

EAM

Master of East Asian Management

Degree: Master of Business Administration (MBA)

part-time

Profile

Emphasis on China, Japan, Korea, or India

► The "East Asian Management" MBA is an exciting and new initiative from one of the oldest Graduate Centers in Germany. The program aims to provide students with practice-oriented knowledge for the solution of management tasks in international enterprises and organizations.

The curriculum consists of a well-balanced mixture of business and cross-cultural classes, integrating communication skills as well as professional management know-how. It will also give students the opportunity to gain a basic competence in one of the major languages of the region – either Chinese, Hindi, Japanese, or Korean.

The program is taught entirely in English, inviting both German and international students who want to further develop their international career. Small classes allow for individual tutoring and counseling of each student. The program is staffed with highly qualified people with an international background, including both experienced practitioners as well as committed academics.

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 jobs where technical expertise and management competency with a focus on Asia are necessary. 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.



Target Group

► The program addresses graduates with a first non-economic degree and at least two years of professional work experience. It will enable participants to fulfil management functions in an international - in particular Asian - context.

Since the program 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.

Your Choice

East Asian Management (MBA)

Program Duration:	4 - 5 semesters
Structure:	Part-time program (blocked seminars on Fr., Sat., + Sun., e-learning modules + Master's Thesis)
Start of the Program:	March
Language of Instruction:	English
Size of the Classes:	25 students maximum
Tuition Fee:	16,400 Euro
Degree Title:	MBA
Application Deadline:	15 August EU applicants 31 May Non-EU applicants

Curriculum

Sem.	Module 1	Module 2	Module 3
1	Introduction to International Management <ul style="list-style-type: none"> Strategic and International Management International Marketing 	People and Management² <ul style="list-style-type: none"> Cross-cultural Management International Human Resource Management 	Area and Language Studies¹ <ul style="list-style-type: none"> Culture and Society Language Training
2	Business Environment <ul style="list-style-type: none"> Economics for Business and Research Methods Global Economics 	Finance and Management <ul style="list-style-type: none"> International Finance Cost Management 	Area and Language Studies^{1,2} <ul style="list-style-type: none"> Economy and Business Language Training
3	International Business Law and Taxes <ul style="list-style-type: none"> International Business Law and Ethics International Taxation 	International Operations and Project Management² <ul style="list-style-type: none"> Operations Management Project Management 	Area and Language Studies¹ <ul style="list-style-type: none"> Management Language Training
4	Master's Thesis (30 Credits)	Master Seminar	Area and Language Studies^{1,2} <ul style="list-style-type: none"> Case Studies Language Training

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

² Blended-learning module

The program consists of six modules with 60 contact hours and 4 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).

For more information

www.eam.graduatecenter.de

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