



同濟大學  
TONGJI UNIVERSITY

MANNHEIM  
BUSINESS SCHOOL

## Press Release

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### **The New Mannheim & Tongji Executive MBA: A Sino-German Management Education Showcase Program**

- **Mannheim Business School and the School of Economics and Management of Tongji University in Shanghai are launching a double degree Executive MBA program**
- **Program allows a high degree of flexibility**
- **First participants will start in Spring 2011, applications will be accepted beginning summer 2010**

Mannheim Business School (MBS) and Tongji University in Shanghai have long been leading institutions for management education on their respective continents. These two institutions have now joined forces and created a new degree program featuring a unique structure and content. Beginning in Spring 2011, the Mannheim & Tongji Executive MBA will give executives from around the world the skills and tools they need for positions in international top management. Today, the agreement signed by the Dean of the School of Economics and Management, Tongji University (Tongji SEM), Professor Huo Jia-Zhen and MBS President Professor Christian Homburg in Shanghai lays the foundation for the part-time English-language MBA program.

Professor Huo emphasizes, “In establishing the Mannheim and Tongji Executive MBA, we have created the first part-time MBA program of two renowned educational institutions that has a Sino-German focus.” And Professor Homburg notes, “The intensive and ever-increasing trade between Asia and Europe as well

as specifically between China and Germany are an ideal basis for the new program.” Each partner can look back on a long tradition of academic training of executives. In their respective countries, each institution is viewed as placing a strong emphasis on research, and each has met with success in the international MBA market with similar program offerings: MBS with its ESSEC & MANNHEIM Executive MBA program placed 21<sup>st</sup> in the Financial Times ranking, and one of Tongji SEM’s programs placed 34<sup>th</sup> in the same ranking.

The structure of the Mannheim & Tongji Executive MBA program is tailored to meet the requirements of executives, and allows a high degree of flexibility. The participants must complete six course modules which last nine to eleven days covering a variety of management disciplines: three in Mannheim and three in Shanghai. It is possible to complete the double degree program within a 14-month period; however, students are free to take breaks or to only take individual courses within a module. “The essential point is that students complete all course and other academic requirements within five years,” Professor Homburg explains. Moreover, it will be feasible to register for individual courses and modules without pursuing a degree. “This will enable all participants to build up a unique personal network, whether they are aiming at an MBA degree or whether their goal is rather to broaden their knowledge of a specific subject area,” says Professor Huo.

During the course of the MBA program, participants must also work together in small groups on a master project to develop a marketable business idea, including a complete business plan. Other curriculum requirements include training in key qualifications essential to a leadership position, guest lectures, and excursions. “Such elements provide the students with an in-depth insight into the corporate world, as well as enhancing their knowledge of Asian and European cultures,” underlines Professor Homburg.

Admission requirements for the Mannheim & Tongji Executive MBA are: a first academic degree, at least five years’ work experience including initial leadership experience, international experience, and very good English skills. The introductory tuition fees for 2011 will be €29,900; starting in 2012 fees will be €42,000. The fee for an individual module will be €8,000, and the cost of individual courses will be €970 per day. Applications will be accepted as of Summer 2010.

## **Mannheim Business School at a Glance**

Mannheim Business School (MBS) is the umbrella organization for management education at the University of Mannheim and is considered to be the leading German business school. It is the only German institution to be accredited by AACSB International, EQUIS and AMBA. Research and teaching at a worldwide top level, internationality, a practical orientation and consistent quality management are the success factors of the “Mannheim Concept.”

Currently, Mannheim Business School offers two international MBA programs, both completely taught in English: The one-year fulltime program “Mannheim MBA,“ and the part-time “ESSEC & MANNHEIM Executive MBA,“ which comes in two formats (weekend and modular) for managers with at least five years of professional experience. The Master of Accounting & Taxation, Open Enrollment Programs and Customized Programs complete the MBS program portfolio.

**<http://www.mannheim-business-school.com>**

## **Tongji University and its School of Economics & Management at a Glance**

Tongji University at Shanghai is one of the leading universities directly under the State Ministry of Education in China. The history of Tongji University can be traced back to 1907 when Tongji German Medical School was founded by the German government as its first major project in foreign cultural and educational policy. Tongji’s first president was Erich Paulun, a German doctor in Shanghai.

Tongji University offers diverse courses in its 82 Bachelors Degrees, 209 Masters, 78 PhD programs and at present registers about 55,000 students. There are over 4,200 academic staff for teaching and/or research, among whom there are 5 Members of Chinese Academy of Science and 7 Members of Chinese Academy of Engineering.

Tongji University opened its master program in economics and management in the 1950s. The School of Economics & Management (SEM) was founded in 1984 as one of the first institutions after the Chinese Reformation. The School is well-known for its education in Business Administration, Public Administration and Applied Science as well as for its excellence in research. The faculty works in National Fund Projects and State Key Engineering Management Programs of the National Economy, such as the 2010 World Expo in Shanghai. The school has 6 departments, with 4 professional degree programs, 2,000 bachelor students, 3,000 master and PhD candidates.

**<http://sem.tongji.edu.cn/>**

**First information: <http://www.mannheim-business-school.com/mannheim-tongji>**