



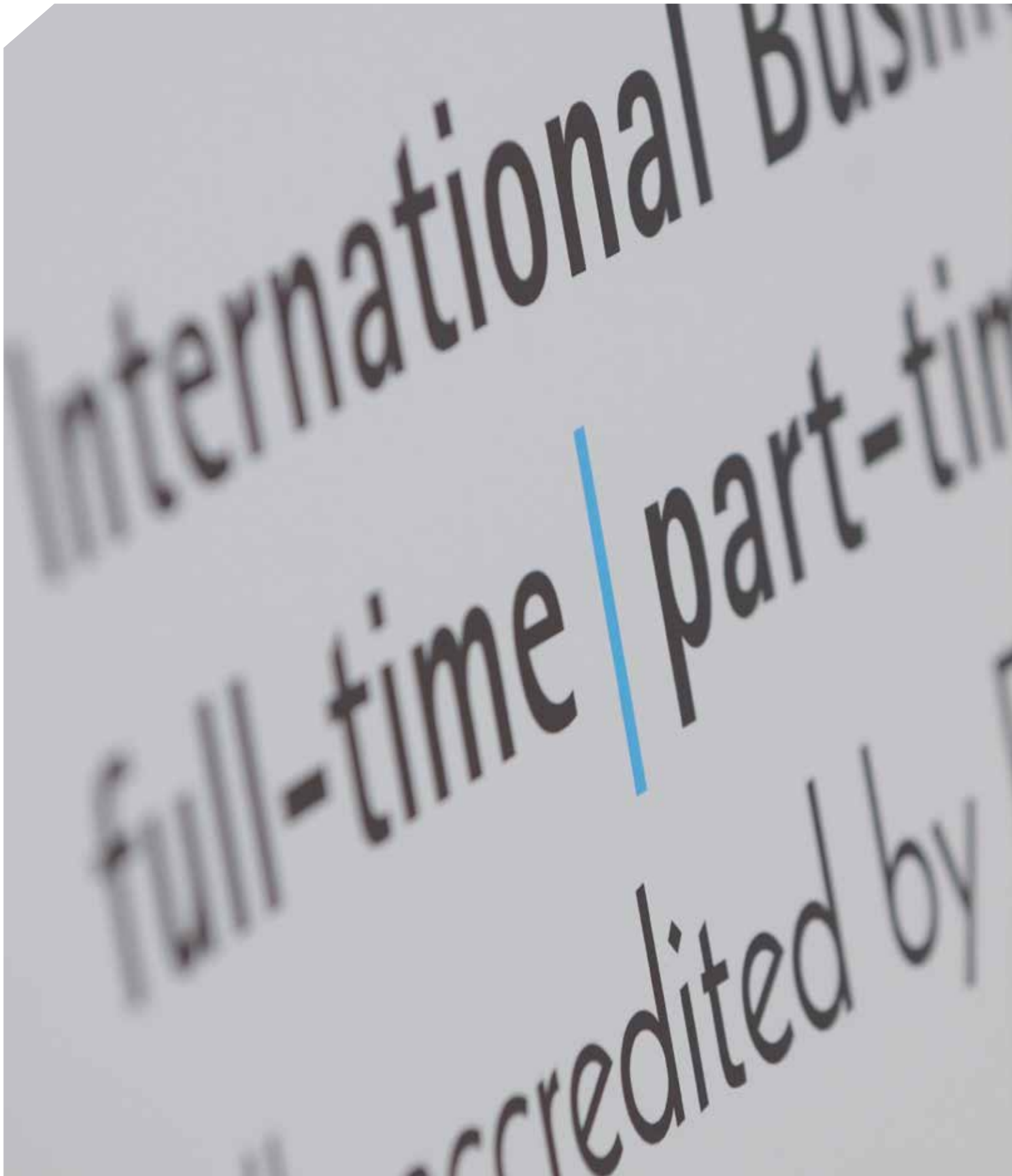
# Executive MBA

Master of Business Administration

Campus Villingen-Schwenningen



System Accreditation



# Welcome!

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Many thanks for your interest in our Executive MBA program. Building on HFU Hochschule Furtwangen University's 170 year-history and the excellent reputation of the long-established International Business Management Program, the university's HFU Business School also offers a part-time Executive MBA in International Business Management since 2003

The study program is aimed at those with a first degree in full-time employment who wish to gain additional management competence. Those willing to face 24 months of the multiple challenges of full-time employment and part-time studies have a very clear career goal. Our participants are highly-motivated with excellent academic qualifications and considerable practical experience. The course offers a broad base of skills and knowledge in business subjects, as well as leadership and international competence skills. The small size of the semester groups allows for a high level of student participation and support by our highly-qualified, internationally-experienced professors. The successful system accreditation is proof of the outstanding quality of our Executive MBA.

« Our Executive MBA Program stands out from the crowd of MBA programs available. This is due to its unique combination of general management approach, with an emphasis on practical relevance and internationality, and a learning environment customized to the specific requirements of our students. «

During the program you will forge an international professional network that will prove invaluable throughout your career. After graduation, our alumni organisation will allow you to maintain and develop this network of valuable contacts – a combined network that literally spans the globe.

Thank you once again for your interest in our program. We look forward to welcoming you soon to the HFU Business School at the Villingen-Schwenningen campus.

**Professor Dr. Armin Trost**  
Executive MBA Director

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« The program not only provided me with a toolbox for my everyday work as a manager, it has also been a great leadership training, and a personal and professional growth experience.

The international class profile with experienced individuals from different backgrounds added a special value and created a great learning environment and an ideal platform for discussions. «

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Lena Andlauer, Graduate 2019  
Finance Manager Manufacturing  
Intuitive Surgical Optics GmbH

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« Before searching and applying for MBA programs I made my personal "must have" list which comprised "courses in English, international spirit, small classes and close contact possible to professors".

I was positively surprised to find HFU Furtwangen addressing all my needs close to home. The environment supported the studies perfectly and all courses were very well-organized by the program team. This EMBA program helped me to understand processes in all areas of a company and at the same time opened new opportunities for me. It was a perfect fit to my international business environment. «

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Heiko Lais, Graduate 2019  
Head of Product Development  
MAGNETIC AUTOCONTROL GMBH

INTERNATIONAL COMPETENCE



# ... at a glance

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## Why HFU Business School?

- » General management orientation - skills for the leaders of the future
- » High program quality – confirmed by rankings and accreditation as well as continuous participant evaluation
- » Practical relevance and close contact with the business world
- » International orientation at the core of all teaching content
- » Modules abroad in cooperation with a European and a non-European top-ranked university
- » Outstanding administrative and learning support by highly-qualified and committed staff
- » Professional learning environment tailored to the needs of working managers
- » Small group size – maximum 15 participants
- » Large degree of flexibility and customization to individual circumstances
- » English as teaching language

GENERAL MANAGEMENT



# General Management

## The ultimate goal

Our Executive MBA program focuses on general management, providing a solid foundation and up-to-date knowledge base in all the functional areas essential for future managers. We offer professional development for those who have the potential for middle and top management positions.

## The right path

In addition to business studies, our course covers the soft skills and social and intercultural competencies vital for today's managers.

## Interpersonal experience

During this very intensive program of business studies, participants will not only learn from professors and other experts in the field but will also profit from the personal experience and network of contacts of other group members.

## Focus on applied management

One of the key elements of our program is the focus on business practice. We are convinced that our collaboration with well-known international companies provides significant added value to the program.

## Regular contributors from top management

Senior managers from global organizations and leading companies in Baden-Württemberg are regular contributors to the teaching program. They also enable the participants a look behind the scenes to gain valuable first hand information.

« Gaining deep insights into all business aspects besides already having a wide technical and project management background, was the perfect combination for my further career development.

The variety of the taught modules combined with the experience of the lecturer and the following on-the-job discussions, made the program unique and directly useful for my daily business. «

Andre Selz, Graduate 2018  
Head of Integration, Qualification & Trials  
Diehl Defence



... outstanding  
... international  
... individual

Hong Xiang, Graduate 2019  
Head of eSolution  
Testo SE & Co. KGaA

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« It was unbelievable for me to find this international EMBA program in the Black Forest. HFU EMBA is a program which encompasses up-to-date content, systematic module structure, international orientation, and an interactive teaching and learning environment, which also enables you to enjoy your EMBA journey besides your daily business.

I appreciated the open and exciting debates about industry experiences not only from the learning group but also from the professors. Another highlight of this program is the professional program management – you can get help anytime and anywhere. If you are looking for a real added value through an EMBA program, it is worth considering this program. «



## International Competence

The program is taught in 25 two-day blocks (Friday / Saturday).

Part of the program is a module outside Europe, currently at the prestigious Jiao Tong University in Shanghai. An international faculty is offering an inside view of this fascinating economic region. Visits to both local and international companies are also included.

An integral part of the studies is a residency at a highly-regarded university in Europe, currently at the Universidad de Málaga. The week includes a business simulation and provides a European focus. The students are working in mixed international teams.





International Management

Shanghai  
Jiao Tong

« I would definitely recommend the EMBA course to any professional who has an interest towards management studies but does not have the time to do a full time MBA. I really enjoyed being a part of this experience. One sure does learn lots from the class rooms, especially from the interactions with the fellow students. This surely does change the way how you see and analyze things, especially the day-to-day business life. «

Raghavendar Kuberan, Graduate 2014  
Director – Gear Technology  
Bauer Gear Motor Esslingen

» I wanted to obtain an MBA to compliment my practical experience in certain functional areas with a formal theoretical basis. I also wanted to supplement my understanding of business with insight into other areas to which I had not yet been exposed during my career. I chose to do my EMBA at HFU because it best fulfilled my selection criteria. HFU has an excellent local reputation. The professors are knowledgeable and, more importantly, they are accessible. I wanted classroom experience as opposed to remote learning and the program is designed to allow participants to balance career, family and further learning. Overall, HFU offered the best value for the investment required in money and time.” «

Ted Julius, Graduate 2013  
Director – Global Manufacturing Strategy and Planning  
Gambro Dialysatoren GmbH



# Curriculum

Our Executive MBA has been conceived as a General Management program, encompassing all the essential elements required for a „holistic management approach“.

It is divided into modules each consisting of 1, 2 or 3 different lectures and taught over 3 semesters. The fourth semester is dedicated to the master's thesis.

The majority of sessions is based on inter-active methods such as presentations, case studies or work groups, thus leaving a lot of room for discussions. Participants will be able to specifically prepare the teaching content in advance of each session with the help of materials made available online.

Modules >

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## INTERNATIONAL FINANCE & ACCOUNTING

- Financial Accounting
- International Finance
- Management Accounting

## INTERNATIONAL MARKETING & PSYCHOLOGY (PART 1)

- International Marketing
- Teambuilding

## ORGANIZATIONAL PERSPECTIVES 1

- Project Management
- Best Practice

## HUMAN RESOURCE MANAGEMENT

- Human Resource Management

## STRATEGY 1 (PART 1)

- Introduction to Strategic Management

## INTERNATIONAL MARKETING & PSYCHOLOGY (PART 2)

- Behavioral Economics

## STRATEGY 1 (PART 2)

- Business Simulation

## LEADERSHIP AND SUSTAINABLE MANAGEMENT

- Leadership
- Sustainable Management

## WORLD ECONOMY

- World Economy

## MANAGING CULTURAL DIVERSITY

- Managing Cultural Diversity

## ENTREPRENEURSHIP 1

- Fundamentals of Entrepreneurial Management
- Product Development
- Best Practice

## INTERNATIONAL FINANCIAL REPORTING

- International Financial Reporting

## STRATEGY 2

- Advanced Strategic Management
- International Management
- Best Practice

## ORGANIZATIONAL PERSPECTIVES 2

- Organizational Behaviour

## CORPORATE TRANSFORMATION

- Corporate Restructuring
- Business Law

## RESEARCH AND THESIS SUPPORT

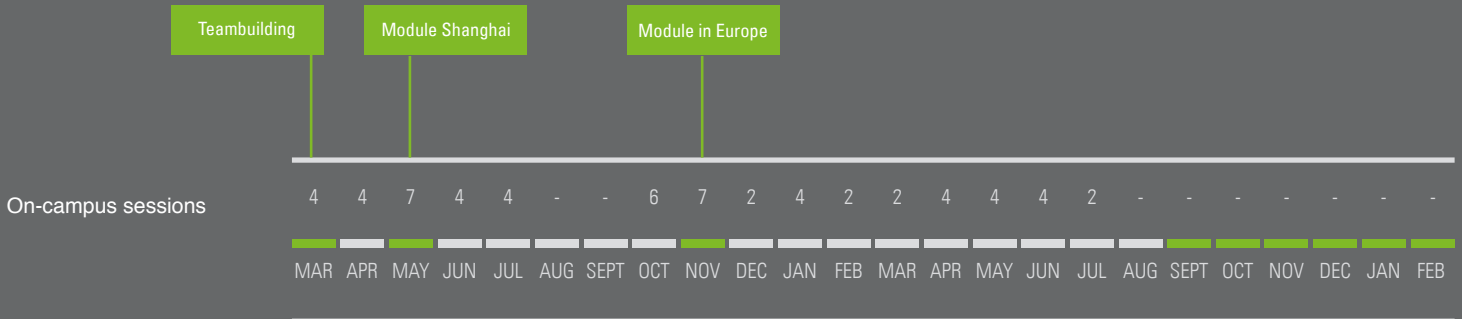
- Research and Thesis Support

## ENTREPRENEURSHIP 2

- Advanced Entrepreneurship

## MASTER THESIS

# Program Structure



	Fundamentals 1st Semester	Consolidation 2nd Semester	Application 3rd Semester	Thesis 4th Semester
International Finance and Accounting	████████████████			
International Marketing and Psychology	██			
Organizational Perspectives	████████████████		████████████████████	
Human Resource Management	████████████████			
Strategy	██			
Leadership and Sustainable Management		████████████████████		
World Economy		████████████████████		
Managing Cultural Diversity		████████████████████		
Entrepreneurship		██		
International Financial Reporting			██	
Corporate Transformation			██	
Research and Thesis Support			██	
Master Thesis				██



# Top

TOP BUSINESS LEADERS AND ACADEMIC EXPERTS

# Leaders

## Management Expertise

While the HFU Hochschule Furtwangen University bears the academic responsibility for the Executive MBA program, it has a very close relationship with representatives from local companies which are also global players.

The input from the industry helps to develop and shape the program. Together with other companies, the members also introduce their own business cases as part of the „Best Practices in International Business“ schedule of lectures.

## Learn to Lead from Those who Lead

If you are interested in the program, our Open Evenings which take place as part of the Best Practice presentations will offer an opportunity to get to know the Executive program in more detail and to talk to current participants.

We continue to play a role in our graduates' professional development even after graduation, thus continually extending our alumni network. To this end we also offer all our graduates a regular schedule of additional seminars on current topics from business practice.



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Advisory Board - Local Roots - International Connections

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APPLY NOW!

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## FACTS & FIGURES

Degree	Master of Business Administration
Language	English
Number of semesters	4 (part-time)
Tuition fee per semester	€ 4.500 + administration fee
Program start	Summer Semester
Application deadline	January 15th
Entry requirements	First degree (Bachelor, Magister, Diploma or equivalent), Minimum of five years professional experience in a position of responsibility following graduation Very good command of the English language enabling study in this language
Qualifying examination	Yes
Accreditation	Yes, system accreditation
Average age of participants	32 years old



## Contact

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Campus Villingen-Schwenningen  
Phone: +49 7720 - 307 4315  
E-Mail: [execmba@hs-furtwangen.de](mailto:execmba@hs-furtwangen.de)

# International Competence

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## The Requirements

100% Passion  
100% Performance  
100% Dedication

The increasing internationalisation of business poses continuous challenges to management. They have to develop an international competence, create lasting organisational structures as well as effective paths of communication, and re-focus the company culture. In this context, intercultural competence is as essential as solid language skills.

The internationally-established and highly-respected MBA title which our graduates are awarded will give fresh impetus to both a national and an international career.

## International Modules

The Right Way  
The Right Combination  
The Right Solution

Two international modules with partner universities are integrated into our curriculum. One module will take place in Europe, one outside Europe.

## Business Communication in English

All lectures are held in English.

## The Global Network Excellent

In the more than 25 years of its existence, HFU Business School has built up an extensive network of partner universities around the world. Similarly, a network of company contacts has been cultivated and our international competencies have been systematically developed and improved. These networks are the backbone of our Executive MBA in International Management.

Our faculty is an international one. All professors draw on many years of international business experience to produce a teaching program of the highest standard. In addition we have been able to attract high-ranking managers from industry as guest lecturers.



Christoph Zimmermann,  
Graduate 2009  
General Manager Waldmann Switzerland



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## STUDYING FOR PROFESSIONALS

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« Without the Executive MBA program at the HFU Furtwangen I would not be where I am today. Personally and professionally I have taken a giant leap forward. When my company learned that I intended to take part in this program, they opened new doors and opportunities for me. The on-campus sessions, the time spent abroad, exchanges, new friends – it was an experience not to be missed. « Christoph Zimmermann

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### Professional Learning Environment

We offer our Executive MBA students a professional learning environment with great flexibility both in terms of time and space and tailor-made for our customers' requirements. Reading and research for the lectures is supported by a state-of-the-art learning environment which allows access to learning materials at any time, regardless of location. Between on-campus sessions participants remain in contact through asynchronous group discussions. Participants also benefit from access to an extensive online library of current management publications.

Our modern and well-equipped Executive MBA rooms are tailor-made for our participants, feature data projectors as well as wireless LAN. Refreshments are provided during all classes.

We publish the on-campus sessions dates for the entire two-year study period at the start of the program so that participants and their employers can plan and coordinate study, family and career in the best possible manner.

Our professors and staff are highly-educated and experienced professionals with a strong commitment to supporting our students in achieving their goals.

The number of participants is limited to fifteen, allowing for a close working relationship and intensive exchange in case studies, discussions and simulations.

» It is not the branding of an institution that counts, it's the substance behind it. «

Michael Lumpp, Graduate 2006  
Deputy Head of Computer Aided Engineering,  
Freudenberg Forschungsdienste KG



# Team

HFU Business School



**Prof. Dr. Armin Trost**  
Executive MBA Director  
Human Resource  
Management



**Prof. Dr. Wolf-D. Schneider**  
Dean of HFU Business School  
Project Management



**Prof. Dr. Niels Behrmann**  
Professor  
Entrepreneurial  
Management, Strategic  
Management, Product  
Development



**Orlando Casabonne**  
Independent Project Manager,  
Consultant and Trainer  
Project Management



**Prof. Dr. Rütger Conzelmann**  
Professor  
Financial Accounting  
Business Simulation



**Gerald Feigenbutz**  
GM Qualitätsverband Kunst-  
stoffherzeugnisse, Bonn,  
Corporate Restructuring



**Prof. Dr. Martin Fleischmann**  
Professor  
International Marketing



**Prof. Dr. Uwe Hack**  
Professor  
Management Accounting,  
International Financial  
Reporting



**Prof. Nikola Hale**  
Former Dean of Studies MBA  
Managing Cultural Diversity



**Prof. Dr. Gerrit Horstmeier**  
Professor  
Business Law



**Prof. Dr. Eva Kirner**  
Dean of Studies IMM  
Organisational Behaviour,  
Leadership



**Prof. Dr. Frank Kramer**  
Dean of Studies IBW  
Sustainable Management



**Prof. Dr. Michael Lederer**  
Vice President International  
Affairs & Executive Training  
International Finance,  
Entrepreneurial Management



**Prof. Dr. Christoph Mergard**  
Professor  
International Management,  
Work-Life-Balance



**Prof. Dr. Kai-Markus Müller**  
Professor  
Behavioral Economics



**Prof. Dr. Marc Peter Radke**  
MBA Director  
World Economy



**Li Fang-Heck**  
Director „Chinese Language  
and Culture Department“



**Alejandro Pastor**  
Director „Hispanic Speaking  
World Department“



**Regina Feketics**  
Program Director  
Executive MBA



< Executive MBA Graduation Ceremony

# Yeahhhh...

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**Publishing and Editing**  
HFU Business School  
Hochschule Furtwangen  
Campus Villingen-Schwenningen

**Photography**  
Top Leaders, Best Practice and Classroom:  
Benzing Fotografie, Villingen-Schwenningen  
Team: Art Photographs, Villingen-Schwenningen  
Others photographs: photocase.com  
Off Campus and Executive MBA Class:  
HFU Business School

**Disclaimer**  
Changes reserved

# Interested? We look forward to meeting you!

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The Executive MBA program's quality is determined by the quality of our students. HFU Hochschule Furtwangen University's selection standards are exceptionally high.

A selection committee will consider your application and suitable candidates will be invited for an interview. After the interview the final selection of candidates is made.

Please send your application to the following address:

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[www.executive-mba.hs-furtwangen.de](http://www.executive-mba.hs-furtwangen.de)

» If you have any questions or require any further information, please contact us at our VS campus. We are happy to arrange a personal appointment if you wish. «

Regina Feketics  
Program Director Executive MBA