


Department of Economics at Saarland University

FUNDAMENTALS OF MANAGEMENT AS CERTIFIED INDIVIDUAL COURSES

The latest findings from university research now also available **without** a degree and **without** a long-term commitment!



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

MBA PROGRAMME

The oldest MBA programme in Germany, the MBA "European Management" of the European Institute for Advanced Behavioural Management (EIABM) opens the courses of the existing programme as certified single events. This 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 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 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.

Where?

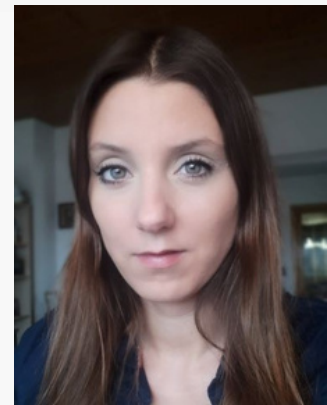
The 4-day courses usually take place in presence from Wednesday to Saturday as a blocked course daily from 9.00 to 17.00h on the premises of the EIABM on the Saarbrücken campus.

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!



Your Contact Person:

Julia Senni, M.A.

Programme Manager

Phone: +49 (0) 681 / 302 – 2553

Email: 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>

M1-1 Strategic Management

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

Content: The course gives an overview of the key elements of strategic management. It provides students with an introduction to strategy for managers in all kinds of organisations, from start-ups to multinationals, from charities to government agencies. The course introduces key concepts and tools of strategic management. It especially explores topics such as industry and sector analyses, resources and capabilities, business strategies and models, corporate strategies and diversification, competitive strategies, internationalisation, mergers, acquisitions and alliances and strategy evaluation. The contents will be applied in case studies and tutorials.



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 for November, annually, Wednesday - Saturday, 9.00am-6.00pm

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 and the implications for the corporate world. Following a general introduction to the concepts of sustainability, global change and planetary boundaries, the lecture discusses how the role of businesses has changed in the last few decades. The focus on shareholder maximization is no longer sufficient, a broader set of stakeholder expectations have to be managed. The lecture will then explain the business case for sustainability. Finally, a few spotlights will be given on how corporate sustainability can be realized, e.g. by carbon footprinting, sustainability reporting, by implementing respective management systems or the shift towards circularity.



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 for January, annually, Wednesday - Saturday, 9.00am-6.00pm

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 for November, annually, Wednesday - Saturday, 9.00am-6.00pm

M2-1 European Institutions

Qualification Objectives: Students obtain a broad insight into policy making of the European Union. That includes historical development, treaties, institutions, decision making, EU member states, integration theories, selected policies (market building and market correcting) and foreign and security policy. They learn how legal norms and political procedures influence doing business in an international and especially European context.

Content: Policy making in the European Union differs distinctly from political processes in nation states. Students learn the peculiarity of new modes of governance which have been developed in the European Union. As the process of integration is an incremental development emphasis is put on historical aspects. As the European Union has developed step by step the same holds true for relevant norms and values which were laid down in successive treaties.

Another focus of the course is decision making in the European Union. It becomes evident which actors are relevant. As policy making differs from policy to policy the course will discuss some examples of policies which can be classified either as market building (e.g. Internal Market) or market correcting ones (e.g. Cohesion Policy). The course includes two guest presentations, group discussions, two simulations and a written examination.

Lecturer: Dr. Julian Böcker received his PhD in political science from the University of Duisburg-Essen in 2011 and subsequently completed an MBA in Leadership & Logistics in Hamburg. Dr. Böcker used to work for several years at the European Parliament as consultant for agricultural policy and Senior Policy Advisor. He is currently Head of Public Affairs at EDEKA Zentrale AG & Co. KG.



Dates: Estimated for Oktober, annually, Wednesday - Saturday, 9.00am-6.00pm

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: The course introduces the legal framework of the EU in general, the toolbox of legal acts of the EU and the legal provision concerning economic activities in the EU-internal market. The operating approach is a mix of stand-up teaching for the more technical and theoretical subjects, and a series of case studies on topics which are particularly relevant to the business community: the basic legal principles of cooperation and harmonization in the EU, 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: Prof. JUDr. Daniela Heid, Ph.D.,
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: Estimated for March, annually, Wednesday - Saturday, 9.00am-6.00pm

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 frame-work 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 for December, annually, Wednesday - Saturday, 9.00am-6.00pm

M3-2 Learning Business by Doing Business

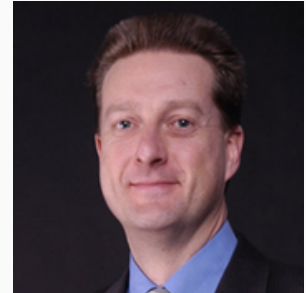
Qualification Objectives: Financial Accounting: understanding of the financial information necessary to make decisions (for managers within an enterprise or investors and analysts outside a company), the financial implications of managerial decision making in previous accounting periods; based on International 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.

Module 3: Financial Management



Content: Designed for participants without any background in Financial Accounting. It is a foundation course in financial accounting & reporting teaching basics of accounting techniques. The different elements of financial statements will be examined in terms of content, presentation and analysis. The Management Accounting part relies on financial accounting by reorganizing the information produced to calculate costs, margins and profits. These calculations do not only concern the products and/or services provided by the company, but can relate to a function, an entity, a process, etc. This optional and internal accounting offers a double dimension, accounting and management. It contributes to the valuation of certain elements in the balance sheet and the income statement and it also allows managerial decisions in relation to conservation, subcontracting, discontinuation of activities, maximization under constraint, pricing, capacity management, etc. The course is not oriented towards calculation. It aims at developing critical thinking by questioning any cost calculation which always represents an opinion about how resources are consumed by a cost object. It wants to help participants to integrate cost concepts in their (strategic) thinking and facilitate 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: Estimated for June, annually, Wednesday - Saturday, 9.00am-6.00pm

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: The course provides a comprehensive overview of fundamental concepts in retailing. The course starts with an introduction to major developments in retailing. Especially multi-, cross-, and omni-channel retailing are discussed comprehensively. Key aspects of retail strategies, including market strategies, internationalization as well as retail marketing, including retail branding, the retail marketing mix, and category management, are covered. The course provides relevant insights into recent trends in retail management and e-commerce, as well as new business models in retailing, including direct-to-consumer strategies and social commerce. Key elements of supply chain management, logistics, and fulfillment are introduced and deepened in relation to brick-and-mortar, online, and omni-channel environments. Finally, selected technological developments (e.g., voice commerce) and sustainability in retail are part of the lecture and corresponding case studies.



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 for April, annually, Wednesday - Saturday, 9.00am-6.00pm

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. It introduces key concepts and tools of service management. Moreover, the course will challenge participants to rethink how companies should manage their services in building their competitive strength and profitability. The course is equally applicable to traditional service companies, i.e. for-profit organizations (e.g.: banks, transportation companies, hotels, educational institutions, professional services, telecommunication, tourism etc.) as well as public/non-profit organizations (e.g.: hospitals, NGOs, schools, public agencies, theatres, museums, etc.). Moreover, the ideas presented in the course are 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, Chair in Marketing & Service Management, University of Bayreuth/ 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.

Dates: Estimated for December (Part I), annually, Wednesday - Thursday, 9.00am-6.00pm and March (Part II), annually, Wednesday - Thursday, 9.00am-6.00pm

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 various multivariate statistical methods used in analysing quantitative data for effective managerial decision making in fields like marketing or management. At the beginning, participants will be introduced to the basics of hypothesis formulation and testing. Next, the lectures cover techniques for multivariate dependence and interdependence analysis. Topics include analysis of variance and linear regression (analysis of dependence) as well as exploratory and 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: Estimated for March, annually, Wednesday - Saturday, 9.00am-6.00pm

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: The aim of this course is to give an overview of findings of consumer behaviour that are highly relevant to understand consumers' responses to Marketing strategies. The course intends to provide inspiration to MBA students when dealing with topics related to consumer behaviour. Also, it intends to give an up-to-date state-of-the-art overview of research on consumer behaviour to students.

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: Estimated for April, annually, Tuesday until Saturday, 9.00am-6.00pm

M6-2-Entrepreneurship

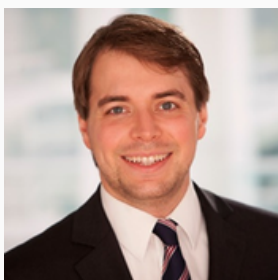
Qualification Objectives: Understanding of what an entrepreneur is, what his/ her benefits, risks, and responsibilities are; what a good opportunity is, what kinds of opportunity sources there are; the mechanics of entrepreneurial process; the process of initiating product and service development; technology 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 Schnellbächer, Saarland University, Chair of Digital Transformation and Start-Ups Prof. Dr. Sven Heidenreich, Saarland University, Chair of Technology and Innovations Management .

Jun.-Prof. Dr. Benedikt Schnellbächer 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.



Dates: Estimated for March, annually, Wednesday until Saturday, 9.00am-6.00pm

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 behaviour-related and measurement-related perspectives in HRM; finding solutions for highly recurrent challenges in leadership.



Content: This module looks at major theories of work motivation and leadership and analyzes how different cultural backgrounds of leaders and followers have an impact on leadership effectiveness. The students will acquire knowledge about both the general impact of culture on leadership and national cultures of specific regions of the world. Based on this, the module presents and discusses different strategies to handle a culturally diverse workforce. The methods used in this module include lecture, class discussion, case analysis, and experiential exercises. Students are expected to be active participants in the learning experience.

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

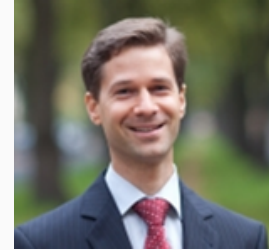
Univ.-Prof. em. Dr. Torsten Kühlmann was a professor at the University of Bayreuth for 30 years and held the Chair of Human Resource Management. His research interests included expatriate management, international human resource management, corruption between organisations, cross-border networks, migration 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 for February, annually, Tuesday until Saturday, 9.00am-6.00pm

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: Students learn about cultural influences on human resource management, communication and collaboration in international contexts. The course connects classical perspectives on culture and diversity to recent views on cultural dynamics and intercultural collaboration. Students learn to reflect on the multi-layered character of culture (societal, organizational, and professional) and the ways cultural practices work out in daily organizational life in a globalised world. The course provides students with a basic knowledge of models of cross-cultural communication and cultural theory. Participants will further get an understanding of the way culture influences the collaboration in multicultural teams or organizations. Furthermore, themes such as cultural negotiation, intercultural competence and diversity management will be addressed.



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 for January, annually, 3 days only! 1+2 !

Europa-Institut,

EUROPA INSTITUT SEKTION
WIRTSCHAFTSWISSENSCHAFT
EUROPEAN INSTITUTE FOR
ADVANCED BEHAVIOURAL MANAGEMENT



UNIVERSITÄT
DES
SAARLANDES

Sektion Wirtschaftswissenschaft der Universität
des Saarlandes



**Fundamentals of management as
certified individual courses**



www.eiabm.de

