



**YOUR GATEWAY TO ASIA**



**MBA East Asian Management**

**A unique part-time programme with focus on:  
China . India . Japan . Korea**

# ■ Programme at a glance



Prof. Dr. Tim Goydke  
Course Director

“The East Asian Management MBA (EAM) prepares you for senior management and leadership positions at the interface between Europe and the prospering Asian markets. Our programme will help you to pave the way for a rewarding career and personal fulfilment. If you are up to the challenge, I invite you to apply for our EAM programme!”

The **EAM curriculum** is designed for high-potential, mid-career professionals seeking to enhance their corporate careers. The programme perfectly suits working professionals because it allows attending the courses while working full-time. Classes are held on Saturdays and Sundays approximately every third weekend.

## → Curriculum Components

■ **Core courses** in International Management, Economics and Quantitative Methods, Cross-cultural and Human Resource Management, Finance, Operations and Project Management, Law and Taxation.

■ **Mandatory elective courses** in area studies and language training either with focus on China, India, Japan, or Korea. Students can choose one country focus upon their application to the programme.

■ **In-depths electives** where students can specialise by choosing one of various modules, e.g.: Comparative East Asian Management, Innovation Management, Leadership Challenges, International Logistics, or Global Strategy Analysis.

■ **The language training** in Chinese, Japanese, and Korean is organised as a blend of two two-weeks compact language courses at the renowned Bochum University Institute of Intensive Language Training (Landesspracheninstitut NRW) and distant learning modules. Hindi is taught by in-house staff in Bremen both through in class and distant learning courses.

One module in each semester is developed as a mix of in class and **distant learning** (blended learning) providing students with the opportunity to finish the course at their own pace.



Matthias Lenz  
Technical Consultant  
Cirquent AG|NTT Data  
(EAM student,  
2011 intake)

“I’ve chosen this special MBA programme in Bremen because it’s up-to-date the only one throughout the D-A-CH region which meets all my requirements for such a course: presence lectures on weekends only (being full-time job compatible), small and efficient student groups, teaching language English, focus on East Asia, accreditation and early return on investment. All this makes me travel around 1800 km a weekend as I live in Bern, Switzerland.”



Katja Dommers  
Chief Financial Officer  
Mercedes-Benz  
Financial Services Korea

“Doing business in Asia is a challenging task. A profound understanding of the business culture is essential. The East Asian Management MBA provides students with the right mix of management and leadership expertise and Asia know how.”

## → Key Features

- Internationality with an Asia focus
- Practice orientation
- Strong academic foundation
- Interactive classes
- Supportive & professional staff

# Programme Structure ■



Participants will benefit from a blend of lectures, discussions, seminars and case analysis. In order to achieve the best teaching results lecturers select the appropriate mix of delivery and assessment in line with the examination regulations. The language of instruction is English.

Sem	Module 1	Module 2	Module 3
1	<b>Business Environment</b> - Economics - Global Economics - Quantitative Methods	<b>People and Management<sup>2</sup></b> - International HRM - Cross-cultural Competences	<b>Area &amp; Language Studies I<sup>1</sup></b> - Culture & Society - Language Training
2	<b>Global Management</b> - Business Policy & Strategy - International Marketing	<b>International Business Law and Taxes</b> - Business Law & Ethics - International Taxation	<b>Area &amp; Language Studies II<sup>1,2</sup></b> - Economy & Business - Language Training
3	<b>Finance and Management</b> - International Finance - Controlling	<b>International Operations and Project Management<sup>2</sup></b>	<b>Area &amp; Language Studies III<sup>1</sup></b> - Management - Language Training
4	<b>Master Thesis</b>		<b>Electives, e.g.</b> a. East Asian Management b. Innovation Management c. Leadership Challenges d. International Logistics e. Global Strategy Analysis

1 Elective module with focus either on China, Japan, Korea or India

2 Blended learning module

The programme consists of 7 modules with 60 contact hours each and 3 modules with 10 contact hours (blended learning modules) each, reflecting a workload of 6 credits for every module in accordance with the ECTS (European Credit Transfer System). The Master Thesis counts for 30 credits.


# ■ Career Opportunities & Admission



An MBA degree is considered the most valuable postgraduate degree in the world and has exciting and rewarding worldwide career prospects. The EAM MBA will further your career with your current employer, or enable you to step into new challenging positions.

The main field of occupation for successful graduates is at the interface between Germany and/or Europe and the Asian markets. Graduates will primarily work in positions where technical expertise and management competency with a focus on Asia are required. This could be the supervision of procurement, production, sales or customer service of German/European enterprises with business activities in Asia or within joint ventures in Asia itself. Tasks can also evolve in product development and quality management with and/or for Asian customers and suppliers.

As a graduate, you will also be part of a network of successful graduates holding key management and leadership positions worldwide.

Fully accredited by: 

## → Your Choice

The programme addresses graduates with a primarily non-economic first degree and at least 2 years of professional work experience.

<b>Programme Duration:</b>	4 - 5 semesters
<b>Structure:</b>	Part-time programme (blocked seminars on Sat. + Sun., blended learning modules + Master Thesis)
<b>Start of the Programme:</b>	March
<b>Language of Instruction:</b>	English
<b>Size of the Classes:</b>	25 students maximum
<b>Tuition Fee:</b>	16,400 Euro to be paid in 4 instalments (tax-deductible)
<b>Degree Title:</b>	MBA
<b>Application Deadline:</b>	January
<b>Open MBA:</b>	Modules can be booked individually

## → Contact

[www.eam.graduatecenter.de](http://www.eam.graduatecenter.de)



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