



Berner Fachhochschule

Technik und Informatik

Managementzentrum Bern

International Management

EMBA Specialization Program
EMBA Upgrade Program
CAS Certificate in advanced studies

www.emba.ch
Ihre Karriere ist unser Programm

www.emba.ch

EMBA Specialization Program
EMBA Upgrade Program
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International Management

This study program was developed for:

- ◆ International managers who have close contact and exposure to international cultures and are confronted with foreign business rules
- ◆ HR responsables and managers who recruit and employ international personnel
- ◆ Members of the board and executives who plan to manage and/or expand their businesses into new countries, either on the distribution or supply side
- ◆ Department heads and business developers of global companies who have to plan and judge international markets with their opportunities and risks
- ◆ Managers who have completed Bachelor / NDS BWL / SIM studies in Berne / NDS UF Burgdorf or similar (HWV etc.) and want to enhance their management skills can upgrade to the Executive MBA
- ◆ Managers needing dedicated know-how above all about International Management can get the Certificate of Advanced Studies CAS in International Management by studying this program

Admission Requirements

- ◆ Good English skills
- ◆ For Upgrade to EMBA: First degree in business administration (NDS Betriebswirtschaft / Unternehmens-führung) at TI Bern/Burgdorf or equivalent Score „Abschlussnote BU“ / „Abschlussarbeit BE“ better than 5.0 or test
- ◆ Business / Economic studies at university or equivalent education (for Certificate of Advanced Studies CAS)
- ◆ 5 years practice on the job, of which minimum two years in a management position
- ◆ Application letter of two pages and a curriculum vitae (CV) in English
- ◆ Short assessment of basic management skills
- ◆ The decision board at the university approves the application

Lecture Times and Duration of Program

Thursday/Friday/Saturday/ 09:00 – 17:00 – once a month

April 2009 – November 2009

Costs

EMBA Specializations Program
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1 ½ Semester International Management	CHF	12'000.-
Hotels / Accommodation	CHF	4'600.-
Total Costs (Flights not included)	CHF	16'600.-

Program structure and prices subject to changes without further notice

The costs include

- Hotels in China/USA/Russia, bus transport to airports and site visits where appropriate, accommodation in 4 star hotels or equivalent university dormitories,
- Breakfast, lunch, coffee breaks and one welcome dinner in each of the foreign modules. Books and study materials, case studies, exam materials and fees, library and computer access and unlimited Intranet usage.

Not included:

- Flights to China/USA/Russia and fuel / other charges
- Visa and airport fees, lunches, dinners as well as coffee breaks during stay in Switzerland, dinners in foreign modules, personal sightseeing trips or theater visits.

Program Structure

Subject Areas	Modules	Learning Structure		Credits ECTS
		Number of lessons à 45 Min.	Number of hours of Study	

Certificate in Advanced Studies International Management 1½ Semester	International Strategy	24	36	1
	Leadership Skills/Cultural Aspects	32	48	1.5
	Corporate Finance	32	48	1.5
	Risk Management	16	24	1
	EU Laws	24	36	1
	Innovation Management	16	36	1
	Outsourcing and Value Chain Analysis	8	12	0.5
	Integrated Management	8	12	0.5
	Doing Business in China	48	72	2.5
	Doing Business in Eastern Europe	48	72	2.5
	Doing Business in the US	48	72	2.5
	International Strategy Case Study		42	1.5
	Total	304	510	17

Modules – The courses in detail - overview

International Strategy

Macro- economic data and ratios Europe, Asia, USA, country valuation

- Economic challenges, market opportunities and risk valuation
- competitiveness of nations
- links to other areas in management
- strategy, organization and culture of international enterprises
- strategy development for global and international companies
- advanced concepts in strategy formulation and scenario building
- issues in strategy execution - case study

Leadership and Management Skills/Cultural Aspects

Leaders and their systems: system landscape, relationships, me as a manager

- leadership roles
- leadership personality: stakeholder analysis and actions
- Self and external perception of managers.
- Overview and dependencies between core management processes: budgeting, 3 - year forecast, MBO, human resource planning, strategy development
- Negotiation techniques - conflict management - structuring of ideas - coaching of virtual teams - case studies
- Cultural aspects - business behavior and differences in Asia, USA, Europe

Corporate Finance

Company and project valuations - Value based management

- understanding and applying financial ratios: NPV Net Present Value, EVA Economic Value Added, loans and cost of capital, beta/ CAPM - FOREX issues / foreign exchange trades
- risk hedging with derivative products - trade finance overview: Letters of credit, guarantees and other instruments - Exercises and case studies

Risk Management

Identification and classification of risks

- building blocks of an enterprise wide risk management
- framework of risk management procedures and best practices →early warning systems - implementation of risk management / early warning systems
- tools and system support
- exercises

EU Laws

Overview of EU institutions

- comparison of EU incorporation standards and practices
- comparison and overview over EU organization law, work law, contract law, product and competition law

Doing Business in China

Joint program together with Shanghai Jiao Tong University, China

- introduction into trends/current issues China and South East Asia
- macroeconomic development in China - Chinese business culture
- discussion panel with local entrepreneurs
- Chinas history and economic outlook
- company visits Shanghai area
- introduction into trends/ current issues of company's products, market position, financials
- globalization and its impact for the company (Laws, personnel, products, marketing)
- site visits Shanghai (city tour, excursion to water city)

Doing Business in Eastern Europe

Joint program together with State Polytechnic University of St. Petersburg

- Macroeconomics of Eastern Europe
- discussion panel with local entrepreneurs
- company visits, Petersburg area
- introduction into trends/ current issues of company's products, market position, financials
- globalization and its impact for the company (Laws, personnel, products, marketing)
- site visits , Petersburg (Hermitage museum, city tour)

Doing Business in the US

Joint program together with Babson College Boston

Elements of a global marketing system

- challenges in global marketing with respect to: Products / Price / Place (distribution channel management) / Promotion
- framework for assessing and implementing a global marketing strategy
- challenges and changes through E- Marketing
- linking strategy with marketing and finance - positioning issues
- case studies
- business case presentation and discussion panel with US investors
- company visits Boston area
- introduction into trends/ current issues of company products, market position, financials)
- globalization and its impact for the company (laws, personnel, products, marketing)

International Strategy Case Study

Development of an own business case, presentation of business case in front of American investors in the US module - site reports from visited companies in all countries

Program may change without prior notice. June 2007

Lecturers

Experienced lecturers combine theory with practice

Ammann Paul	Dr. oec. HSG, Senior Consultant, Manager Postgraduate Study Program MZBE
Blaurock Uwe	Prof. Dr. jur. / University of Freiburg/Br., University Professor
Brühwiler Bruno	Dr. oec. publ. / Euro Risk Limited, CEO
Jungmeister Alexander	Dr. phil, CFP / University of St. Gallen, ES-HSG, Executive Vice Director and Adjunct Prof. Charles Sturt University Bathurst, Australia
Kraus Pavel	Dr. / aht'intermediation GmbH, Management Consultant
Rupp Martin	Dr. Ing. ETH / V+R Management AG, Management Consultant, VR
Schmutz Claude	Lic. Rer. pol. LIF Leaders Integrity Foundation, Management Consultant
Straw Rob	Prof. Dr. / Credit Suisse, Bank Director
Wang-Messerli Kathy	EMBA / Atlantis Global GmbH, Management Consultant
Zbinden Bernhard	EMBA / Hewlett Packard (Switzerland) AG, Ingenieur
Zellweger Max-Ulrich	Dipl. Masch. Ing. ETH / Pacific Consult AG, Management Consultant

Shanghai, China



China. Today the dimension of the Chinese economy is rated somewhere between the Japanese No. 2 and the Germans No. 4. But China grows much more dynamically than all its competitors of comparable size. Since 1980 the economy has grown 12% yearly. Today it grows roughly 9% per year (CH: under 1 %).

The difference between export product and gross domestic product is roughly twice the size as of India. The same is true for the growth rate of all exports. Source: NZZ

Asiaweek Rating: SJTU is #3 in China



The sizzling city never sleeps - shopping at its best



Exotic meals with face to face meeting of Swiss and Chinese entrepreneurs



Modern facilities and experienced trainers help to make a lasting impression



The history and heritage of the past is still omnipresent

St. Petersburg, Russia



The Saint-Petersburg Polytechnical University is the "ETH" of Russia and was founded in 1899.

Today, the Saint-Petersburg State Polytechnic University is one of the leading universities in Russia with an international reputation and a student body of 18 000 students including 1 500 from outside Russia.



The old basilica represents the history and the czar



The Saint-Petersburg Polytechnical University



The river of St. Petersburg at sunset



The international institute of the Saint-Petersburg Polytechnical University

Boston, USA



Financial Times MBA Rating 2007 # 1 in entrepreneurship worldwide

5 best executive education provider worldwide



The harbor front in Boston - famous for water sports



Boston at night - downtown



EMBA class in front of the Center for Executive Education



Babson College is a typical New England College

Administration

Further information

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TI Management Center

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Further information:
www.emba.ch

International Partner Universities



Charles Sturt University
Faculty of Commerce
Sydney, Australia
www.csu.edu.au



Babson College
Boston, USA
www.babson.edu



Shanghai JiaoTong University
Antai School of Management
Shanghai, China
www.asom.sjtu.edu.cn



State Polytechnic University
St. Petersburg, Russia
www.imop.spbstu.ru



We are member of AACSB

AACSB, Association to Advance Collegiate Schools of Business, the leading accreditation organization for Business Schools.