

/ Welcome



Prof. Dr. Tim Goydke

Programme Director East Asian Management (MBA)

The East Asian Management (MBA) 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 fulfillment. If you are up to the challenge, I invite you to apply for our EAM programme.

/ IGC – Study in the heart of Bremen

The University of Applied Sciences

Bremen is both rich in tradition and innovation. With the inception of the university dating back to 1799, today the university is committed to innovation and internationalisation. This unusual combination has formed the unique profile of the university in the last two decades.

Today, the University of Applied Sciences Bremen embodies competences in international as well as applied and practice-oriented teaching and research. It is dedicated to teaching and learning as well as research and development in terms of lifelong learning. We are the competent partner for the industry and public institutions enabling the interdisciplinary transfer of up-to-date academic concepts from more than 40 university institutes to practical applications.

The International Graduate Center

(IGC) was founded by the University of Applied Sciences Bremen as an interdisciplinary Graduate School for Management and Leadership. For applicants with a first University degree the IGC offers several MBA and Master degrees in the area of international and European business and management.

The IGC guarantees a postgraduate education which satisfies both academic and job requirements in equal measure. With five fulltime and five part-time Master programmes the IGC has among the largest range of courses of all Graduate Schools in Germany. Team oriented lectures and seminars in small groups with a maximum of 25 students facilitate a constructive dialog between the members. The IGC currently has some 200 students from more than 40 countries. The international network is strengthened by visiting lecturers from many of our international partner universities who offer courses, lectures and contribute to the intercultural competence of our students.

/ Contact



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/ Quality

The University of Applied Sciences Bremen has already received several prestigious awards for the quality of its international and practice-oriented teaching. Accordingly, we have committed ourselves to a high quality standard. Our programmes are therefore periodically assessed by external accrediting agencies and thus guaranteeing our students postgraduate

education at the highest level. The IGC is dedicated to a practice-and application-oriented study approach, a truly international and intercultural orientation as well as an ongoing dialogue between science and business practice. With all this the IGC is a reliable partner for the academic training of leadership personnel and managers.

The degree course East Asian Management (MBA) is accredited by



/ Part-time Master Programme

East Asian Management (MBA)

China. India. Japan. Korea



/ Profile

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 organized as a blend of a compact language course at the renowned Bochum University Institute of Intensive Language Training (Landesspracheninstitut NRW) and language courses at the International Graduate Center. Hindi is also taught at the IGC.

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.

/ Target group

The programme addresses graduates with a non-economic first degree, e.g. in engineering, social or natural sciences and at least two years of professional work experience. It will enable participants to fulfill management functions in an international – in particular Asian – context.

Since the programme is primarily for persons with no educational background in management sciences, teaching aims to equip students with management skills and methodical as well as social competencies. It thus qualifies them for further career steps on higher management levels at the interface between Europe/Germany and the Asian markets.

/ Admission requirements

- First academic degree
- Minimum of 210 Credit Points (upgrading courses / proof of relevant competences available for applicants with 180 Credit Points)
- Two years of post-graduate work experience
- Very good English language skills

/ East Asian Management (MBA)

- Based on highest scholarly standards, we deliver an Asia-focused management education combining the latest managerial thoughts with practice.
- In addition to enhancing your management expertise we provide you with a profound understanding of doing business in East Asia and a basic competence in Chinese, Hindi, Japanese, or Korean.
- Small classes give you the opportunity to interact closely with our resident and visiting faculty as well as a cosmopolitan student body.
- In a unique friendly atmosphere you receive individual attention from our dedicated staff while at the same time being challenged to perform to your full potential.



- We lead you to networking opportunities and open your mind for new global perspectives – all with the goal of preparing you for leadership positions at the interface with the Asian markets.

/ Student voice



Matthias Lenz Technical Consultant Cirquent AG/NTT Data
 “I’ve chosen this special MBA programme 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 1,800 km a weekend as I live in Bern, Switzerland.”

/ Practitioner voice



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.”

/ Curriculum

Sem.	Module 1	Module 2	Module 3
1.	Business Environment <ul style="list-style-type: none"> • Economics • Global Economics • Quantitative Methods 	People and Management² <ul style="list-style-type: none"> • International HRM • Cross-cultural Competences 	Area and Language Studies I¹ <ul style="list-style-type: none"> • Culture and Society • Language Training
2.	Global Management <ul style="list-style-type: none"> • Business Policy and Strategy • International Marketing 	International Business Law, Ethics, and Taxation <ul style="list-style-type: none"> • Business Law and Ethics • International Taxation 	Area and Language Studies II^{1,2} <ul style="list-style-type: none"> • Economy and Business • Language Training
3.	Finance and Management <ul style="list-style-type: none"> • International Finance • Controlling 	International Operations and Project Management²	Area and Language Studies III¹ <ul style="list-style-type: none"> • Management • Language Training
4.	Master Thesis		Electives, e.g. <ul style="list-style-type: none"> a. Comparative EAM 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.

/ Key facts

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