



MBA European Management

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

Univ.-Prof. Dr. Bastian Popp
Academic Director

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)

EUROPA INSTITUT SEKTION
WIRTSCHAFTSWISSENSCHAFT
EUROPEAN INSTITUTE FOR
ADVANCED BEHAVIOURAL MANAGEMENT



UNIVERSITÄT
DES
SAARLANDES

- 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.





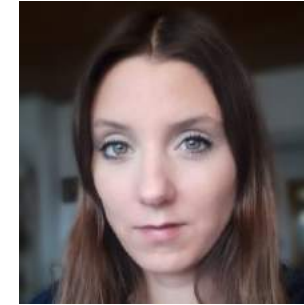
Univ.-Prof. Dr. Bastian Popp
Academic Director

Institut für Handel &
internationales Marketing /
Chair of Retail Management



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

Institut für Konsum- und
Verhaltensforschung /
Chair of Marketing



Julia Senni, M.A.
Programme Manager



Claudia Jamhour
Office



Denise Türkyilmaz
Scientific Staff

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.





✓ **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 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

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



HDR Karine Picot-Coupey
University of Rennes



Dr. Emmanuel Zilberberg
ESCP Europe Business School



Prof. Dr. Jan Wenzelburger
TU Kaiserslautern



Univ.-Prof. Dr. Volker Stein
University of Siegen



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



Dr. Dermot Breslin
University of Sheffield



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



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

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

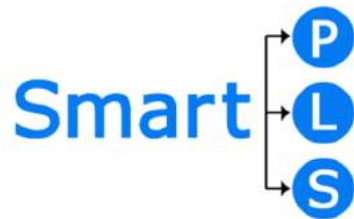


Partner universities and countries hosting international weeks:

- | | | |
|--------------------|--------------------------|---------------------|
| • 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...

- 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



Study Environment

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...



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?

EUROPA INSTITUT SEKTION
WIRTSCHAFTSWISSENSCHAFT
EUROPEAN INSTITUTE FOR
ADVANCED BEHAVIOURAL MANAGEMENT



UNIVERSITÄT
DES
SAARLANDES

- ✓ 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

EUROPA INSTITUT SEKTION
WIRTSCHAFTSWISSENSCHAFT
EUROPEAN INSTITUTE FOR
ADVANCED BEHAVIOURAL MANAGEMENT



UNIVERSITÄT
DES
SAARLANDES

MBA European Management

Your step to the future !

