EUROPA INSTITUT SEKTION
WIRTSCHAFTSWISSENSCHAFT

EUROPEAN INSTITUTE FOR
ADVANCED BEHAVIOURAL MANAGEMENT

UNIVERSITÄT
DES
SAARLANDES

Certified Courses for Continuing Education and Professional Development

Certified Single Courses from the MBA European Management and the MBA Entrepreneurship & Innovation

WELCOME

Certified Single Courses at the European Institute for Advanced Behavioural Management, Saarland University

Contact:
Julia Senni, M.A.
Programme Manager
Saarland University
European Institute for
Advanced Behavioural Management
Campus, Building A5.4
66123 Saarbrücken
+49 681 302-2553
eiabm@uni-saarland.de
www.mba.uni-saarland.de

Continuing Education and Professional Development Based On the Academic Foundation of the MBA European Management and the MBA Entrepreneurship & Innovation

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 up to 19 academic, accredited and internationally recognised 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 enrol 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 range of courses from a total of up to 19 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.

CONTENTS

Certified single courses 05

M1-1
Strategic Management 06

M1-2
Corporate Sustainability and Social Responsibility 07

M1-3
Soft Skills 08

M2-1
European Institutions 09

M2-2
European Regulations 10

M3-1
Economics and Finance 11

M3-2
Learning Business by Doing Business 11

M4-1
Marketing of Innovations 13

M4-2
Retailing and Logistics 15

M4-2
Prototyping and Agile Project Management 16

M5-1
Service Management 18

M5-1
Business Model Development 19

M5-2
Data Analysis 20

M5-2
Data Analytics Project 21

M6-1 / M4-2
Consumer Behaviour 22

M6-2
Entrepreneurship 23

M6-3
Leadership and Human Resource Management 25

M6-4
Cross-Cultural Management 26

M6-4
Entrepreneurial Management 27

Contact us 29

Certified Single Courses

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

How?
For registration, please simply get in touch with us, and we will provide you with further information on the registration. We look forward to receiving your message, email or call, online or at our office on campus.

Where?
The **4-day** courses usually take place in person from Wednesday to Saturday as blocked courses daily from **9.00 am to 6.00 pm** 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 recognised certificate from Saarland University.

Costs:
The course fee for each course is **849 €**.
All courses meet the requirements for claiming educational leave.

Information for Companies and Other Organisations

If your organisation is interested in integrating one or more of our courses into your employee training or leadership development programmes, we invite you to contact us to discuss tailored options. Together, we can identify the most suitable certified single courses for your specific development goals and design training formats that fit your timetable and corporate learning strategy.

More information and contact:
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. The course provides 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 startups to multinationals, from charities to government agencies.

Content:

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.

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

Professor Dr.
Bastian Popp
Saarland University

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 maximisation 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 realised, e.g. by carbon footprinting, sustainability reporting, by implementing respective management systems or the shift towards circularity.

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

Professor Dr. Dr.-Ing. Christian Berg
Visiting Professor, Honorary Professor and Industry Expert

M1-3 Soft Skills

Qualification Objectives:

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

Content:

Participants will practice their intercultural and presentation skills to successfully do business in an international context. The course content will, in parts, be presented to the participants by the lecturer. Group work, panel discussions, role plays as well as seminar dialog are among the formats used to explore the different topics. Day 4 of the course will be dedicated to the participants giving a business presentation. Working on case studies will enable the participants to practice the newly acquired knowledge and put their soft skills in business to the test.

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

Dr. Scheinert
Certified Educator and
Technical Translator

M2-1 European Institutions

Qualification Objectives:

Students obtain a broad insight into policy making of the European Union including 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, the course also emphasises 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.

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

Dr. Julian Böcker
Head of Public Affairs at
EDEKA Zentrale AG & Co. KG

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 recognising 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 harmonisation 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.

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

Professor JUDr.
Daniela Heid
Federal University of Applied
Administrative Sciences

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:

Analysing real and monetary economics, the course builds 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.

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

Professor Dr.
Jan Wenzelburger
Technical University of
Kaiserslautern-Landau

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:

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 reorganising 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, maximisation 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 work as or with management accountants.

Assistant Professor
Emmanuel Zilberberg
ESCP Business School Paris

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

Associate Professor
Christopher Hossfeld
ESCP Business School Paris

M4-1 Marketing of Innovations

Qualification Objectives:

At the end of the course Marketing of Innovations, participants will gain the skills to utilise innovation marketing techniques for decision-making in uncertain entrepreneurial settings. The course covers decision-making strategies, frameworks, and practical examples to deepen understanding of innovation marketing's importance, requirements, and methods. Various decision-making strategies and frameworks from research and practice are presented in this context and illustrated with a multitude of concrete examples and applications. The aim of the course is to provide participants with an in-depth understanding of the relevance, requirements, structures, and methods of innovation marketing. The specific competencies that students will acquire include: (1) the ability to use various market research techniques to market radical innovations, (2) knowledge of creativity techniques to bring new products and services to market, (3) the application of various methods to promote branding for innovations, (4) the ability to make diagnoses regarding the planning process and the time horizon for the launch of new products to derive concrete measures.

Content:

During the course Marketing of Innovations participants will gain in-depth insights into marketing high-tech innovations, covering terminology, strategies, and the process-oriented approach to innovation marketing.
It addresses positioning, opportunity identification, project conception and implementation, product sustainability, and organisational capabilities. Key success factors and customisation of innovation marketing strategies are also discussed. The marketing of innovations takes place in an environment characterised by uncertainty, thus requiring quick decision-making processes with incomplete information. Furthermore, high-technology companies operate in an environment where product innovations quickly become obsolete and market conditions are uncertain.

Therefore, innovations are introduced into the markets at short intervals, making good communication between marketing and the R&D Department crucial. To master these challenges, it is important that different, innovation-promoting skills and processes are present in the company. Marketing managers must therefore be able to track market trends, evaluate future technologies, harmonise distribution channels, develop pricing strategies, and successfully implement marketing campaigns. In the lecture "Marketing of Innovations," detailed knowledge in the field of marketing high-tech products and innovations is imparted. Initially, terms, subject matter, and tasks of innovation marketing are discussed, and a process-oriented view is adopted. Fundamental questions of positioning and the identification of specific opportunities for innovation marketing are also addressed. Furthermore, students are introduced to the conception and implementation of new product development projects, the perpetuation of the resulting products, and the necessary organisational skills. Finally, success factors and starting points for a company-specific design of innovation marketing are discussed.

Dates: Estimated for November, annually, 3 days only! 9.00 am - 6.00 pm

Professor Dr.
Sven Heidenreich
Saarland University

M4-2 Retailing and Logistics

Qualification Objectives:

The course intends to provide a comprehensive understanding of retail strategies and logistics strategies. It is not primarily aimed at future retail managers but at executives in other industries, in particular in the consumer goods industry, who need to be aware of retail strategies in order to optimise 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, internationalisation 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.

Dates: Estimated for April, annually, Wednesday - Friday, 9.00 am - 6.00 pm

Professor Dr.
Bastian Popp
Saarland University

M4-2 Prototyping and Agile Project Management

Qualification Objectives:

The course Prototyping and Agile Project Management intends to provide a comprehensive understanding of key competencies including the selection and application of decision-making strategies for new product development, an understanding of new product technologies and their contexts,
the use of agile project management for prototyping, and the application of design thinking in product realisation.
These skills aim to provide a holistic approach to innovative product development.
The specific competencies that students are expected to acquire in the process include:

- The ability to consciously choose, evaluate, and apply different decision-making strategies in the development of new products,
- An understanding of the relevance, characteristics, as well as application context of new product development technologies,
- The application of agile project management techniques to prototype development,
- The use of design thinking for product realisation.

Content:

The course Prototyping and Agile Project Management gives a broad overview of the key concepts in product development, utilising agile project management approaches, such as Scrum and design thinking. The course starts off with an introduction into the main concepts of Scrum and design thinking.

Building on this basic understanding a product development project is developed over the course of the lecture, characterised by iterative product development loops with features such as velocity planning, daily Scrum, review and retrospective.

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

Professor Dr.
Benedikt Schnellbächer
Saarland University

M5-1 Service Management

Qualification Objectives:

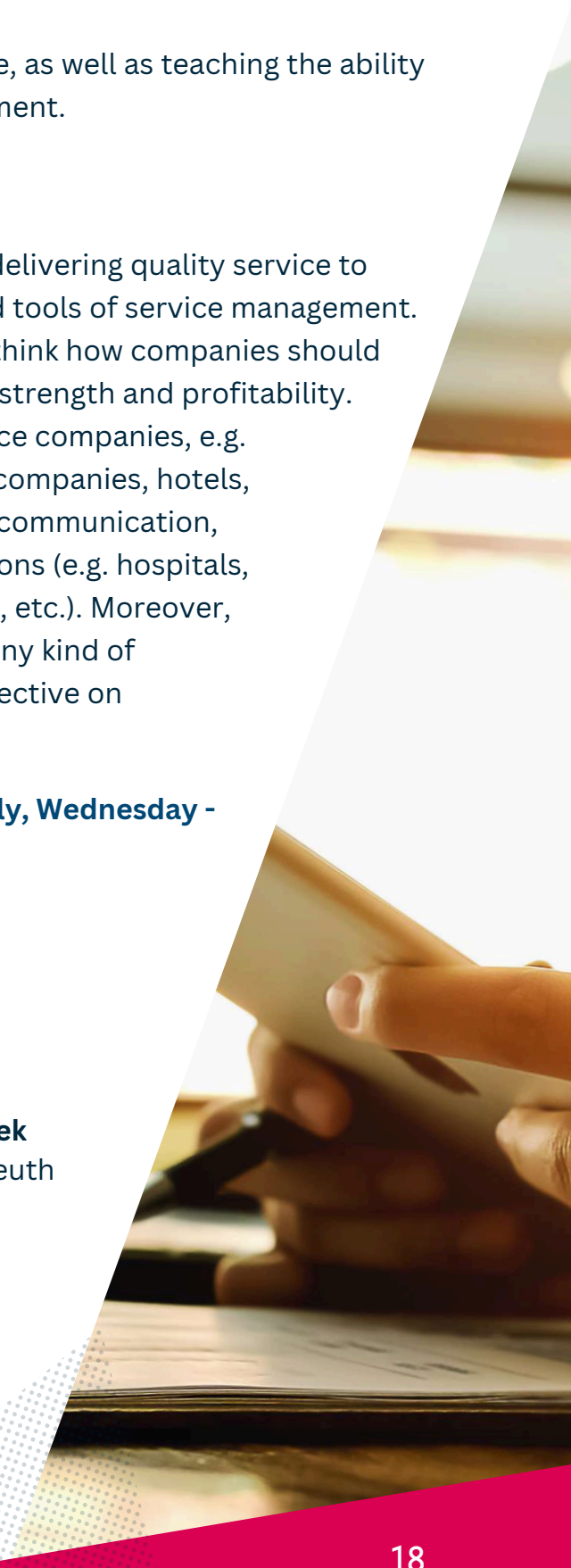
Conveying an understanding of services and service, as well as teaching the ability to apply key concepts and tools in service management.

Content:

Focus on the challenges of managing services and delivering quality service to customers, the course introduces key concepts and tools of service management. Moreover, the course challenges 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, e.g. for-profit organisations (e.g. banks, transportation companies, hotels, educational institutions, professional services, telecommunication, tourism etc.) as well as public/non-profit organisations (e.g. hospitals, NGOs, schools, public agencies, theatres, museums, etc.). Moreover, the ideas presented in the course are valuable for any kind of organisation that is open to take on a service perspective on their business and core competences.

Dates: Estimated for December and March, annually, Wednesday - Thursday, 9.00 am - 6.00 pm

Professor Dr.
Herbert Woratschek
University of Bayreuth



M5-1 Business Model Development

Qualification Objectives:

In recent years, we have witnessed a major evolution in societies from being predominantly manufacturing-based to being predominantly service-based. Services have become critical for competitive advantage in all kinds of organisations, industries and branches. Recent publications in business and management increasingly focus on service as the main reason of economic exchange and therefore promote the view that at their core "all businesses are service businesses". Key objectives of the course Business Model Development include equipping participants with an understanding of business models, including their definition and components. It covers the exploration of business model dimensions, the innovation process for business models, and introduces both traditional and modern techniques for developing business models in the digital era, such as the Business Model Canvas and strategic network analysis. Key objectives of the course Business Model Development include ...

- Understanding business models: definition and delimitation of business models
- Exploring business model dimensions and elements
- Learning about the process model for innovating business models
- Becoming familiar with traditional and new techniques to develop business models in the digital age (e.g. Business Model Canvas, strategic network analysis)

Content:

The business model concept is one of the most profound additions in the strategy literature in the last decades, which affects academics and practitioners alike. While the more traditional operationalisations of the concept, such as the Business Model Canvas, are an established part of business school curricula, newer considerations about the utilisation of business models in the digital realm are still up to debate and are continuously further scrutinised by academia and tested in practice.

The course provides an overview about the concepts and provides the students with the opportunity to apply the techniques to different cases.

Dates: Estimated for February, annually, Wednesday - Friday, 9.00 am - 6.00 pm

Professor Dr.
Benedikt Schnellbächer
Saarland University

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.

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

Professor Dr.
Dirk Temme
University of Wuppertal

M5-2 Data Analytics Project

Qualification Objectives:

The course Data Analytics Project teaches participants to collect and preprocess data, addressing issues like missing values and outliers. The curriculum includes applying statistical methods for data analysis, such as hypothesis testing and regression analysis, to draw meaningful conclusions and make predictions. Participants will also gain domain-specific knowledge to contextualise their analysis and improve its relevance. Additionally, the course covers essential project and time management skills, teaching learners how to efficiently plan, manage, and execute data analytics projects, ensuring successful outcomes.

Content:

The course provides students with the opportunity to work on a data analytics project, academically accompanied by a researcher in the relevant research area. Each project is individual and coordinated with the researcher in question. The project is analysed with an appropriate methodical approach (e.g. SEM, Experiment, etc.) depending on the specific project goal. The project requires independent thinking and work to accomplish.

Dates: Estimated for November / February, annually, 2 days only (1+1), 9.00 am - 6.00 pm

Professor Dr.
Benedikt Schnellbächer
Saarland University

Professor Dr.
Sven Heidenreich
Saarland University

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.

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

Professor Dr.
Andrea Gröppel-Klein
Saarland University

Professor
Güliz Ger
Bilkent University

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; organisational approaches towards global growth.

Content:

The role of entrepreneurship in an economic unit has been well documented and is of interest not only to business people and politicians but also to students – the future entrepreneurs. Creating and growing a new venture inside or outside a corporation is a task that few individuals are able to accomplish, even though many profess the desire. This course is 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. The entrepreneurship module has been designed in a way that prepares participants very well for pursuing careers as owner/managers. It also offers a generic examination of the general principles of entrepreneurship and entrepreneurial activity. Adopting this unit does not confine participants to the limitations of small business and its related activities. It supports the full development of entrepreneurial skills and sensitivities for use in existing organisations, to facilitate the management of change and/or the achievement or organisational goals.

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

Professor Dr.
Benedikt Schnellbächer
Saarland University

Professor Dr.
Sven Heidenreich
Saarland University

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 optimising 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 analyses how different cultural backgrounds of leaders and followers have an impact on leadership effectiveness. 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.

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

Professor em. Dr.
Torsten Kühlmann
University of Bayreuth

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, organisational, and professional) and the ways cultural practices work out in daily organisational 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 organisations. Furthermore, themes such as cultural negotiation, intercultural competence and diversity management will be addressed.

Dates: Estimated for January and May, annually, 3 days only! (1+2) 9.00 am - 6.00 pm

Professor Dr.
Robert Münscher
Worms University of
Applied Sciences

M6-4 Entrepreneurial Management

Qualification Objectives:

As a result of the course, students will be able to implement entrepreneurial thinking and action within and outside an established organisational structure. The overarching goal of the course is to provide students with a deep understanding of the relevance, requirements, structures, and methods of Corporate Entrepreneurship. To this end, students will be introduced to suitable approaches and management techniques along the five management functions of planning, organisation, staffing, leading, and controlling, to identify entrepreneurial opportunities and successfully implement them within an organisation.

Content:

In the course Entrepreneurial Management, participants learn behavioural skills for corporate entrepreneurs in different situations and methods for enforcing change processes in organisations. Both module elements consist of a theoretical and a practical part (team project, case studies). Furthermore, the module deals with definitions and basic approaches to human capital management. Strong emphasis is put on explanations about the differences between national and international human resource management. Case studies and discussions about the role of human resource management in multinational companies as well as cultural influences on human resource management are part of the module too. In times of stagnant markets and global competitive pressure, it becomes increasingly important for established companies to implement entrepreneurial thinking and action within and outside their organisational structure. Against this backdrop, the event aims to demonstrate the importance of Corporate Entrepreneurship for the long-term viability of established companies. Corporate Entrepreneurship encompasses all entrepreneurial activities of established companies at an individual or organisational level, with the goal of identifying innovative ideas and implementing them within the existing organisational structures.

Along the five management functions of planning, organisation, staffing, leading, and controlling, approaches for entrepreneurial activities within established organisational structures are presented to achieve an innovative, proactive, and flexible orientation of the company.

Content Overview:

- Fundamentals of Entrepreneurial Management
- Management Functions in Corporate Entrepreneurship
- Change Management within Corporate Entrepreneurship
- Corporate Entrepreneurship in National Contexts
- Approaches to Measuring Corporate Entrepreneurship
- Implementing Corporate Entrepreneurship through Cooperations

Dates: Estimated for March, annually, 3 days only! 9.00 am - 6.00 pm

Professor Dr.
Sven Heidenreich
Saarland University

CONTACT US

Contact

Julia Senni
Programme Manager
Saarland University
+49 681 302-2553
eiabm@uni-saarland.de
www.mba.uni-saarland.de

Academic directors

Professor Dr.
Bastian Popp
Institut für Handel & Internationales Marketing
Chair of Retail Management

Professor Dr.
Andrea Gröppel-Klein
Institut für Konsum– und Verhaltensforschung
Chair of Marketing

Find us on:

www.mba.uni-saarland.de

It will be a pleasure for us to answer your questions in English and German!

Find more information

EUROPA INSTITUT SEKTION
WIRTSCHAFTSWISSENSCHAFT

EUROPEAN INSTITUTE FOR
ADVANCED BEHAVIOURAL MANAGEMENT

UNIVERSITÄT
DES
SAARLANDES

Saarland University
European Institute for
Advanced Behavioural Management
Campus, Building A5.4
66123 Saarbrücken

+49 681 302-2553
eiabm@uni-saarland.de
www.mba.uni-saarland.de

Follow us:

Visit us and apply now!