

**International MBA Programs**

**Information Session**

GEORG-SIMON-OHM  
**MANAGEMENT-INSTITUT**  
HOCHSCHULINSTITUT FÜR AUSSENWIRTSCHAFT



# Topics

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- University
- Management Institute
- Ohm MBA programs
- Highlights
- The Ohm MBA is more ...





OHM creates...  
futures.

- One of the largest Universities of Applied Sciences in Germany
- Full scope: 12 faculties, 7 institutes and competence centers
- Bachelor, Master of Arts, Master of Science, MBA programs, further education programs and dual study variants.
- Intensive research: most research-active of all Bavarian Universities of Applied Sciences and leading in third-party funds
- Worldwide partnerships: 130+ partner universities, 1,100 foreign students from 96 nations.



## 189 Years of Tradition



**Georg Simon Ohm**  
President 1839 - 1849

- 1823 Foundation of Städtisches Polytechnikum (municipal technical school)
- 1833 Transition to Staatliches Polytechnikum (state technical school)
- 1833 Georg Simon Ohm taking office as a professor
- 1910 Foundation of Offener Zeichensaal (open art room)
- 1927 Foundation of Soziale Frauenschule (social women's school)
- 1971 Consolidation as University of Applied Sciences
- 1983 Naming Georg-Simon-Ohm University of Applied Sciences

# Campus

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## Topics

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- University
- **Management Institute**
- Ohm MBA programs
- Highlights
- The Ohm MBA is more ...





# Georg-Simon-Ohm Management Institute

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# Topics

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- University
- Management Institute
- Ohm MBA programs
- Highlights
- Requirements and Procedures
- The Ohm MBA is more ...



## Why the Ohm MBA?

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- Consistently designed along the EQUAL guidelines
  - All relevant moduls of general management
  - Strong focus on leadership and personality development
  - Personal coaching
  - Specialization options through electives
  - No overengineered theoretical stuff, but strong practical orientation
- Really international:
  - Ca. 50% non-german students
  - 100% English: in class, in group discussions, in administration, in private talks
  - Long experience with sophisticated study weeks in China, USA etc.
  - Integration of foreign professors, e.g. from USA, China, Poland, ...
  - International research activities of the faculty
- Renowned lecturers in touch with the class
- Longest experience with MBA in Germany

## Basic Moduls (only CMP-NF)

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### **1. Introduction into Business**

- Business Simulation
- Foundations of Business Administration

### **2. Accounting and Finance**

- Accounting Basics
- Finance Basics

### **3. Economics, Law and Cases**

- Foundations of Economics
- Business Law Basics
- Case Studies in Management

## Core Moduls (all programs)

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### 1. Managing the Value Chain

- International Marketing
- International Supply Chain Management

### 2. External and Internal Accountability

- International Accounting
- International Taxation

### 3. Business Environment

- International Business Law
- International Economics
- Intercultural Communication Competence

### 4. Ethical Leadership in different Cultures

- Leadership in International Organizations
- Applied Leadership and Social Competence
- Business Ethics

### 5. Decision Making

- International Finance
- Managerial Decisions

### 6. Strategic Management in an International Context

- Strategic Management
- Top Management Issues



## Sample Electives (all programs)

### Management electives

- International Project Management
- Derivatives
- Business Excellence
- Portfolio Management
- The Economic and Financial Crisis
- International Entrepreneurship
- Advanced Marketing
- Business Information Systems and Electronic Business
- International HR Management
- Innovation and Technology Management
- Globalization of Chinese Enterprises

### Leadership electives

- Organisational Change, Culture and Leadership in Asia
- Chinese Strategems
- Global Leadership
- Moderation and Mediation
- International Business Negotiations

# Program Structure

## **MP-I (Financials)**

### **Semester 1 – 2**

6 Core Moduls  
+ 2 Electives

Master Thesis

## **CMP-F (Financials)**

### **Semester 1 – 3**

6 Core Moduls  
+ 2 Electives

Master Thesis

## **CMP-NF (Non-Financials)**

**Semester 1**  
3 Basic Moduls

### **Semester 2 – 4**

6 Core Moduls  
+ 2 Electives

Master Thesis

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## GSO-MI MBA Advantages

- International focus
- 100% in English
- Balanced MBA education
- Renowned teaching staff
- Service orientation
- Customized programs
- Dedication to quality



## The Global Focus

- Students from 55+ countries
- 40% – 60% Non-German students
- 100% English: lectures, class work, group discussions, exams, cases
- Global focus in lectures
- Study weeks at Barry University, Miami/USA and at Zhejiang University, Hangzhou/China
- Professors from Germany, USA, UK, China, Indonesia, Poland, ...
- International research activities of the faculty
- International excursions



## Students from 55+ countries

- |                      |               |                  |
|----------------------|---------------|------------------|
| ■ Afghanistan        | ■ France      | ■ Pakistan       |
| ■ Angola             | ■ Germany     | ■ Peru           |
| ■ Austria            | ■ Ghana       | ■ Poland         |
| ■ Australia          | ■ Greece      | ■ Romania        |
| ■ Azerbaijan         | ■ Guatemala   | ■ Russia         |
| ■ Bangladesh         | ■ India       | ■ South Africa   |
| ■ Brasil             | ■ Indonesia   | ■ Spain          |
| ■ Belarus            | ■ Iran        | ■ Sri Lanka      |
| ■ Bosnia-Herzegovina | ■ Iraq        | ■ Sweden         |
| ■ Bulgaria           | ■ Ireland     | ■ Syria          |
| ■ Burkina Faso       | ■ Italia      | ■ Taiwan         |
| ■ Cameroon           | ■ Japan       | ■ Thailand       |
| ■ China              | ■ Kazakhstan  | ■ Turkey         |
| ■ Congo              | ■ Lebanon     | ■ Ukraine        |
| ■ Croatia            | ■ Macedonia   | ■ United Kingdom |
| ■ Czech              | ■ Malawi      | ■ USA            |
| ■ Egypt              | ■ Malaysia    | ■ Uzbekistan     |
| ■ Finland            | ■ Mexiko      | ■ Venezuela      |
|                      | ■ New Zealand | ■ Vietnam        |



# Balanced MBA Education

## Knowledge-based Subjects ("Hard Skills")

- e.g. Strategic Management
- International Marketing
- International Business Law
- Project Management
- Economics
- ...

## Experience-based Subjects ("Soft Skills")

- International Communication Competence
- Business Ethics
- Social Competence
- Personality Development
- Moderation and Mediation

**Excellent Leadership Skills**



## Renowned Lecturers

### Experienced teaching team with high reputation

- Professors from various universities
- Experienced managers from different companies
- German and international lecturers
- Guest lecturers from Barry University, Zhejiang University, University Sophia Antipolis, Nizza



## GSO-MI Management Team

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### **Academic Directors**

Prof. Dr. Thomas Eckardt



Prof. Dr. Werner Fees



### **Managing Director**

Dipl.-Kfm. Alexander Zeitelhack

[www.gso-mi.de](http://www.gso-mi.de), [www.gso-mi.com](http://www.gso-mi.com)



# Customized Organisation of MBA Programs

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## ■ First university degree

- In the field of business, management, economics, ...
- In non-business fields: engineering, computer science, languages, natural sciences, ...

## ■ Parttime

- Classes on **3** evenings during the week from 17:30 – 20:45
- 3 – 4 Saturdays from 9:00 – 16:00
- Few block seminars (2 – 3 days) with foreign lecturers

## ■ Fulltime ("fast track")

- Classes on **5** evenings during the week from 17:30 – 20:45
- 3 – 4 Saturdays from 9:00 – 16:00
- Few block seminars (2 – 3 days) with foreign lecturers

## Ranking

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- No specific MBA rankings for Germany available till date
- But rankings for business faculties
- The International Business Department of GSO
- [www.che.de](http://www.che.de)








# CHE Ranking for GSO's International Business Programs (1)





















 Spitzengruppe	 Mittelgruppe	 Schlussgruppe
 nicht gerankt	 Aufsteiger	 Absteiger




STUDIERENDEN-URTEILE		
Betreuung durch Lehrende 	1,6	
Kontakt zu Studierenden 	1,2	
Lehrangebot 	1,6	
Studienorganisation 	1,6	
Praxisbezug 	1,7	
Berufsbezug 	2,0	
Einbeziehung in Lehrevaluation 	1,9	
E-Learning 	2,0	
Bibliotheksausstattung 	1,8	
Räume 	1,2	
IT-Infrastruktur 	1,5	
Unterstützung von Auslandsaufenthalten 	1,5	
Studiensituation insgesamt 	1,5	

-  Top Flight
-  Middle
-  End Section

# CHE Ranking for GSO's International Business Programs (2)

 Spitzengruppe	 Mittelgruppe	 Schlussgruppe
 nicht gerankt	 Aufsteiger	 Absteiger

ABSOLVENTEN-URTEILE		
Betreuung durch Lehrende 	1,6	
Breite des Lehrangebotes 	2,4	
Aufbau und Struktur des Studiums 	1,5	
Integration der Teilfächer 	1,6	
Vermittlung fachlichen Grundlagenwissens 	1,9	
Vermittlung von Transferfähigkeiten 	1,8	
Vermittlung von Problemlösungsfähigkeiten 	2,0	
Vermittlung von selbstständigem Arbeiten / Lernfähigkeit 	1,6	
Vermittlung von Teamfähigkeit 	1,5	
Vorbereitung auf das Berufsleben insgesamt 	1,7	

-  Top Flight
-  Middle
-  End Section

## Dedication to Quality

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### **GSO-MI ranked Top-3-University in Germany's Further Education Market**

- Competition 2004: "Best-Practice Universities in the Further Education Market"
- Donor's Association for the German Sciences in cooperation with McKinsey
- Third prize for GSO University
- Reasons: academic and organisational design, practical and customer-focused orientation

**Stifterverband**  
für die Deutsche Wissenschaft

**McKinsey&Company**

## Accreditation

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- Accreditation by ACQUIN in 2003
- Recognized by the German Accreditation Council
- Re-accredited in 2010



## MBA Alumni Network

- Unique worldwide non-public online network of MBA students and GSO-MI alumnis
- Keep in contact with your fellow students and old fellows
- Profit from experiences of other members
- Benefit from the online job market for your career change or for the recruitment of new staff
- Join lectures, speeches, management talks in the institute to refresh your knowledge
- Meet current and old fellows at regulars' table and other events
- Professional, social, sportive activities





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## Leadership Workshop Burg Feuerstein



## Excursion United Arab Emirates





## Excursion Kavala, Greece





## Study Week Barry University Miami, USA





## Study Week Zhejiang University Hangzhou, China





## Life Projects (1)

### LOGO – Marketing Strategy for Siemens A&D





## Life Projects (2)

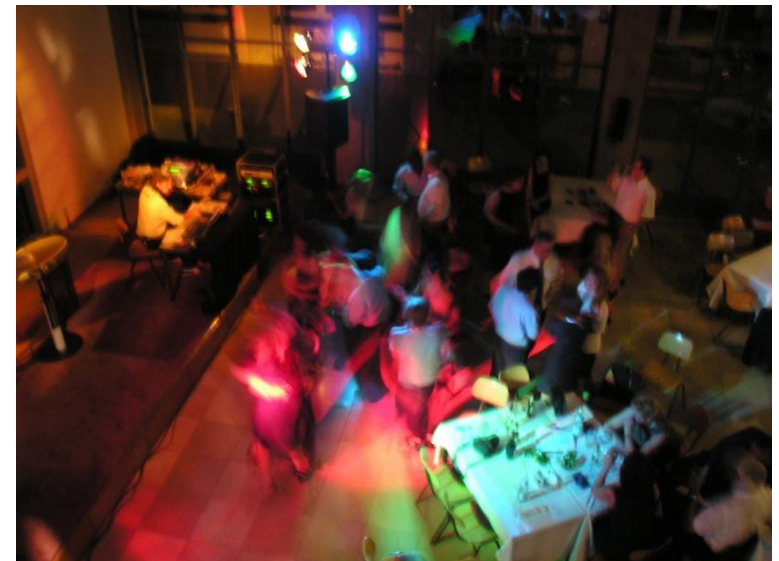
### Marketing Strategy for Quelle



## Parties and Ceremonies

### Study and have fun ...

- The GSO-MI Christmas Party (December)
- The Summer Barbecue (July)
- The Annual Graduation Ceremony (February)
- Additional services from GSO International Office



# Graduation Ceremony





# Welcome at GSO-MI

