



MANNHEIM & TONGJI Executive MBA

A unique modular program with a Sino-German focus

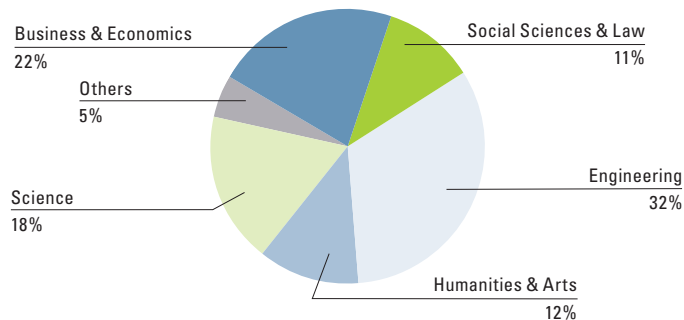
MANNHEIM
BUSINESS SCHOOL



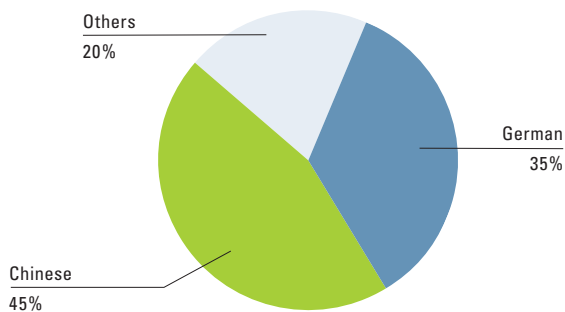
同濟大學
TONGJI UNIVERSITY

The Program at a Glance

Professional background



Cultural background



A unique modular program with a Sino-German focus; a flexible solution to boost your career; a holistic executive education program that encompasses all relevant core management disciplines and current evolving business issues – that's the MANNHEIM & TONGJI Executive MBA. Grasp this unique opportunity to immerse yourself in the vibrant cultures of two major business hubs and to hone your leadership skills with a distinctive Sino-German perspective.

The program is the ideal choice for experienced professionals and executives who want to hone their skills and grow as a leader. For companies, it offers the perfect framework to further develop their high achievers.



Program duration

18–42 months



Tuition fee

€ 42,500



Degree

Two degrees
(Mannheim and Tongji)



Duration

64 attendance days



Your key benefits:

- Benefit from a unique program with an integrated Sino-German perspective in all areas
- Take advantage of a highly flexible curriculum, tailored to the needs of busy executives
- Study at two business schools leading in their respective countries and get two MBA degrees
- Acquire readily applicable knowledge and tools
- Profit from effective peer learning through highly diverse classes, direct experience, and interaction with different cultures
- Access a lifelong, high-caliber network of business partners, participants, and alumni
- Grow as a leader and boost your personal development
- Take part in soft-skills courses and events up to three years after graduation
- Get an excellent value for money
- Increase your versatility and value to your employer, thus enhancing your career opportunities

What companies can expect:

- Get a world-class management education with an unbeatable value for money
- Prepare your high achievers for business challenges in an Asian-European context
- Include the perfect incentive in your HR recruitment, development, and retention strategies
- Acquire new knowledge, fresh ideas, and instantly applicable concepts for your organization
- Motivate and foster high achievers among your executives, who remain top performers in their company thanks to a highly flexible program schedule
- Opt for a fully developed, established, and sustainable management education concept over isolated and unrelated courses
- Get new insights into best practices in other industries and business cultures
- Prepare your executives lacking a first academic degree in business administration for a top management career

A Reputation for World-Class Business Education

Expect the best from two institutions that are leaders in management education in their respective countries and have built an outstanding reputation in science and business.

Mannheim Business School

- The first German business school with triple-crown accreditation: AACSB, EQUIS, and AMBA
- Consistently ranked the best German business school in national and international rankings (e.g., in the Financial Times MBA and European Business Schools ranking)
- The Mannheim region is renowned worldwide for its innovation and quality in research, science, and business
- 50% of Germany's top 500 companies are based within 250 km of Mannheim



TONGJI University, School of Economics & Management

- The top Chinese institution of its kind with triple-crown accreditation: AACSB, EQUIS, and AMBA
- Well known for its excellence in education and outstanding research
- Plays a major role in the Sino-German collaboration in science, culture and economics, as well as in Chinese funding projects and programs for the national economy
- Located in one of today's major and most promising business hubs



Structure

Modular; annual intakes in May and September



Locations

3 modules in Shanghai and 3 modules in Mannheim



Average age/ work experience

36 years/11 years



Gender

29% Women,
71% Men



Together we offer

- A joint international faculty with expertise in both cultures that is recognized globally for its academic excellence
- Effective peer learning through highly diverse classes and work in multicultural teams consisting of participants from China, Germany, and other countries
- Corporate contacts at leading companies worldwide
- Business speakers from companies that have a wealth of experience in one or both markets
- The opportunity to study in two major business hubs and to gain a deeper understanding of both the Chinese and European business worlds
- Leadership skills, teamwork, and soft skills combined with an intercultural perspective – specifically Sino-German
- A combined alumni network of more than 50,000 graduates worldwide





“ The MANNHEIM & TONGJI EMBA helped me get a broad overview of business practices, be more confident in my current role, and inspired to move on to the next one. The program fosters a high standard, new perspectives, and a can-do attitude. I regularly return to develop myself further, reflect on my career, learn new tools, and, last but not least, see friends and meet new, interesting people.”

Elke Simon-Keller,
Global Product Launch Coach/Go-To Market Expert,
SAP Asia Pacific Japan



“ After gaining a lot of practical management experience in China, I wanted to acquire a deeper understanding of the economic and cultural environment I was working in. The MANNHEIM & TONGJI EMBA provided the best answers to my questions and met my learning targets. I have often been successful in critical business situations with our Chinese colleagues due to the knowledge I acquired in this program.”

Björn Altemeier,
Director Production Segment Professional Dishwashing and
Medical Technology Bielefeld, Miele & Cie. KG



“ One of the strengths of the MANNHEIM & TONGJI Executive MBA is the well-balanced diversity of both faculty and participants. There is a broad distribution of cultures and professions. Since peer discussion is a very important element of the program, I have learned a lot in the fruitful exchange of ideas with my classmates from India, Korea, Germany, and other European countries.”

Songtao Wang,
Vice President Sales & Customer Project 48V,
Robert Bosch Battery Systems GmbH



“ The academic and administrative teams in China and Germany have tailored this EMBA to not only provide excellent academic knowledge, but also to create an exciting learning atmosphere in the spirit of intercultural exchange. This program perfectly combines the Sino-German context with a modular setup, making it unique and extremely flexible.”

Talke Schaffranek,
Director Applied Sustainability, BASF SE



Find more stories, insights, and updated information about the MANNHEIM & TONGJI Executive MBA and Mannheim Business School on our website and social media channels:
mannheim-business-school.com/mannheim-tongji

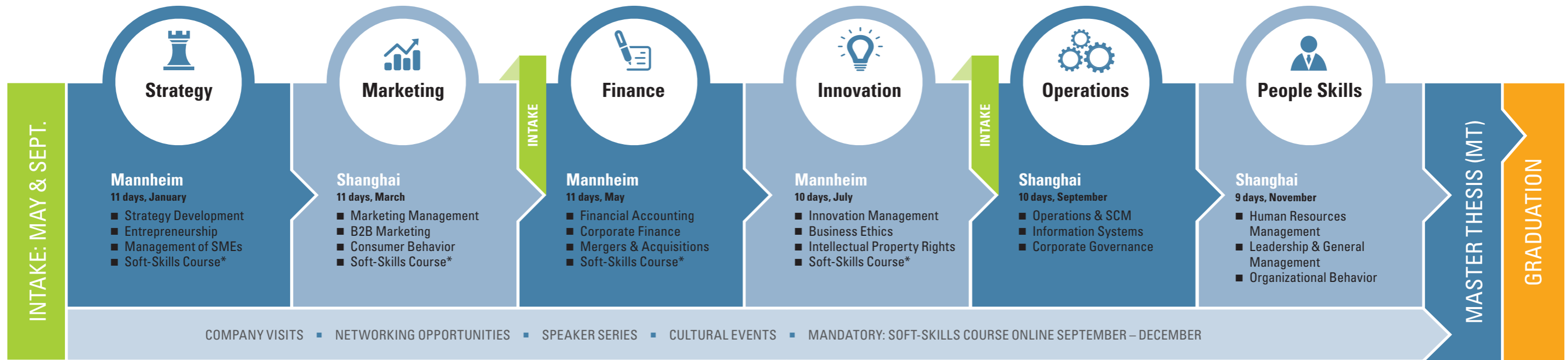
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A Sino-German Showcase Program



For a detailed description of the modules please visit: mannheim-business-school.com/mannheim-tongji

*Soft-skills courses are subject to change. Examples include Sino-European Negotiation, Public Speaking and Presentation Skills.

Three study options for maximum flexibility



Take the fast track to your EMBA!

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



An EMBA in a timeframe of your choice!

Participants can gather modules and then complete the master thesis in a maximum timeframe of three and a half years to receive an MBA double degree. Choose the order and frequency of modules that best fit your schedule.

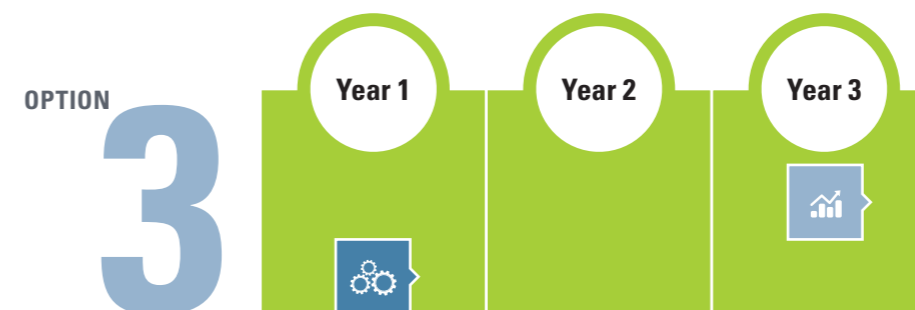
Compact and flexible

With its modular format and three study options, the MANNHEIM & TONGJI Executive MBA is designed to help you coordinate your studies with your professional and private activities. The program consists of six modules, each having a duration of nine to 11 days, alternately held in Mannheim and in Shanghai every second month. Together with the online course and the master's thesis, it can be either completed within 18 months or extended over a period of up to 42 months.

The curriculum of the MANNHEIM & TONGJI Executive MBA covers all the major areas of management, and is practice-based and leadership-oriented, with a distinctive international, Sino-

German perspective. Teamwork plays an important role in the program: participants get to work on many program topics in deliberately heterogeneous, small groups. Soft-skills courses are included in almost every module and illuminate the various aspects of leadership. Finally, regular lectures by renowned industry experts provide insights into the current challenges in the corporate world.

You can join the MANNHEIM & TONGJI Executive MBA in May (Mannheim) or September (Shanghai) annually. After completing all six modules and the online course, you can start to work on your master's thesis required to receive your MBA double degree.



Choose what suits you best!

Participants can attend single modules or courses and receive a MANNHEIM & TONGJI certificate. Choose the order and frequency of modules and courses that best fit your interest and schedule.

High-Level Network

The program enjoys the support of prominent business figures in both countries, one of the contributing factors to the success of the MANNHEIM & TONGJI Executive MBA.

Together with participants and alumni of our program, they form an outstanding global network that will continue to empower you throughout your career.



China has always been an important growth engine for Bosch, both in Asia-Pacific and globally. As an innovation leader constantly shaping tomorrow's world, our focus on developing executives with strong leadership and entrepreneurial spirit leading in an international environment requires competencies and qualifications that are central features of the MANNHEIM & TONGJI Executive MBA program."

Rosa Lee,
Global Human Resource Management,
Senior Vice President, Robert Bosch GmbH



Porsche believes in having strong relationships and a constant exchange with academic institutions. To do this in an international context with two of the leading business schools in Germany and China is a unique chance to analyse markets and explore international trends. Giving lectures in Shanghai to MANNHEIM & TONGJI EMBA students allows me not only to share but also discuss marketing strategies for the world's largest market of luxury goods."

Dr. Manfred Bräunl,
Vice President Marketing Porsche China and Guest Professor
in Shanghai for MANNHEIM & TONGJI Executive MBA Program



Multinational companies that are active in both Chinese and European markets need executives with a global outlook, capable of maintaining the delicate balance between the different cultures and business environments. The MANNHEIM & TONGJI Executive MBA is the ideal choice for such companies and their executives, because it helps experienced professionals develop their skills at the interface between the two economic powerhouses."

Prof. Dr. Jens Wüstemann,
President of Mannheim Business School



The MANNHEIM & TONGJI Executive MBA is an invaluable and unique platform for future business leaders with roots in China and Germany, the two most important world economies for the years to come. It has been a great privilege for me to accompany the program since its birth. Teaching in this program has become an academic highlight each year, not least because its participants continue to inspire me with their cross-cultural competences and progressive attitudes."

Prof. Dr. Zheng HAN,
goetzpartners Chair Professor CDHK, Tongji University

Who Should Apply

The MANNHEIM & TONGJI Executive MBA is the right choice for you if you have:

- Substantial professional experience (at least eight years)
- A first undergraduate degree in any discipline
- Very good English skills, TOEFL (minimum score of 95) or equivalent required
- The potential and the motivation to access high-level management positions
- Commitment, motivation, and willingness to contribute
- A strong Sino-German affinity
- The support of your employer and the permission to attend classes during working hours

You can join the program annually in May or September. Visit our website for information on early-bird offers. To find out more about the MANNHEIM & TONGJI EMBA experience, we encourage you to:

- Visit www.mannheim-business-school.com/mannheim-tongji
- Join one of our open days or information sessions in Mannheim
- Visit us at MBA fairs
- Contact us by phone or email
- Set up an appointment for a personal counseling interview
- Get in touch with current participants or alumni



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