



MANNHEIM
BUSINESS SCHOOL

MANNHEIM & TONGJI Executive MBA

Program Presentation July 2010



Overview

- I. Why Sino-German executive education?
- II. A Sino-German alliance: Mannheim & Tongji join forces
- III. The Mannheim & Tongji program and its benefits
 1. Program overview
 2. Flexibility as much as you need
 3. Unique preparation for Sino-German business
 4. Sustainable program development
 5. Diverse network
- IV. At a glance
- V. Contact

Growing and sustainable business opportunities between China and Germany

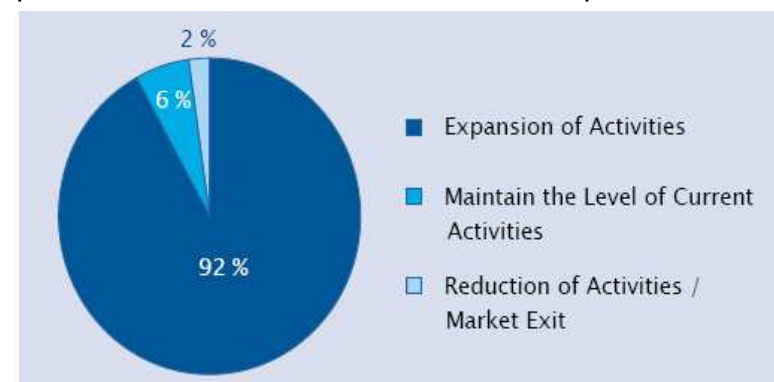
- Germany is China's largest European trade partner, worldwide ranked 6th largest trade partner of China with a bilateral trade volume of 155 bn US\$ **in 2008
- Germany is China's 5th largest Export and Import market (2008)**
- China is Germany's 3rd largest Export and Import market (2008)***
- Germany exports in the following areas: plant and machinery, electronic products and special equipment vehicles
- Germany imports in the following areas: electrical goods, textiles, clothing, plant and machinery
- Growing importance of the following sectors:
 - mechanical engineering
 - automotive
 - chemicals

*Federal Ministry of Economics and Technology, IHK Köln (Center-IHK China)

**PRC General Administration of Customs, China's Customs Statistics

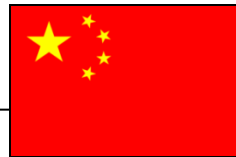
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Expected business activities of German companies in China*



Growing and sustainable business opportunities between China and Germany

German Companies in China

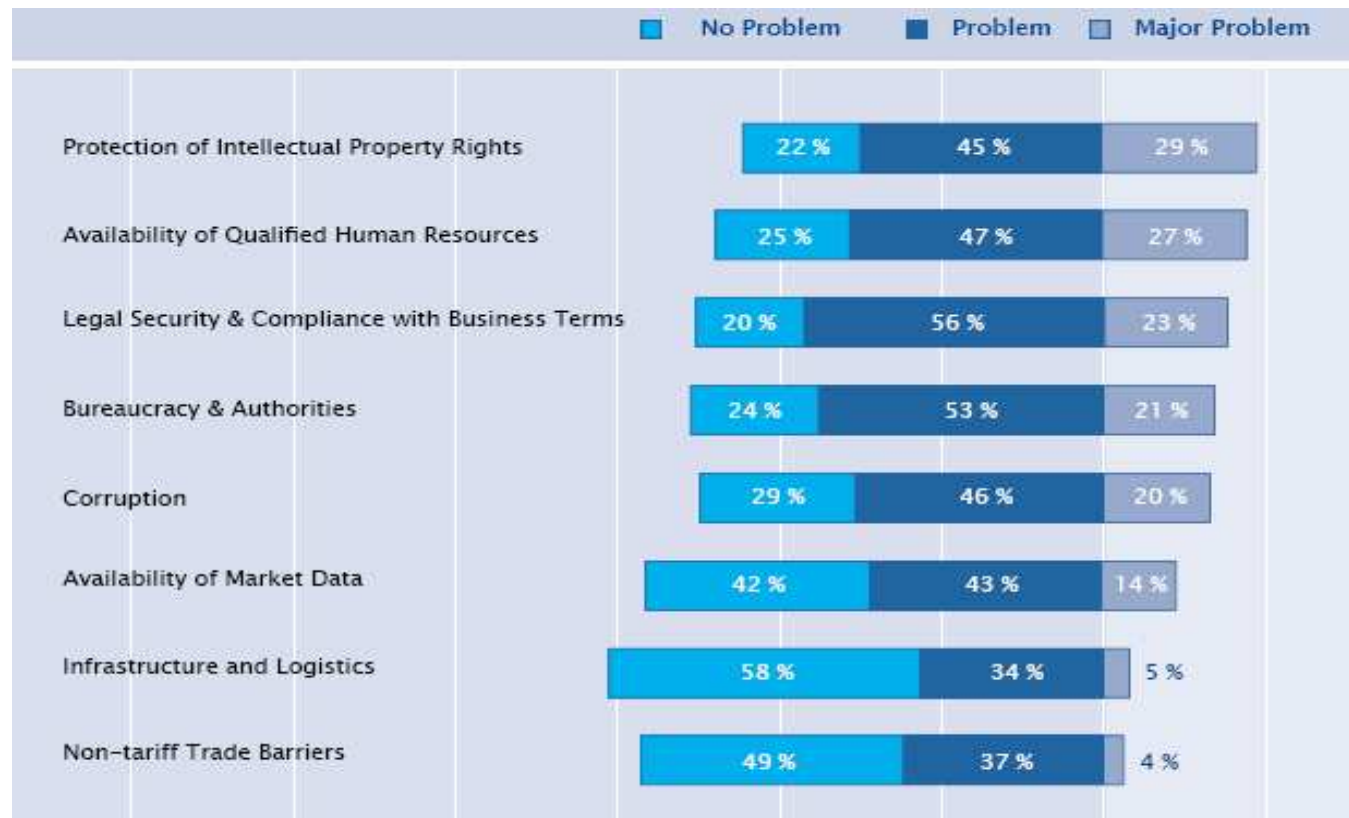


Chinese Companies in Germany



Both industries face similar managerial challenges

Sino-German business challenges from a Chinese perspective



Growing need for expertise in e.g.,
Business Law, HR,
Marketing & Sales,
Information
Management, SCM,
Financial Accounting,
Tax

Source: Business Forum China, German Business Expansion in China: 2008-2010, by German Chamber of Commerce in China, 2007

Both industries face similar managerial challenges

Sino-German business challenges from a German perspective

Hard skill topics

- Strategic Management
- Local Taxation and Accounting
- Quality Management
- Supply Chain Management
- Strategies to fight corruption
- Strategies to acquire market data
- Intellectual Property Rights
- Human Resources
- Bureaucracy
- Infrastructure and Logistics
- Marketing & Sales
- IT Security/Compliance

Soft skill topics

- Intercultural Management
- Leadership (Motivation of employees, feedback, project management)
- Presentation & Communication Skills
- „Self-Management“

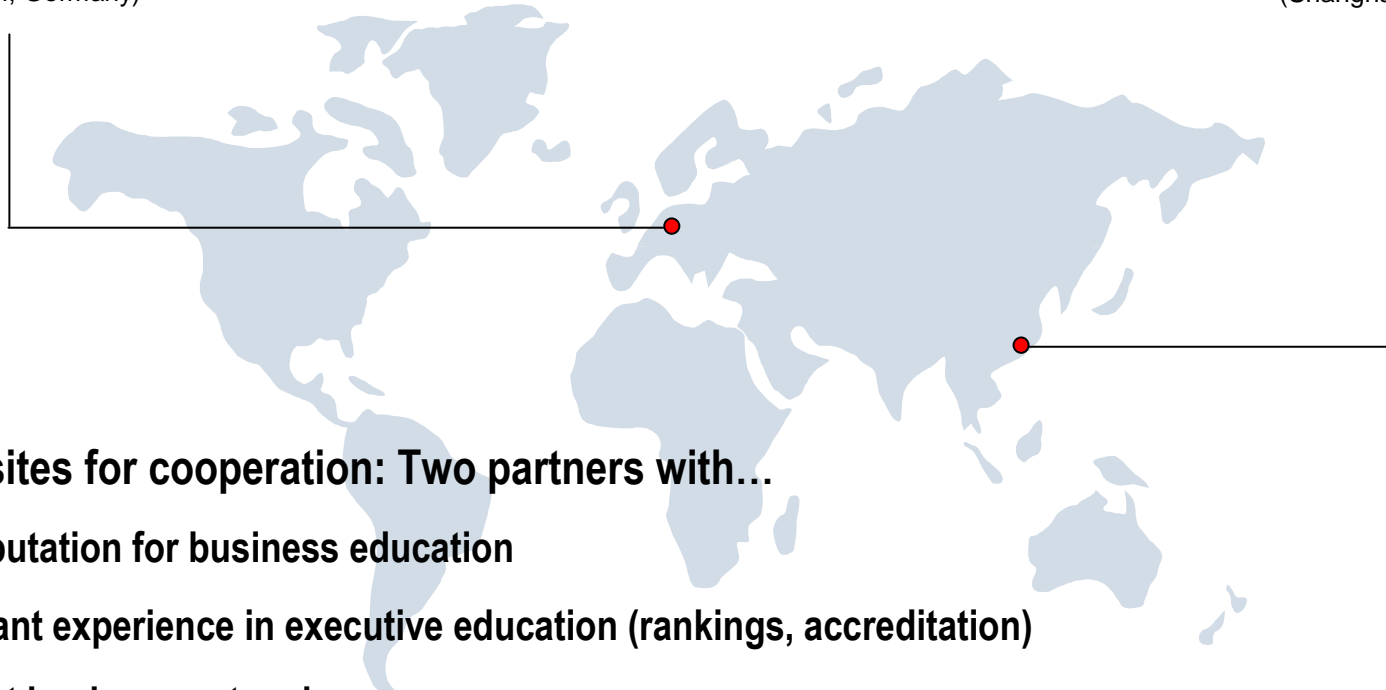
Expert Interviews Mannheim Business School 2009

Consequence: high demand for Sino-German executive education

MANNHEIM
BUSINESS SCHOOL
(Mannheim, Germany)



同濟大學
TONGJI UNIVERSITY
(Shanghai, China)



Prerequisites for cooperation: Two partners with...

- ... high reputation for business education
- ... significant experience in executive education (rankings, accreditation)
- ... excellent business networks
- ... high Sino-German affinity

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The Mannheim & Tongji alliance

- Tongji and Mannheim join forces to supply executive education to Asian-European Leaders
- A joint world-class EMBA at leading institutions in Europe and Asia for European and Asian elites active in both markets
- Academic excellence and internationality leadership constitute the program basis
- Management and leadership skills are combined with intercultural - especially Asian-European/German-Chinese - perspectives



Mannheim Business School at a Glance

Background

- Owned by the University of Mannheim, which was founded in 1907

Strengths

- Excellence in Research & Teaching
- Practical Relevance
- Internationality & Diversity
- Strong Networks
- Flexibility & Growth

Accreditations



Programs

- Mannheim MBA
- ESSEC & MANNHEIM EMBA
- MANNHEIM & TONGJI EMBA
- Open Enrollment Programs
- Customized Programs

Rankings

- Executive MBA: No. 21 (2009)
(Global Financial Times Executive MBA Ranking)
- Full-Time MBA: No. 26 (2009)
(Economist International MBA Ranking –Which MBA?)

Selected Partners



School of Economics & Management, Tongji University at a Glance

Background

- Owned by TONGJI University founded 1907, with 28 schools, three state joint institutions: Sino-German, Sino-French and Sino-Italian
- Its first president was Erich Paulun, a German Doctor
- Non-Profit state key Organization

Programs

- EMBA
- MBA
- SIMBA
- DBA
- Bachelor, Master, Ph.D. and Post Doctoral programs

Strengths

- Strong in academic and research
- Internationality
- Close connections to industries and governments

News

- Pei Gang, president of Tongji University, awards German minister Schavan an honorary doctorate

Rankings

- Executive MBA: No. 34 (2009)
(Global Financial Times Executive MBA Ranking)

Accreditations

- All programs accredited by Chinese Education Ministry (CEM)

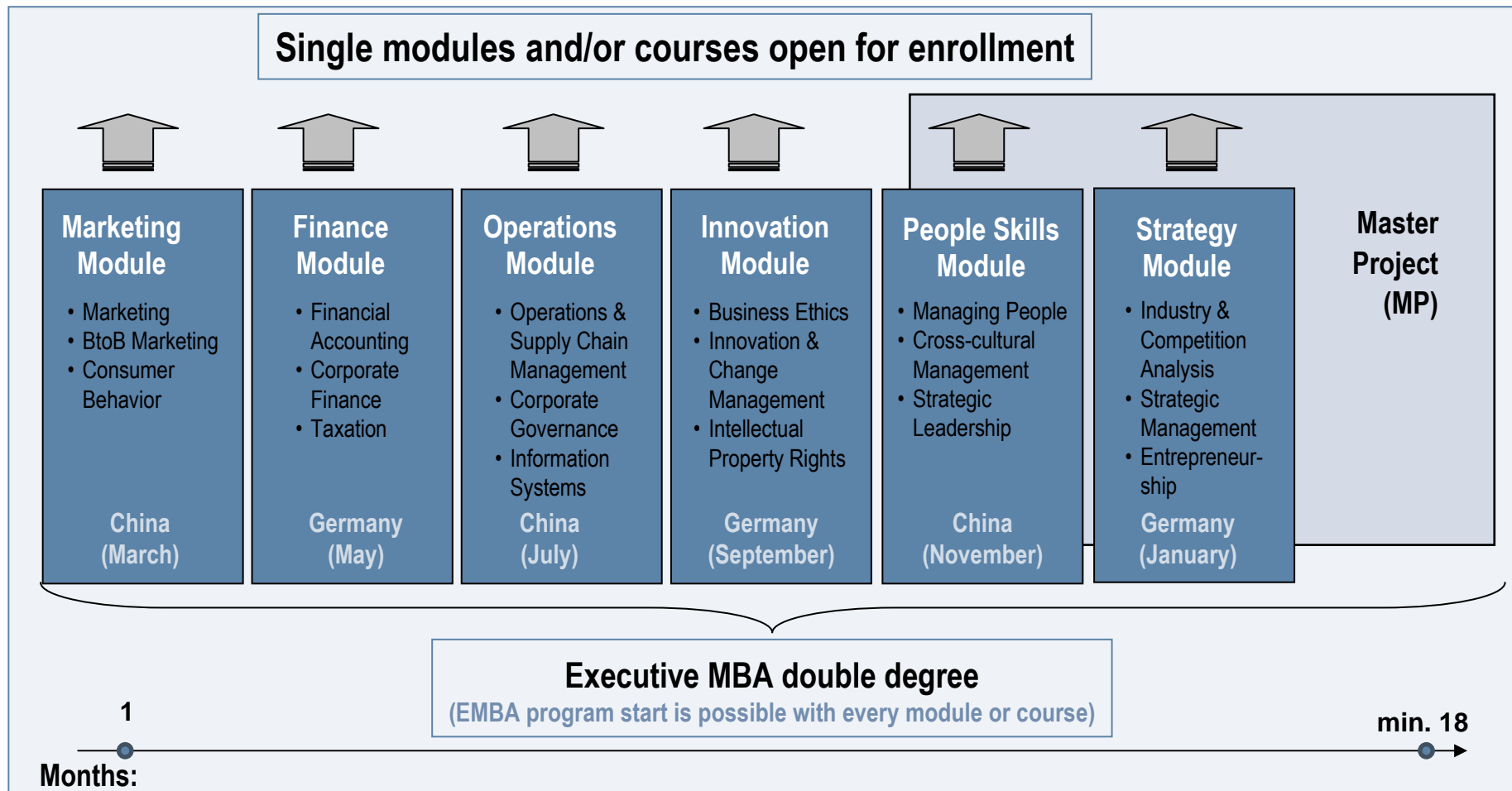
Selected Partners



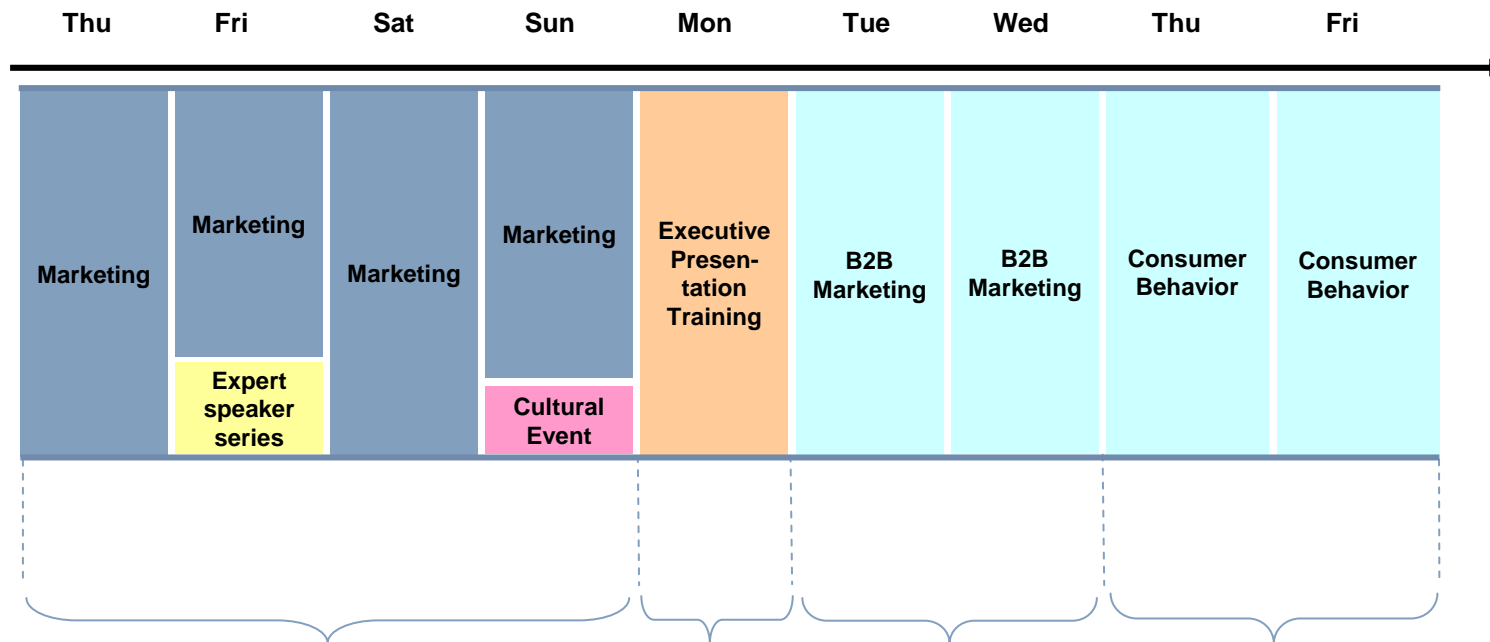
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Sino-German Executive MBA program with modules and courses open for enrollment



An example of a module structure: Marketing Module



Flexible booking options!

- Major Courses (36 class hours)
- Minor Courses (18 class hours)
- Soft skill Course (8 class hours)

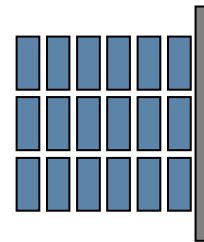
Flexibility in time, modules and courses

Illustration

Option 1: Take the fast track to your EMBA!

Participants can complete six self-contained modules plus the master project in one and a half years and receive a double EMBA degree.

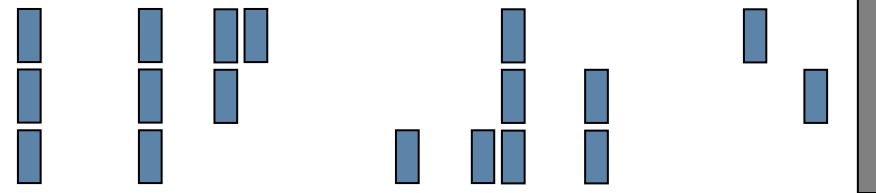
EMBA double degree



Option 2: An EMBA in a timeframe of your choice!

Participants can gather modules and courses and then complete the master project in a maximum timeframe of 5 years to receive a double EMBA degree.

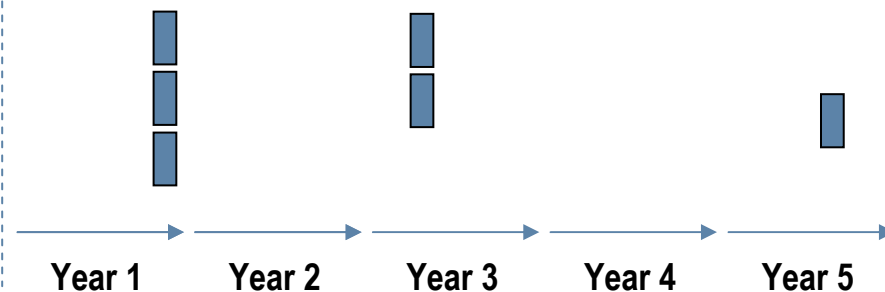
EMBA double degree



Option 3: Choose what suits you best!

Participants can attend single modules or courses and receive a Mannheim & Tongji joint certificate.

Open Enrollment (non-degree)



Distinguished teaching methods

Academic and Practical Relevance

Use of state of the art business concepts with focus on the challenges of operating in a global economy and the Sino-German context in particular.

Intercultural Perspectives

Focus on Chinese and German business challenges with emphasis on intercultural perspectives and how to achieve cross-border understandings in practice. In particular, the use of Sino-German case studies facilitates an awareness and appreciation of cultural differences and mindsets.

World-Class Faculty

First-class professors from around the world with excellence in research and extensive teaching experience.

Company Visits

Company visits at both German and Chinese companies to foster an understanding of cross-cultural issues and experiences on how to deal with the challenges arising from operating in multiple countries.

Interactive Learning

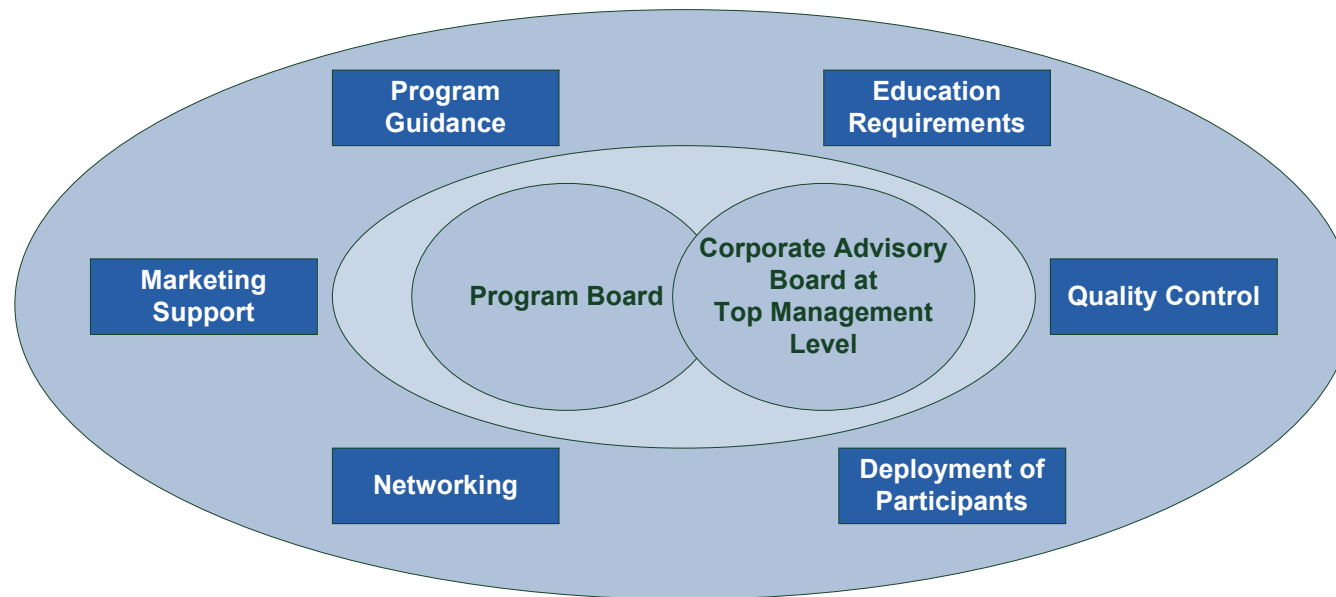
Teaching methods that promote lively interaction among participants and with the teaching faculty.

Integrated Sino-German perspectives...

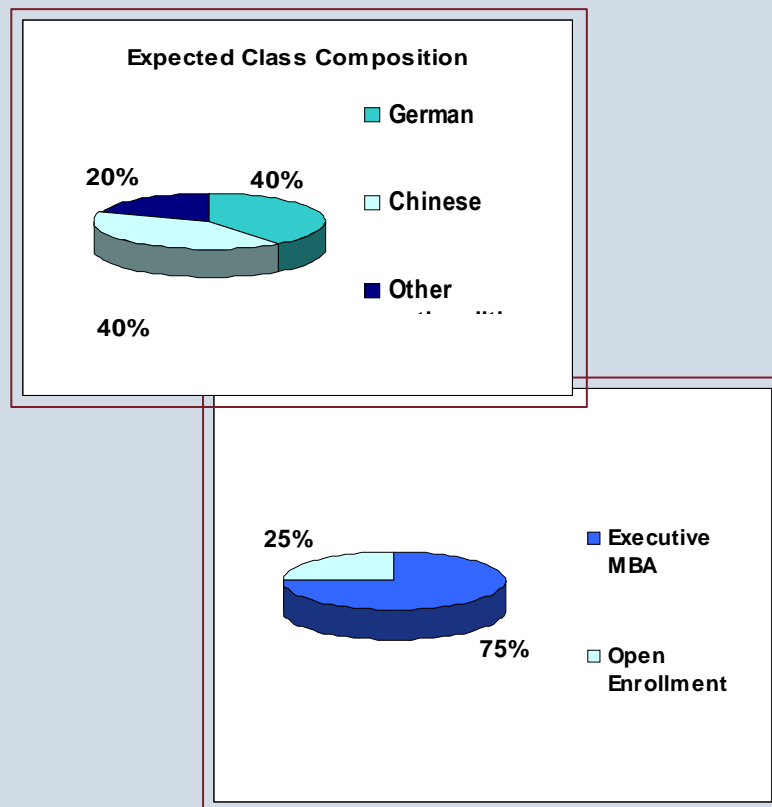
... resulting from locations, participants, faculty and contents.

- Modules in Germany and China
- Participants from Germany, China and also other nationalities work in multicultural teams
- Lecturers from the respective nationalities and with the respective cultural expertise
- Business speakers from companies active in one of the two markets (or both markets)
- Role plays
- Simulations
- Master project in a Sino-German / European-Asian context

Sustainable program development based on corporate involvement



A real diverse network



Due to the continuous change of class constellations, size and diversity, networking opportunities are maximized.

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The key facts

Key Benefits

- Outstanding flexibility of program format
- Sino-German perspective
- High quality of faculty and contents
- Diverse and international network
- Focus on strategy and operations
- EMBA double degree of two prestigious institutions

Target Group

- Global executives with
- a first undergraduate degree
 - significant work experience (ideally min. 8 years) and significant leadership experience
 - commitment, motivation, and willingness to contribute
 - international business experience
 - very good English skills and international experience (TOEFL recommended)

Formats

- All courses will be held in English
- 3 x 9,5-day and 3 x 11-day modules in 14 months plus a master project
 - One module includes 4 hard and soft skill courses, company visits and/or expert speaker series, project team work, and cultural events

Tuition Fee

Executive MBA 42.000,- € (incl. accomodation & lunch)

Special price for start in 2011: 29.900 €

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Contact us

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