



# MBA European Management

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

**Univ.-Prof. Dr. Bastian Popp**

Academic Director

**Julia Senni**

Programme Manager

# 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.

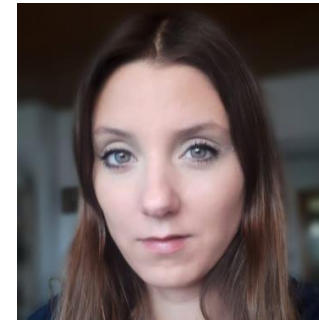


# Team EIABM



**Univ.-Prof. Dr. Bastian Popp**  
*Academic Director*

Institut für Handel &  
internationales Marketing /  
Chair of Retail Management



**Julia Senni, M.A.**  
*Programme Manager*



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

Institut für Konsum- und  
Verhaltensforschung /  
Chair of Marketing



**Claudia Jamhour**  
*Office*



# 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

All courses can also be booked individually as  
certified advanced education courses !

## 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 Lecturers (selected)



**Prof. Luisa Andreu**  
University of Valencia



**Univ.-Prof. Dr. Güliz Ger**  
Bilkent University



**Dr. Emmanuel Zilberberg**  
ESCP Europe Business School



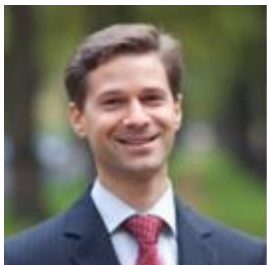
**Prof. Dr. Jan  
Wenzelburger**  
TU Kaiserslautern



**Prof. JUDr. Daniela Heid,  
Ph.D.**  
University of Siegen



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



**Prof. Dr. Robert  
Münscher**  
HS-Worms



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



**Univ.-Prof. Dr. Dirk  
Temme**  
University of Wuppertal



# International Weeks

## 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

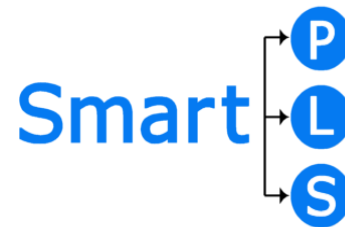
## Partner universities and countries hosting international weeks:

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



# Flexible Teaching Methods

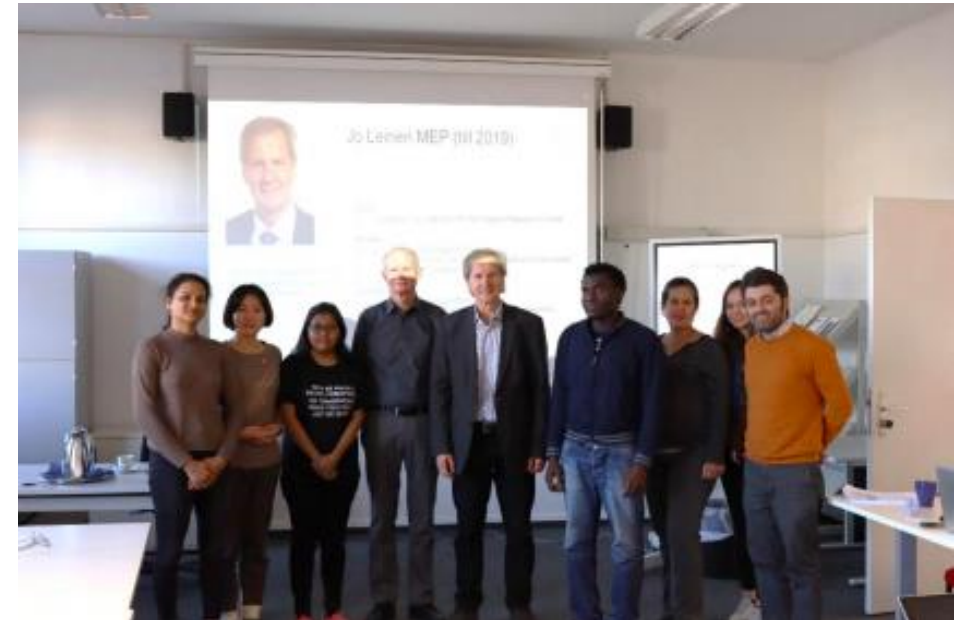
- State-of-the-art teaching methods
- Face-to-face classes as the standard is supplemented by distance learning (if appropriate or necessary)
- Provision and use of leading software



# More than "just" Academic Courses...

Zweitlogo  
hier platzieren

- 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



# Fieldtrips and Excursions

MBA students go on interesting excursions such as :

- Brussels, two day trip including visits of the European Commission and the European Parliament
- Strasbourg
- Luxembourg



Quelle: <https://pixabay.com/de/photos/br%C3%BCssel-europa-flagge-fahne-4056171/>



# Study Enviroment

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:
  - First university degree
  - At least 1 year of post-graduate professional experience
  - Language proof TOEFL or IELTS
  - 2 Letters of Recommendation
  - GMAT (Graduate Management Admission Test)
  - Motivation !
- Study fees:
  - Full-time study € 12,000
  - Part-time study € 14,500



# Funding, Awards and Scholarships

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



fielmann



accenture



Deutsche Bank



# 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



# Certificates

- ✓ All MBA courses can also be booked individually as certificate courses!
- ✓ The latest findings from university research now also for non-students and without long-term commitment!
- ✓ The courses in English language take place from Wednesday to Saturday from 9.00am-6.00pm on the Saarbrücken campus.
- ✓ The course fee for each course is 849€



# MBA EUROPEAN MANAGEMENT:

## Your step to the future!



Apply now at  
[www.eiabm.de](http://www.eiabm.de)

**European Institute for  
Advanced Behavioural Management - EIABM**  
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