

# Master of Business Administration (MBA): executive and fulltime courses

## Courses of study

### Management and design

The Zollverein School of Management and Design is the first research and educational institute of its kind in Europe and is situated on the Zeche Zollverein world heritage site.

Its professional development and training courses are aimed at future managers working in companies where design in its many facets (creation and communication) is largely responsible for the company's competitive edge. In particular, the courses are aimed at young professionals from the fields of design, architecture, marketing, and communications, and managers from the fields of business, culture, and politics who have to make design-related decisions. The Zollverein School's courses are ideal for all managers who have to initiate and support creative processes, develop appropriate solutions for such processes, and find out how companies and their products can be successfully communicated to the public. The aim of these professional development and training courses is to inspire and foster innovative management styles and corporate strategies by closely linking management and design skills.

### Courses of study

The **executive MBA course** will last 20 months. In the first 14 months of the course, students will be required to attend classes in Essen from Thursday to Sunday once every three weeks. In the final six months of the course, the writing of dissertations means that students will spend less time at Zollverein. The executive MBA course classes will be conducted in German and English.

The **fulltime MBA course** will last 18 months. In the first 12 months of the course, students will be required to attend classes in Essen every day. Course work will be very practical and will be based on projects. Here too, the remaining six months of the course are reserved for the writing of dissertations. The fulltime MBA course classes will be conducted in English.

In addition to professional development and training, research projects and coaching will be the Zollverein School's main areas of activity.

## Curriculum

The course is modular in structure and divided into the strands *Transformation, Strategy & Marketing, Organization & Leadership, Finance & Operations,* and *Basics & Methodology*, all of which are linked by joint projects.

The classes in the **Transformation** and **Basics & Methodology** strands will allow students to acquaint themselves with themes from the fields of culture, society, and business that have a sustainable impact on current corporate developments. The issues dealt with in these classes will be raised and discussed in other parts of the course. The lecturers for this strand will also be involved in the Strategy & Marketing and Organization & Leadership strands.

The **Strategy & Marketing** strand will focus primarily on the way companies interact with their environment. Other elements include: the development of strategies and the strategy process, and the link between the two; the way a company is influenced by its environment and the way it deals with this external influence; the way a company presents itself to the outside world in the form of offers, services, and products; and the integral development of business models.

The **Organization & Leadership** strand will focus mainly on the design of internal corporate structures. Other elements include: decision-making processes; organisational culture and personnel development; and the way the actions of individuals can be adapted to reach the company's target in the field of Finance & Operations.

The main focus of the **Finance & Operations** strand will be on principles of corporate financing, accounting, and controlling that are relevant for managers. This module will also highlight the need

for links between the fields of management and design. For example, it will show that not only the monetary evaluation of discontinuous creative processes is a challenge. Moreover, the entire business administration of a company—the tasks of finance management, methods of financial planning, and financing and investment decisions—must be designed in such a way that there is sufficient room for strategic decisions and, of course, for innovation and creativity.

Practical questions and case studies arising from company activities will be integrated into the classes. This is why the course allocates large amounts of time to multi-discipline practical project work. The Master's thesis will be closely related to corporate issues. The final part of the course is reserved for the writing of the Master's thesis.

## The lecturers (selection):

- \_ Ed Annink, Ontwerpwerk, Multidisciplinary Design, The Hague
- \_ Prof. Ruedi Baur, Hochschule für Gestaltung (College of Design), Zurich
- \_ Prof. Dr.-Ing. Ralph Bruder, president of the Zollverein School, Essen
- \_ Christoph Böninger, managing director, designafairs GmbH, Munich
- \_ Dr. Thomas Düllo, Otto-von-Guericke University, Magdeburg
- \_ David Griffiths, consultant, London
- \_ Prof. Dr. Edgar Heineken, University of Duisburg-Essen, Duisburg
- \_ PD DR. Michael Hinz, University of Duisburg-Essen, Essen
- \_ Christian Klawitter, Freshfields Bruckhaus Deringer, Hamburg
- \_ Prof. Dr. Franz Liebl, University of Witten/Herdecke, Witten
- \_ Joachim M. Maier, irganic, Zurich
- \_ Prof. Kurt Mehnert, University of Duisburg-Essen, Essen
- \_ Dr. Claudia Mennicken, University of Witten/Herdecke, Witten
- \_ Prof. Dr. Ludwig Mochty, University of Duisburg-Essen, Essen
- \_ Prof. Dr. Werner Nienhäuser, University of Duisburg-Essen, Essen
- \_ Kay Pawlik, manager, Erco Leuchten GmbH, Lüdenscheid
- \_ Prof. Dr. Birger P. Priddat, Zeppelin University, Friedrichshafen
- \_ Brent Richards, director, The Design Laboratory, London
- \_ Prof. Keiichi Sato, Institute of Design, Illinois Institute of Technology, Chicago
- \_ Rachel Smart, Rachel Smart Limited, design consultant, London
- \_ Dr. Olaf Rughase, Schindl Rughase Partners, Landsberg/Lech
- \_ Prof. Dr. Wolfgang Stark, University of Duisburg-Essen, Essen
- \_ Dr. Dieter Wiesmann, Corporate Affairs-International, ThyssenKrupp
- \_ Dr. Bettina von Stamm, Innovation Leadership Forum, London

Other guest lecturers—renowned personalities and experts with corporate experience—will also be involved in tuition.

## **Admission requirements and application process**

### **Admission requirements**

for the executive and fulltime MBA courses:

- \_ a university/college degree (Bachelor level, 3 years)
- \_ at least 2 years of work experience
- \_ evidence of a sound grasp of the English language e.g. through TOEFL
- \_ selection interviews (during the Base Camp)

### **Applications**

We need the following documents in order to process your application:

- \_ completed application form (see attachment)
- \_ CV
- \_ evidence of your command of the English language

### **Interviews**

Before we decide to offer you a place on a course, we would like to talk to you face to face. This is why we conduct interviews during the Base Camps.

The next Base Camp for the executive MBA course, which is due to start in March 2006, will take place on 27/28 January.

The selection committee, which is made up of lecturers for the MBA course, will decide who will be admitted to the course on the basis of the applications and interviews. Applicants will receive word as to whether they have been accepted for the MBA course after the Base Camp.

## Costs and financing

### Tuition fees

As a non-profit making institute, the Zollverein School relies on income from tuition fees to fund its courses.

The total fees for the 20-month **executive MBA course** are **22,000**.

This fee covers participation in classes, the relevant study materials, and lunch.

The total fees for the 18-month **fulltime MBA course** are **28,000**.

This fee covers participation in classes, the relevant study materials, and lunch.

We would like to encourage all students with the relevant qualifications to apply for the course, regardless of their current personal financial situation.

The decision as to whether a candidate is accepted onto the MBA course is taken solely on the basis of the candidate's suitability.

### Financing tuition fees

The Zollverein School will make every effort to find funding opportunities for students who provide evidence in their application that they require financial support to pay the course tuition fees. Funding opportunities include scholarships (e.g. sponsorship from companies) or work at the Zollverein School.

The Zollverein School also awards internal scholarships to outstanding applicants.

Every applicant is entitled to apply for an internal scholarship. However, given the limited number of scholarships available, candidates are advised to apply at the earliest possible date.