable knowledge relevant to practice, participants receive an academic, internationally recognized certificate from Saarland University.

## Costs

The course fee for each course is 849€.

All courses meet the requirements for claiming educational leave !

## The Courses at a Glance

### Module 1: Management Basics

#### Kurs M1-1 Strategic Management

**Qualification Objectives:** Understanding the strategic position of an organisation; assessing strategic choices for the future; managing strategy in action.

**Content:** Overview of the key elements, concepts and tools of strategic management, introduction to strategy for managers in all kinds of organisations, from start-ups to multinationals, from charities to government agencies, exploring hot topics such as internationalisation, value co-creation, and corporate social responsibility.

**Lecturer:** Univ.-Prof. Dr. Bastian Popp, Saarland University/ Germany

Univ.-Prof. Dr. Bastian Popp is Professor of Business Administration, in particular Retail Management and Director of the Institute of Retailing & International Marketing (H.I.MA.) and the European Institute for Advanced Behavioural Management at Saarland University. His research focuses on E-commerce and Innovative Media, Value Co-Creation and Price Management as well as Brand Management and Customer Loyalty, Service and Quality Management and Merchandising, Licensing and Retailing in Sports.

**Dates:** Estimated December 2023, 9.00am-6.00pm



#### Kurs M1-2 Corporate Sustainability and Social Responsibility

**Qualification Objectives:** Increasing awareness of the complexity of issues related to sustainability and their interdependence; Understanding crucial challenges for sustainability; why businesses need to respond to these issues, what market trends are, what measures businesses take in order to address these challenges; perspectives on the different actors relevant for Corporate Sustainability.

**Content:** Overview of the complex challenges of a sustainable development; concepts of sustainability, global change and planetary boundaries, spotlight three types of challenges: (re-)sources, declines, and development; causes



for non-sustainability, the political framework needed, the implications for business: market trends in sustainability, pushing factors, realizations of corporate sustainability, the role of investors.

**Lecturer:** Univ.-Prof. Dr.-Ing. Dr. Christian Berg, TU Clausthal/ Germany

Prof. Dr.-Ing. Dr. Christian Berg is an internationally recognised sustainability expert and leading scientist. His subject areas include sustainability and social responsibility. Prof. Berg focuses on Sustainable Development, Corporate Sustainability, Sustainability and IT and Networking processes.

**Dates:** Estimated January 2024, Wednesday-Saturday, 9.00am-6.00pm

## Kurs M1-3 Soft Skills

**Qualification Objectives:** Raising cultural awareness, enhancing and deepening competences in intercultural business communication, boosting presentation skills, practicing soft skills.

**Content:** Practicing intercultural and presentation skills; group work, panel discussions, role plays; seminar dialog; giving a business presentation; working on case studies; practice acquired knowledge, put soft skills in business to the test.

**Lecturer:** Dr. Silvia Scheinert, Dresden/ Germany



Dr. Scheinert is a certified educator and technical translator and has been giving coachings and company trainings for technical language and communication as an independent lecturer for 29 years.

**Dates:** Estimated November 2023, Wednesday-Saturday, 9.00am-6.00pm

## Module 2: European Basics

### Kurs M2-1 European Institutions

**Qualification Objectives:** Broad insight into policy making of the European Union, historical development, treaties, institutions, decision making, EU member states, integration theories, selected policies, foreign and security policy; legal norms, how political procedures influence business in an international and European context.



**Content:** Differences of policy making in the European Union between political processes in nation states; peculiarity of new modes of governance in the European Union; decision making in the European Union; two guest presentations, group discussions, two simulations.

**Lecturer:** Dr. rer. pol. Julian Böcker, Leader Public Affairs for EDEKA AG & Co. KG, Brussels

Dr. rer. pol. Julian Böcker was student of European Studies at the Universities of Maastricht, Netherlands and Salamanca, Spain. After his doctorate at the University Duisburg-Essen, he finished an MBA at the Kühne Logistics University in Hamburg. Dr. Böcker worked with the European Parliament for over 15 years and therefore looks back on a very rich experience including compelling stories about lobbyism in Brussels at first hand that he brings to the classroom and into his work with our MBA students.

**Dates:** Estimated November 2023, Wednesday-Saturday, 9.00am-6.00pm

## Kurs M2-2 European Regulations

**Qualification Objectives:** Overview of the main legal elements of the EU legal order and system; assessing the relevance of EU law for various aspects of day to day business; how to put EU law into practice by recognizing where there be risks in EU legislation for professional activities, identifying the relevance of certain parts of EU law for contracts, agreements between companies (Art. 101, 102 TFEU), mergers (Merger Regulation 139/2004), application, receiving state aid (Art. 107 TFEU); how to identify legal opportunities for businesses stemming from the free movements rules, possibility of actions for damages under EU law.



**Content:** Legal framework and the basic economic provisions of the EU; mix of stand-up teaching, series of case studies on topics which are particularly relevant to the business community: the basic legal principles of cooperation and harmonization in the European Union, the four freedoms in the Internal Market and, mainly, competition law in the meaning of mergers, cartels, abuse of dominant positions as well as the European state aid control system and relevant provisions.

**Lecturer:** Univ.-Prof. Dr. Daniela Heid, University of Applied Sciences Brühl/ Germany

Univ.-Prof. Dr. Heid is a lecturer at numerous institutions such as the European Institute of Public Administration (EIPA) in Maastricht, various federal authorities, an expert witness and a professor at the "Hochschule des Bundes für öffentliche Verwaltung" in Cologne. Her main areas of practice are European law, civil service law, Czech law and national and international police law.

**Dates:** 12.04. to 15.04.2023, Wednesday-Saturday, 9.00am-6.00pm

## Module 3: Financial Management

### Kurs M3-1 Economics and Finance

**Qualification Objectives:** International aspects of economics and finance; up-to date analytical framework for illuminating current events, European economics and finance.

**Content:** Analyzing real and monetary, build up a simple unified framework for communicating, traditional insights, newest findings and approaches; grasp and retain the underlying logic of international economics and finance, pertinent data or policy questions; special focus on European aspects, causes and consequences of the euro area debt and banking crisis.



**Lecturer:** Univ.-Prof. Dr. Jan Wenzelburger, Technical University of Kaiserslautern/ Germany

Univ.-Prof. Dr. Wenzelburger is Dean of the Faculty of Economics at the Technical University of Kaiserslautern and heads the Chair of Macroeconomics there. His research focuses include the economics of banking, agent-based finance and the theory of expectation formation.

**Dates:** Estimated November 2023, Wednesday-Saturday, 9.00am-6.00pm



## Kurs M3-2 Learning Business by Doing Business

**Qualification Objectives:** Financial Accounting: understanding of the financial information necessary to make decisions (for managers within an enterprise or investors and analysts outside a company), the financial implications of managerial decision making in previous accounting periods; based on International Financial Reporting Standards (IFRS) the most widely used accounting standards worldwide, mandatory in the European Union.

Management Accounting: concepts of costs, margins and profits. A cost is a construction whose assumptions and limits must be understood; critical insight into the work of management controllers, putting into perspective certain misconceptions which often result in inappropriate decisions.

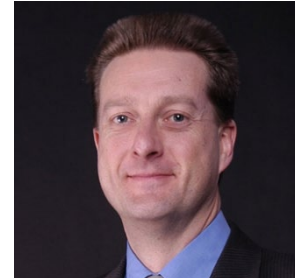
**Content:** Foundation course in financial accounting & reporting teaching basics of accounting techniques; different elements of financial statements will be examined in terms of content, presentation and analysis. Produced to calculate costs, margins and profits; optional and internal accounting, accounting and management; valuation of certain elements in the balance sheet, the income statement, managerial decisions in relation to conservation, subcontracting, discontinuation of activities, maximization under constraint, pricing, capacity management, questioning cost calculation; how resources are consumed by a cost object; integrating cost concepts in (strategic) thinking, facilitating their dialog with management accountants.

**Lecturer:** Univ.-Prof. Dr. Christopher Hossfeld & Univ.-Prof. Emmanuel Zilberberg, ESCP Business School/ France

Univ.-Prof. Hossfeld's research focuses on corporate finance, financial accounting, balance sheet analysis, consolidated financial statements, international accounting and accounting harmonisation. He is Director of the Master's programme "Business Performance and Management" at ESCP Business School in Paris.

Univ.-Prof. Zilberberg is Professor of Management Accounting and also teaches at ESCP Business School. His research interests include Management Accounting and Pricing, Education Sciences and Technology-Enhanced Interactions in Class.

**Dates: 21 to 24 June 2023, Wednesday-Saturday, 9.00am-6.00pm**



## Module 4: Marketing & Management

### M4-2 Retailing and Logistics

**Qualification Objectives:** Understanding of retail strategies and logistics strategies. Not primarily aimed at future retail managers but at executives in other industries who need to be aware of retail strategies in order to optimize their offer to the retail sector.

**Content:** Overview of the key concepts about retailing; major developments in retailing, multi-, cross-, and omnichannel retailing; retail marketing, retail branding, retail marketing mix and category management; logistics strategies, consumer goods sector; internationalization strategies of retailers; focus on consumer behavior and the future of retailing.



**Lecturer:** Univ.-Prof. Dr. Bastian Popp, Chair of Retail Management Saarland University/ Germany

Univ.-Prof. Dr. Bastian Popp is Professor of Business Administration, in particular Retail Management and Director of the Institute of Retailing & International Marketing (H.I.M.A.) and the European Institute for Advanced Behavioural Management at Saarland University. His research focuses on E-commerce and Innovative Media, Value Co-Creation and Price Management as well as Brand Management and Customer Loyalty, Service and Quality Management and Merchandising, Licensing and Retailing in Sports.

**Dates:** Estimated March 2024, Wednesday-Saturday, 9.00am-6.00pm

## Module 5: Operations Basics

### Kurs M5-1 Service Management

**Qualification Objectives:** Conveying an understanding of services and service, as well as teaching the ability to apply key concepts and tools in service management.

**Content:** Focus on the challenges of managing services and delivering quality service to customers; introduction of key concepts and tools of service management; rethinking how companies should manage their services in building their competitive strength and profitability; equally applicable to traditional service companies, valuable for any kind of organization that is open to take on a service perspective on their business and core competences.

**Lecturer:** Univ.- Prof. Dr. Herbert Woratschek, University of Bayreuth/ Germany

Univ.-Prof. Dr. Guido Schafmeister, Media Management, esp. sports and event management Macromedia University of Applied Sciences for Media and Communication, Munich/ Germany



Univ.-Prof. Dr. Herbert Woratschek is Director of the Chair of Marketing and Service Management at the Faculty of Law and Economics and Head of the MBA Sport Management programme in Bayreuth. In addition to teaching at the University of Bayreuth, he works internationally as a visiting professor in New Zealand, Australia and Norway. His research interests include quality management, value co-creation and price management.

Univ.-Prof. Dr. Guido Schafmeister was Professor of Media Management, Sports and Event Management and Managing Director of the Working Group on Sports Economics. His focus is on Sport, Media and Business Administration.

**Dates: Estimated December, 2023 Wednesday and Thursday, 9.00am-6.00pm**

### **Kurs M5-2 Data Analysis**

**Qualification Objectives:** Understanding of the probabilistic foundations of hypothesis testing and inference; selecting appropriate statistical techniques according to the research question addressed; describing the concepts of presented statistical techniques, scopes, objectives and underlying assumptions; reading, interpreting, and communicating the statistical findings; mastering statistical software for multivariate data analysis.



**Content:** Focus on multivariate statistical methods used in analysing quantitative data for effective managerial decision making in fields like marketing or management. Analysis of variance, linear regression, and logistic regression (analysis of dependence), cluster analysis and exploratory/confirmatory factor analysis (analysis of interdependence). Computer sessions (including exercises/case studies) using the statistical software SPSS will help participants to appropriately apply the data analysis methods covered in the lectures to “real world” problems.

**Lecturer:** Prof. Dirk Temme, Schumpeter School of Business and Economics, University Wuppertal/ Germany

Prof. Dr. Temme holds the chair for Methods and Empirical Economic and Social Research at the University of Wuppertal. His research focuses include data collection, data analysis and Advanced Methods in Structural Equation Modelling.

**Dates: 15.02 to 18.02.2023, Wednesday-Saturday, 9.00am-6.00pm**

### **Module 6: Behavioural Management**

#### **Kurs M6-1 Consumer Behaviour**

**Qualification Objectives:** Understanding of consumer behaviour, how consumers’ decisions are influenced by emotional, cognitive and unconscious processes. Experiencing a multitude of possibilities to transfer new knowledge about consumer behaviour to real-world business problems in a European context.

**Content:** Overview of findings of consumer behaviour that are highly relevant to understand consumers’ responses to marketing strategies. Providing inspiration when dealing with topics related to consumer behaviour. Up-to-date state-of-the-art overview of research on consumer behaviour.





**Lecturer:** Univ.-Prof. Dr. Andrea Gröppel-Klein Saarland University/  
Germany

Univ.-Prof. Dr. Güliz Ger, Bilkent University/ Turkey

Univ. Prof. Andrea Gröppel-Klein has held the Chair of Business Administration, in particular Marketing, as well as Director of the Institute for Consumer and Behavioural Research at Saarland University since 2006. Since 2015, she has also been Director of the Europa Institute Section of Economics. Her research focuses include "Point of Sale Research", "Demographic Change and the Behaviour of Older Consumers" and "Advertising Impact Research".



Prof. Dr. Güliz Ger has been a professor at Bilkent University in Ankara for over 20 years. She is director of the Center for Research in Transitional Societies at the Faculty of Business Administration in addition to numerous guest professorships in Great Britain, France, China, the USA, Australia and Denmark. Prof. Ger is concerned with the socio-cultural dimensions of consumption and markets, especially in transitional societies/groups and the related issues of globalisation, modernity and social change.

**Dates: 29.03. to 01.04. 2023, Wednesday-Saturday, 9.00am-6.00pm**

## Kurs M6-2 Entrepreneurship

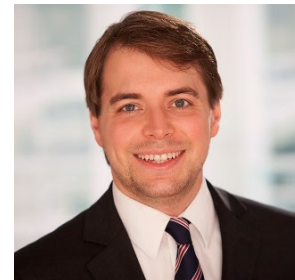
**Qualification Objectives:** Understanding of what an entrepreneur is, what his/ her benefits, risks, and responsibilities are; what a good opportunity is, what kinds of opportunity sources there are; the mechanics of entrepreneurial process; the process of initiating product and service development; technology driven entrepreneurship; available resources for start up and growth; organizational approaches towards global growth.

**Content:** Based on an understanding of strategic areas of business and applies the tools and analytical techniques of these areas to the new venture creation process in a domestic and international setting. Prepares participants very well for pursuing careers as owner/managers. Offers a generic examination of the general principles of entrepreneurship and entrepreneurial activity.

**Lecturer:** Jun.-Prof. Dr. Benedikt Schnellbacher, Saarland University, Chair of Digital Transformation and Start-Ups Prof. Dr. Sven Heidenreich, Saarland University, Chair of Technology and Innovations Management Dr. Joachim Behrendt Business Angel, independent management consultant and owner of two consulting companies

Dr. Benedikt Schnellbacher is Junior Professor for Digital Transformation and Entrepreneurship at Saarland University. His research interests include sustainable start-ups, digital start-ups, Entrepreneurial behaviour and Business Model Development.

Prof. Dr. Sven Heidenreich has held the Chair of Business Administration, in particular Technology and Innovation Management at Saarland University since 2017. His research interests include technology and innovation management as well as entrepreneurship and addressed questions



around consumer resistance to innovation, co-creation of technology-based services, innovation networks, business model innovation, innovative work behaviour or entrepreneurial behaviour.

In addition to his entrepreneurial activities, Dr Behrendt has also worked as a part-time lecturer in London and as an assistant professor in Istanbul and was awarded the Business Angel of the Year in Turkey in 2015.

**Dates: 22.03. to 25.03.2023, Wednesday-Saturday, 9.00am-6.00pm**

### **Kurs M6-3 Leadership and Human Resource Management**

**Qualification Objectives:** Understanding of strategic dimensions of leadership and Human Resource Management in times of disruptive change; foundations of professional HRM on a strategic level; how leadership/ HRM function contribute to optimizing human capital and creating added value for organisations; insight into recent research on leadership and HRM and behavior-related and measurement-related perspectives in HRM; finding solutions for highly recurrent challenges in leadership.



**Content:** Focus on the basic and advanced aspects of modern leadership and HRM; current challenges, classification along a professionalization framework for HRM; organization of HRM, Darwiportunism, ethics, organizational culture, leadership, HRM in global context; specific challenges of leadership in times of digitalization; monetary measurement of human capital.

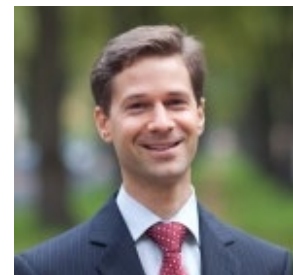
**Lecturer:** Univ.-Prof. em. Dr. Torsten Kühlmann, Chair of Human Resource Management University of Bayreuth

Univ.-Prof. em. Dr. Torsten Kühlmann was a professor at the University of Bayreuth for 30 years and held the Chair of Human Resource Management. His research interests included expatriate management, international human resource management, corruption between organisations, cross-border networks, migration and knowledge management. Prof. Kühlmann is Chairman of the Board of the Institute of International Communication Bayreuth and a member of the Executive Board of the Foundation of International Management in Bayreuth.

**Dates: Estimated February 2024, Wednesday-Saturday, 9.00am-6.00pm**

### **Kurs M6-4 Cross-Cultural Management**

**Qualification Objectives:** Major theories of cross-cultural management, initial cultural diagnosis of a cross-cultural project; connect theoretical insights into current cross-cultural challenges to daily practice.



**Content:** Cultural influences on human resource management, communication and collaboration in international contexts; connects classical perspectives on culture and diversity to recent views on cultural dynamics and intercultural collaboration; reflect on the multi-layered character of culture, the ways cultural practices work out in daily organizational life in a globalised world. Basic knowledge of models of cross-cultural communication, cultural theory; understanding of

the way culture influences the collaboration in multicultural teams or organizations; cultural negotiation, intercultural competence, diversity management.

**Lecturer:** Prof. Dr. Robert Münscher, Work Area: Human Resource Management, Organization & Business Ethics University of Worms

Prof. Dr. Münscher is Professor of Human Resources, Organisation and Business Ethics at Worms University of Applied Sciences, has been giving management training and leading consultancy projects since 2002. His main areas of activity include intercultural training and coaching, analysis of relationship management processes and application of business psychology findings in management.

**Dates: Estimated January 2024**

**3 days only! 1+2 !**

## Academic Year 2022-23 (Subject to modifications)

- Module 1 Management Basics**
- Strategic Management
  - Corporate Sustainability and Social Responsibility
  - Soft Skills

- Module 2 European Basics**
- European Institutions
  - European Regulations

- Module 3 Financial Management**
- Economics and Finance
  - Learning Business by Doing Business

- Module 4 Marketing and Management**
- Marketing and Management in Foreign Countries
  - Retailing and Logistics

- Module 5 Operations Management**
- Service Management
  - Data Analysis

- Module 6 Behavioural Management**
- Consumer Behaviour
  - Entrepreneurship
  - Leadership and Human Resource Management
  - Cross-Cultural Management

**Master Thesis**

**MBA “Master of Business Administration“**

(update: 16/02/2023)