

## Four Stars in the “karriere” Test for the MBS Bachelor’s Program

In the first extensive examination of the Bachelor’s study courses in Germany, analysts above all are interested in the employability of graduates within companies

The newspaper “karriere” and the “Arbeitskreis Personal Marketing” (Committee of Personnel Marketing) have compared the quality of different Bachelor’s courses in Germany together with the Center for Higher Education Development (CHE). The appraisers paid particular attention to the “employability” of graduates.

In the view of the appraisers, only 20 percent of study courses meet the standards set for graduates in their occupational lives. The Bachelor’s program at the Munich Business School was mentioned by the “karriere” editorial office as a positive example and received an overall rating of four out of five possible stars. The Bachelor’s study course at MBS in partic-

ular received the top ratings in the categories of Internationality and Practice Orientation.

125 courses of study were examined all over Germany with business studies as a major. The outcomes worth mentioning include the good results of the universities of applied sciences compared to the poor scoring of traditional universities. The appraisers judged the programs with regard to the criteria of Methodical Expertise, Social Competence, Practice Orientation and Internationality. Only the programs assessed with four or five stars meet the requirements regarding the procuring of key qualifications for the job according to the estimate of the appraisers.



## News | Fall Semester 2007

### New Seal of Approval: FIBAA Accreditation for All Academic Programs

The academic programs at the Munich Business School have experienced another revaluation. As of June 1, 2007 the most important certification agency in Germany, the Foundation for International Business Administration Accreditation (FIBAA), has issued accreditation for all programs at MBS. This applies to both full-time study with Bachelor’s and Master’s degrees and the part-time MBA program.

The contents and structures of the different programs were closely examined with regard to their academic quality in the



course of the several-month accreditation process at the FIBAA. With accreditation,

the courses of study at the Munich Business School receive an internationally important seal of approval, which reflects the high standards for universities with reference to their study offering.

With this, the Munich Business School confirms its role as a pioneer in the area of quality assurance within the academic landscape. It took on this role in 1999 as the first private university in Bavaria who received the state recognition by the Bavarian State Ministry of Sciences as the first private university overall.

A new dimension



The transition from the German “Diplom” to Bachelor’s and Master’s degrees enables us to view the paths of our graduates from a different perspective. After the “Diplom”, nearly all former students went straight into their careers. We measure our success in how our graduates have proven their worth at their companies, as well as in the income and development prospects our former students have been able to achieve.

The multitude of chosen paths is now greater, particularly among Bachelor’s degree holders. Some go straight to companies, while others would rather continue studying (at MBS or another university) and aim for a Master’s degree. It is precisely this option which also entails a new measure for success.

We therefore take great interest in finding out which universities attract our graduates. We are also pleased to see that a degree at MBS is opening international doors, for example to the University of Bocconi in Milan, the University St. Gallen or the London School of Economics. It’s good to know that we will also live up to the new measure for success.

Kind regards,

Prof. Dr. Stefan Baldi  
Dean

## Summer School Innovation Management

**Together with the Management Forum Starnberg, MBS organizes a seminar with top-class speakers**

From August 20<sup>th</sup> – 24<sup>th</sup> the Munich Business School is organizing the first Summer School Innovation Management at Berg am Starnberger See together with the Management Forum Starnberg. At the center of this cooperation event are all elements needed for successful innovation management at companies: from the generation and assessment of ideas as well as prototyping and control of innovations to the questions of an innovation-friendly corporate culture.

The speakers included Prof. Jörg Saatkamp, Prof. Frank Seger and Harald Ostermann from the Munich Business School as well as several successful innovation managers from international companies, including:

- **Tom Groth**  
Chief Visioneer Sun Microsystems, Inc.
- **Thomas Jungmann**  
Director Innovation Management, Henkel KGaA
- **Alexander Grots**  
Location Head, Ideo GmbH

The five-day seminar, at which examples from the companies of the speakers and cases from companies such as 3M, ebay, Gore and Oticon are analyzed, is extended with an interesting evening program. A visit of the O<sub>2</sub>-Lounge in Munich and an exchange with innovation managers of a telecommunications company are planned in the course of the program.

## MBA students back from Singapur

The participants of the MBA program are excited after returning from their stay at Singapore Management University. The students were able to feel the effect of this university directly, which with massive state support has become an attraction for the best economists in the world. In addition to lecturers who have received their doctorates at Princeton or Stanford, it was Augustine Tan, former office manager of the Premier Minister Lee Kuan Yew and long-time Chairman of the parliamentary commission for finance, trade and industry, who gave the guests from Munich an extensive overview of the economy in Asia and its most important players. In addition to China,

India and Japan, the economy in Singapore was naturally a focal point as well. “An absolute advantage of this program” is how MBA student Ann-Kathrin Hederer summarized her impressions of the fascinating trip. The study week in Singapore is, like the stay at SDA Bocconi in Milan, a solid component of the MBA program at the Munich Business School.



## Journalists Choose MBS Lecturer Jan Runau as the Spokesperson of the Year



Jan Runau, communications chief of the adidas group and lecturer for communications management at the Munich Business School, was chosen by German business journalists as the Spokesperson of the Year 2007. In the annual ranking by the "Wirtschaftsjournalist" sector magazine, Runau took first place ahead of the previous year's winner Peter Pietsch from Commerzbank as well as Bayer spokesperson Heiner Springer.

In the ranking, 150 business journalists assess the work of communications heads of the 100 most important German companies. Some of the criteria include the professionalism in interaction with journalists, the level of information, the knowledge of the needs of media representatives and networking within the company.

The long-term adidas spokesperson has shared his experience with Munich Business School students as a PR manager since the beginning of the year. Together with PR consultant Martin Fiedler, he teaches communications management at MBS. In addition to case studies and practical exercises (for example the preparation and realization of a press conference), the focal point of the course by the two PR specialists is the transfer of knowledge on topics such as stakeholder communication, media relations, crisis communication and internal communication.

## New MBS Offering for Health Care Managers

### The Munich Business School is expanding its offering with a part-time MBA in Health Care Management

The new MBA offering by the Munich Business School refers to executive staff from the field of health care. Starting in spring 2008, students will be able to earn a degree from MBS in Health Care Management over two years while working.

Participants deal with both general business topics such as strategic management, finance and accounting or operations management and with the enhancement of their personal skills. Moreover, the course of study includes specific modules and courses such as Health Care Systems, Health Insurance Management, Hospital Management, Pharmaceutical and Pharma Management,

e-Health Technologies and Medical IT-Systems. The program's contents are based on the results of a market field analysis, which has significantly clarified the need for the respective specialists at healthcare companies. Program lecturers are both experienced professionals from different areas of healthcare and professors of the Munich Business School as well as other universities. A stay abroad in the US is integrated into the program as an additional international component.

### Cooperation with US University Makes a Double Degree Possible for Master's Students at MBS

The Munich Business School has made an agreement on a double Master's degree with Florida International University in Miami. This allows stu-



dents in the full-time Master's program to acquire both an academic degree at MBS and a Master's in International Business from Florida International University. The study program is then extended from 20 to 24 months, two semesters of which are attended in Miami. The academic degree in the US also offers the possibility to receive a one-year work permit for the US directly following study. Aside from HHL Leipzig, MBS is the only German partner of Florida International University.

### MBS Lecturer publishes book about "Employee Relationship Management"

ERM is the concept with which Walde- mar Stotz, MBA, lecturer and coordinator for company contacts at MBS sees a suitable way for companies to win over and develop dedicated and efficient employees. In his book, recently published by the Oldenbourg publishing house, the author analyzes the widespread shortfalls of companies in their interaction with employees as "human capital" and makes his proposals for human resource developers which have to exist for their companies in the competition for the best employees.

## A Look Back...

The discussion event “The Return of the Samurai”, the title of which was taken from the book of the same name by MBS lecturer and EU diplomat **Albrecht Rothacher**, gave some interesting glimpses into Japanese economic life. The author stepped up for an exciting discussion with Asia experts such as company consultant Dr. Andreas Moerke, who lives in Japan, and the Chairman of the Confederation of Restructuring, Reorganization and Interim Management (Bundesvereinigung Restrukturierung, Sanierung und Interimmanagement), Eugen Angster. The comparisons that Angster was able to draw through his long-term position in both China and Japan particularly gave visitors several valuable and practical indications of similarities, but above all differences in interactions with business representatives from the two Asian nations.

The visitors from China, who were accompanied by professors of the elite French college **École nationale d’administration** (ENA), came to the Munich Business School from the **Chinese National School of Administration** (CNSA). In the scope of a stay in Europe, which also continued on to Cambridge and Paris, the teachers from China’s most important administrative university wanted to deal with different techniques in the transfer of knowledge.



The professors of MBS were sought out by the leading ENA to familiarize the Chinese guests above all with the practice-related teaching methods of the Munich Business School, particularly case studies and business games, in an all-day presentation.

## Glamour, Money and Big Hearts

**With their social projects, MBS students are showing a sense of economic responsibility and providing assistance for the needy**

“I am really very impressed” – The seven students of the Munich Business School, who had organized the gala event to benefit the “Heart for Heart – Foundation for Life!”, were surely pleased with the appraisal of their work by Bavarian Minister for Scientific Affairs, Thomas Goppel.



Dr. Thomas Goppel and the MBS-team of the “Herz für Herz-Gala

However, no less important for the organizers of the event at the Four Seasons Hotel was what came out below the line: the MBS students ultimately collected EUR 24,000 from the guests of their impressive gala and allocated the money for the treatment of children with cardiac problems in Vietnam.



The MBS-team of “Play Soccer – get together”

With 32 teams, the “Play soccer – get together” indoor soccer tournament was kicked off somewhat less glamorously, though with dedication, engagement, winners and losers.

Donations for a social purpose were also collected here: a total amount of more than EUR 12,000 is being used for the renovation of a football pitch in Hasenberg. This project has also found a prominent supporter: the organizers, including former “Bayern München” pro and MBS student Christian Nerlinger, were able to win over DFB (German Football Association) sports director Matthias Sammer for a visit to the tournament – and of course a donation.

However, not all social projects by MBS students were aimed at collecting cash for certain purposes with the help of public awareness. A significant number of activities took place beyond the cameras and spotlight. The dedication of the students, for example for the children of the Munich Institute for the Blind (Blindeninstitut München), included the organization of a Christmas party and a Carnival party, a game day, collective autumn walks and a cruise on the Starnberger See.



Matthias Sammer at the “Play Soccer – get together”-event

There have also been joint student undertakings with the residents of the Alfons-Hoffmann Haus, a nursing home in Munich, which have yielded very intensive personal connections. These connections, for example with Horizont e.V., an initiative for the support of homeless children and their mothers, are certainly maintained longer than for the length of a social project.

## Network – Entrepreneurs from MBS

### Seek Employees at MBS

Getting access to a career is no problem for most MBS graduates. Nor was it for Sophie Bittersohl, who like many other students got to know her future employer during her studies. The special thing about her career entry: her employer, the company usedsoft (www.usedsoft.com), was founded at the end of 2003 by MBS graduate Thomas Huth. It was not a coincidence that Sophie



Working Alumni-Network:  
Sophie Bittersohl and Thomas Huth

Bittersohl was hired at the company of a founder from MBS. Thomas Huth, who himself received his diploma at MBS in 1999, also works here as a lecturer and teaches in the field of company formation and business planning. The contact and the appraisal emerged through the courses. Sophie Bittersohl began at usedsoft after graduating in the past year; she has been establishing usedsoft's business, trade with used software licenses, in Switzerland since March.



Christof Schulte, Florian Mesch

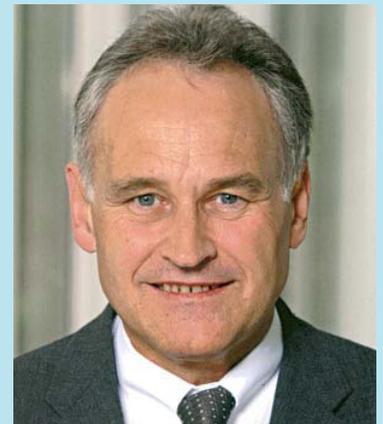
Florian Mesch is not yet to the point where he could hire graduates from MBS as fixed employees. However, he is already con-

sidering MBS students who could work on one marketing topic or another. Directly after graduating in the past year, he founded the company solpuri (www.solpuri.com) together with a partner. After he had actually decided against continuing his family tradition of manufacturing outdoor furniture, he again got a taste for it while working on his degree. As such, he developed the concept in his thesis together with the business plan for the manufacture and sale of high-quality outdoor furniture. He began with its implementation immediately thereafter. The establishment work of a founder followed with eight trips to Asia and 80,000 kilometers in the car. Since last summer he has slept no more than thirty times in his own bed in Munich, claims Florian Mesch, though "it was precisely the right decision, and it has been worth it".

Moritz Keller gained this founding experience long ago, although he will only finish his studies this year. His mail-order business Keller Sports (www.keller-sports.de), which specializes in all types of tennis equipment, has been in business since 2004. Together with his brother Jakob, he began in the basement of their parents' house in Gräfelfing. 10,000 customers have now ordered from the brothers, who according to estimates by "tennis magazine" represent the fastest growing tennis shipper in Germany. Now all major companies can be found in the range of the online shop. adidas has also been on board since July, as Moritz Keller had previously taken the opportunity to approach Jan Runau. Runau is the communications head of the sports outfitter and works as a lecturer at MBS. When Moritz has finished studying, his brother Jakob will begin. He has already signed up for the Bachelor program at MBS...

### A Look Ahead...

6th semester students have planned an **MBS Symposium** titled "Top Sport and Business – Successfully Learning from One Another" for October 19, 2007. The Bavarian Minister for Economic Affairs **Erwin Huber** is the patron of the event.



Erwin Huber  
Bavarian Minister for Economic Affairs

The concept earmarks lectures and workshops at which former competitive athletes, sports managers, scholars and company managers come together for talks with one another as well as with the participating students of several universities.

The details of the program are available at [www.munich-business-school.de](http://www.munich-business-school.de) and the number of participants is limited to 200.

Prior to that, the second edition of the **Alumni Homecoming** will begin on September 29, 2007. As with its premiere in summer 2005, the evening will include a festive event.

Moreover, it's worth taking a look from time to time at the event announcements at the MBS website. This is where the final dates for benefit events by students among other things can be found:

[www.munich-business-school.de](http://www.munich-business-school.de)

## A Word from the MBS Student Representatives



Dear friends of MBS,

These days everyone knows that internationality in the course of globalization has become ever more important for the economy – and thus for university graduates as well! At MBS, this includes the international orientation of the study courses already seen from the start as well as the stays abroad solidly integrated into the study programs. As a student representative, we are especially pleased by the fact that the global offering for a semester abroad is constantly growing and we are likewise pleased that Munich Business School students are eagerly welcomed as guests at universities in other countries. Far beyond the partnerships, this always brings students to new regions. As pioneers among the students, they discover new countries, cultures and educational institutions and thus even indirectly become involved in the expansion of the global network of MBS. Get inspired by some of the impressions from the widest variety of countries. We hope you enjoy dreaming of far away cultures!

Your student representatives,

Stefan & Tim

studentensprecher@munich-business-school.de

## Granada

As pioneers, Ulrike Haidenthaler and I ventured to new frontiers in Spain. We had sought out something special for our first semester abroad: the “Universidad de Granada” in beautiful Andalusia. In addition to its gorgeous location at the foot of the Sierra Nevada mountains and the famous Alhambra, Granada, being Spain’s largest student town, had even more to offer. The Arabic old town “Albaicín”, with its tearooms and gypsy stores remind me of the city’s Moorish past, and the supply of tapas in the city’s countless number of eateries is just about never-ending. Granada as a city is very clearly laid out with its 280,000 residents, and its location in the middle of Andalusia is an ideal starting point for getaways to the sea or to Seville, Cordoba, Gibraltar, etc.



We quickly noticed that we were not the only exchange students in Granada; there were “Erasmus” students from every country to be seen everywhere and the university’s offering for the many guest students was more than substantial. However, there was also plenty of contact with locals. The university assigned a tutor for every Erasmus student. Our “José” fortunately helped us choose our courses, find a place to stay, translate menus in the cafeteria etc.

Anyone hoping to get to know “typical” Spain is right at home at the Universidad de Granada. This is where you will find bullfights, the Flamenco, tortillas, paellas and sangria, proud Spaniards and many festivals.

*Andrea Wellmann*

## Tokio

“The Japanese are really very different” was the most accurate description found in diverse European Cultural Management lectures. But also different than we believe the stereotype to be.



In the course of my second semester abroad, I was able to study at Sophia University in the world’s largest city. A beautiful and practical campus rises above northern-central Tokyo and a truly international mix of students became involved in a never before seen number of initiatives! The student offering was multifaceted and, through instructors from Tokyo companies and diverse case studies, extremely practice-oriented. The acquaintances were no less international. With Frenchmen, Mexicans, Brazilians, Americans, Koreans, Chinese and of course Japanese, students frequently went to “Isakaya” after the lectures, where they exchanged stories from all over the world amidst the heavy smoke, noise and beer.

As mentioned, the Japanese themselves are always very polite and friendly. In any event, being a “Gaijin” (foreigner) is a kind of bonus for “misconduct”. For this reason, anyone in Japan for the first time need not be afraid. In closing, it thus remains to be said that these months in Japan were certainly the hardest, but also the most informative and greatest months of my life and have brought me a great deal forward for the future. I can therefore recommend for anyone: Go Nippon!!!

*Markus Throll*

## San Diego

### The city...

...is beautiful, clean and really safe! A person is well connected to all parts of the city with the trolley (streetcar) and the bus system. However, a car is a must when taking trips outside the city. Some supermarkets are open 24/7, which is quite convenient. Service is always a huge emphasis for the Americans. San Diego's main attractions include the world-famous Zoo and Sea-world, which are even worth the entrance fees! There are also plenty of beaches. La Jolla (San Diego's most beautiful beach) is recommended for surfing and quiet sun. Mission, Ocean and Pacific Beach are for anyone who prefers colorful beach drives.

### The people...

...in San Diego are culturally very well mixed. From South Americans and African Americans to Asians and Europeans, every continent is represented here. In our five months in San Diego, we met almost no unfriendly people at all! Most people there were super German-friendly! For Americans it is always a great experience to meet someone from Europe. However, it is peculiar that not many people really know what is going on overseas, whether politically or geographically. That can certainly be blamed on the superb weather and distinct entertainment landscape in California, which make it easy to forget the more serious topics.

### The SDSU campus...

...is also simply impressive and kept very modern and clean. There it can be seen why "a bit" more tuition fees have to be paid compared to Germany. The library is enormous and there are several food corners where students can eat lunch. The



very modern gym has more than 4(!) basketball courts and football fields, 3 spacious training areas and a sauna, climbing wall and soon even a swimming landscape!

### Courses and Credits

SDSU has a diversified course offering at its disposal with a focus on business and communication. The first two weeks at the university were very stressful due to the crash courses. There is almost absolute silence in the classes and the students only speak when the professor asks a question. There is a lot of homework, and while 4 courses at first do not sound like much, they take up a lot of free time. A major advantage in choosing the courses is also that there is always a

syllabus, in which the details of what is done in the course and when, as well as how a student is graded and when the exams or mid-term exams will take place are laid out.

### Living...

...is not necessarily cheap in San Diego. We lived off campus in La Mesa, which aside from a few limitations can be recommended. The average rent price for a room in San Diego is between \$600-800. Definitely take care of your accommodation beforehand or be there 1-2 weeks before the start of classes and take a look at craigslist.com!

### Parties

Here San Diego definitely has a lot to offer!! Thursday, Friday and Saturday are the

party days in the college area. This means really putting on the accent and convincing the bouncers at the frat houses to show a couple of cool Germans an even cooler party ;) It's worth seeing what goes on there. Pacific Beach is the part of town you should head for if you like dancing with a surf atmosphere. Here the bars are actually lined up one next to another and the people are laid back! In downtown San Diego, going out is more chic. You can eat in the Gaslamp quarter and go out afterwards on 4th or 5th Street.

### The costs...

...are usually the deciding factor for whether one can do a semester abroad or not. You should definitely apply for the aid possibilities by DAAD or the foreign federal aid program BAföG (contrary to the BAföG within Germany, nothing has to be repaid here and the budget allocations of parents are still collected) and see if you can receive financial support. However, high costs should still be anticipated for the semester. Monthly expenses (for meals, trips, parties, clothes) should not be underestimated.

### Conclusion

All in all, it can only be said that going to San Diego was a huge experience for my semester abroad. Not to mention the weather and the endless possibilities that California has to offer! Moreover, there is the possibility to visit many other cities in the surrounding area. Therefore, if you're wondering whether a semester at San Diego State University is worth the cost and the effort, we only have one thing to say: yes, definitely!

*Marcus Pietsch & Matthias Lapp*

## Meet Us in Person

### ... At trade fairs all over Germany

We would be glad to meet with you at our stand for a personal consultation. To set a time and date, just give us a call.

- September 28 + 29, 2007: EINSTIEG Abi **Berlin**
- October 19 + 20, 2007: EINSTIEG Abi **Munich**
- October 20, 2007: World MBA Tour **Frankfurt / Main**
- October 25, 2007: World MBA Tour **Munich**
- November 28 + 29, 2007: Absolventenkongress **Cologne**

### ... Or at the Munich Business School's Open House for those interested in the Bachelor's Programs.

The Munich Business School's student information sessions offer a good opportunity to personally get to know our programs and get a first impression of us, our students and our lecturers as well as the Munich Business School premises.



Every information session begins with a short presentation, which provides you with all information regarding MBS and the

respective study program. Afterwards you can expect several short "stations", at which you can get impressions of our teaching methods, the contents of study programs and the particular focus on internationality. Of course, we are also available the entire day for your personal questions!

- **November 10, 2007**  
10 - 14: Open House  
Information regarding the Bachelor's Program
- **February 23, 2008**  
10 - 14: Open House  
Information regarding the Bachelor's Program

### ... Or Information Sessions on the Master's & MBA at MBS

The Master's & MBA information sessions at the Munich Business School are for anyone interested in a postgraduate or continuing education program. They offer a good opportunity to personally get to know our programs and get a first impression of us, our students and our lecturers as well as the Munich Business School premises.

- **September 08, 2007; 15:00**
- **October 23, 2007; 18:30**
- **November 14, 2007; 18:30**
- **November 30, 2007; 18:00**
- **January 12, 2008; 15:00**

## Deadlines for 2008

### ■ **MBA in General Management & MBA in Health Care Management** **Begin: March 2008**

**1<sup>st</sup> round:** September 15, 2007  
Interview dates: October 2007  
**2<sup>nd</sup> round:** November 15, 2007  
Interview dates: December 2007  
**3<sup>rd</sup> round:** January 15, 2008  
Interview dates: Jan. / Febr. 2008

### ■ **Bachelor in International Business – Begin: Sept. 2008**

**1<sup>st</sup> round:** March 15, 2008  
Admissions Test on  
March 29 + 30, 2008  
**2<sup>nd</sup> round:** April 30, 2008  
Admissions Test on  
May 16 + 17, 2008  
**3<sup>rd</sup> round:** June 01, 2008  
Admissions Test on  
June 20 + 21, 2008

### ■ **Master in International Business** **Begin: September 2008**

**1<sup>st</sup> round:** April 15, 2008  
**2<sup>nd</sup> round:** May 15, 2008  
**3<sup>rd</sup> round:** June 15, 2008

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