



## **Boston, Madrid, Mumbai: Internationality in the Part-Time MBA Program at HHL in Leipzig**

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Due to the ongoing globalization of our economies, the topic of internationality becomes more and more important with regard to training specialists and executives. Yet how does this internationality come to life in a part-time management program in Germany?

HHL Leipzig Graduate School of Management focuses particularly on intercultural aspects in addition to the general management approach of its part-time MBA program launched in 2002. To achieve this level of internationality, HHL has students and lecturers from many different countries, all classes are taught in English, the case studies to be discussed all have an international focus, a one-week study trip (Global Immersion Seminar) to Boston, MA, USA is integrated in the program and students have the opportunity to take a term abroad at one of 100 universities worldwide partnered with HHL.

Internationality as an important core competency

Prof. Arshad Ahmad of Concordia University in Montreal, Canada, who has been a guest professor at HHL for many years, describes the relevance of internationality in the part-time MBA program as follows: "Some experts estimate that in the very near future, the global stock of information will double every three days. Managers who embrace this world of knowledge explosion interpret internationality as a core competency. They are not afraid to reimagine decisions and even strategy, adapting to change which is the only constant they can rely on."

Thinking outside the box

Part-time MBA student Carlo Glaeser, who works for Commerzbank in Hamburg, benefits greatly from the internationality of the programs offered in Leipzig. The 29-year old says: "Working solely with customers from abroad, my studies at HHL help me identify problems and develop joint solutions. The international part-time program has also made me think outside the box more." Glaeser very consciously decided to include an additional term abroad at IE Business School (Instituto de Empresa) in Madrid, Spain, in his part-time program in General Management. "The internationality of the program sparked my interest in foreign cultures. I was also able to improve my command of Spanish significantly thanks to the time I spent in Madrid."

Successful learning on the study trip

Steffen Fischer, 34, owner of the FISCHER druck&medien print shop, enthusiastically remembers the study trip (Global Immersion Seminar) to Boston, MA, USA. "If I had to pick a highlight from our Global Immersion Seminar, it would have to be the visit to MIT Media Lab. The research results at this facility did not seem to be very scientific at first but then again it is exactly this clever combination of existing tools and technologies that is surprisingly user-friendly. It is precisely what I am looking for when creating new products for our customers."

Fischer traveled to Boston for a week together with his part-time MBA class exploring the trip motto "Feel the entrepreneurial spirit in Boston: factors of success for innovators". They visited events at Harvard Business School, Boston University, Massachusetts Institute of Technology (MIT), Fletcher School/Tufts University and Boston College. The lectures covered a range of topics from Innovation Strategy, Flexibility in Engineering Design, Financial Reporting in a Global Economic World to Social Networks within Organizations. The seminar included a case study on which the participants started working on before taking off for the U.S. The result of the case study, presentations as well as the preparation of a final paper after returning to Germany went into the students' record in the form of credit points.

In order to familiarize themselves with Boston's outstanding role in the fields of entrepreneurship, innovation management, economy and science, the class from Leipzig also visited several companies and organizations there. The Cambridge Innovation Center and the Akiban Technologies start-up particularly reflect the entrepreneurial spirit of the city in the same way it is reflected in the HHL program through its focus on entrepreneurship. Additionally, a discussion with a representative of Simon-Kucher & Partner opened up a global perspective on the economy for the students.

International network helps increase global business contacts and ideas

When speaking about the internationality of HHL in the part-time MBA program, Fischer's classmate Dr. Susanne Goldammer, 45, describes a similar point of view. The plant manager of SCHOTT SOLAR says: "I find my colleagues all over the world. I expect a management program to prepare us for this internationality."

The 45-year old considers the expansion of her English vocabulary a great practical benefit from the internationality of her part-time program. According to Dr. Goldammer, the group work allows her to deepen her understanding of cultural differences. "Thanks to a broadened international network, I was able to establish new business contacts already. The part-time program also gives us the opportunity to develop business ideas in an international context and not just limiting them to Germany." Dr. Goldammer sees more benefits from the internationality beyond the professional ones: "Thanks to my studies, I now have friends all over the world. Next week, for example, I am invited to a classmate's wedding in India."

HHL Global Diversity Scholarship

In line with the ongoing internationalization of its part-time Master in Management (MBA) program, HHL now awards the HHL Global Diversity Scholarship. It carries an award of up to EUR 7,500 and targets highly motivated applicants for the 24-month part-time MBA program starting at HHL in March 2013. Eligibility criteria for this scholarship are, among other things, excellent GMAT scores (600 minimum) or, alternatively, an HHL entrance exam. For the HHL Global Diversity Scholarship, an essay in English on the topic of "Managing diversity in a global business" is required. The closing date for applications is December 31, 2012. Application closing date for the part-time program is January 15, 2013. <http://www.hhl.de/part-time-mba>

The Part-time Master in Management Program (MBA)

The two-year part-time MBA program with a focus on General Management is designed for people working in middle management who would like to expand their existing knowledge by practice-oriented and up-to-date management knowledge. The classes held in English teach the basics of economics in combination with concrete management tools. The participants benefit from an innovative curriculum which is no longer structured in a purely functional manner but also follows an interdisciplinary approach in accordance with the challenges in management (Managing Investors, Managing Society, Managing Customers etc.). Due to the participants' various academic and professional experiences (e. g. the fields of engineering, IT, finance, medicine, law) they have the opportunity to exchange views and learn from each other through case studies and group work.

The proportion of international students in the part-time MBA program at HHL stands at 30 percent. The classes are taught by renowned national and international lecturers (e. g. from the US, Sweden, Canada and the Czech Republic). The lectures take place in Leipzig on one weekend per month. They are combined with three module weeks which are spread over the entire two-year duration of the program. Two weeks are to be completed at HHL and one week in Boston, MA, USA, within the framework of the so-called Global Immersion Seminar.

HHL stands out with its extensive network which expands the participants' personal and business contacts.

A university degree and proof of several years of professional experience are the prerequisites for an application. The closing date for applications for the program, which starts in March 2013, is January 15, 2013. <http://www.hhl.de/part-time-mba>

ESF funding for HHL programs

The tuition fees for the part-time MBA and the part-time M.Sc. program at HHL Leipzig Graduate School of Management are eligible for funding by the European Social Fund (ESF) and are tax-deductible. The ESF money covers up to 80 percent of the cost for training programs. It must be proven that the program enables potential future managers of medium-sized companies to take on new global challenges and therefore to be able to improve the competitiveness of their companies. Information: [petra.spanka@hhl.de](mailto:petra.spanka@hhl.de) or <http://www.esf-in-sachsen.de>

HHL Leipzig Graduate School of Management

HHL is a university-level institution and ranks amongst the leading international business schools. The goal of the oldest business school in German-speaking Europe is to educate effective, responsible and entrepreneurially-minded leaders. In addition to HHL's international focus, the combination of theory and practice plays a key role. HHL stands out for its excellent teaching, its clear research focus, its effective knowledge transfer into practice as well as its outstanding student services. <http://www.hhl.de>

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HHL Leipzig Graduate School of Management

Die HHL ist eine universitäre Einrichtung und zählt zu den führenden internationalen Business Schools. Ziel der ältesten betriebswirtschaftlichen Hochschule im deutschsprachigen Raum ist die Ausbildung leistungsfähiger, verantwortungsbewusster und unternehmerisch denkender Führungspersönlichkeiten. Neben der internationalen Ausrichtung spielt die Verknüpfung von Theorie und Praxis eine herausragende Rolle. Die HHL zeichnet sich aus durch exzellente Lehre, klare Forschungsorientierung und praxisnahen Transfer sowie hervorragenden Service für ihre Studierenden. [www.hhl.de](http://www.hhl.de)

Anlage: Bild

