



同濟大學
TONGJI UNIVERSITY

MANNHEIM
BUSINESS SCHOOL



MANNHEIM & TONGJI Executive MBA

Program Information



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Welcome

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The fast-growing economic relations between China and Germany have resulted in a high demand for Sino-German executive education. The MANNHEIM & TONGJI Executive MBA (EMBA) meets this demand by offering you a unique preparation for Sino-German business challenges. The program is designed to give you a portfolio of knowledge, skills and tools, as well as personal awareness that will make you a much more effective leader.

We provide you with broad general management expertise, integrating perspectives and best practices from all over the globe. At the same time, we strive to develop competent, socially aware and responsible managers with a global outlook, ready to master the challenges of the Sino-German business world. This program offers a singular opportunity

to become immersed in the vibrant cultures of two highly recognized institutions, as you study in two business hubs: Shanghai and Mannheim. In addition, you will benefit from valuable networking opportunities throughout the program, thereby enabling you to build a lifelong global network of participants from a wide range of cultural and professional backgrounds.

On behalf of the Tongji School of Economics & Management, Tongji University and Mannheim Business School, we invite you to learn more about our exciting EMBA program. We are looking forward to welcoming you personally in Shanghai and Mannheim.

Yours sincerely,

**Dean and Prof. Dr.
HUO Jia-Zhen**
School of Economics &
Management
TONGJI University

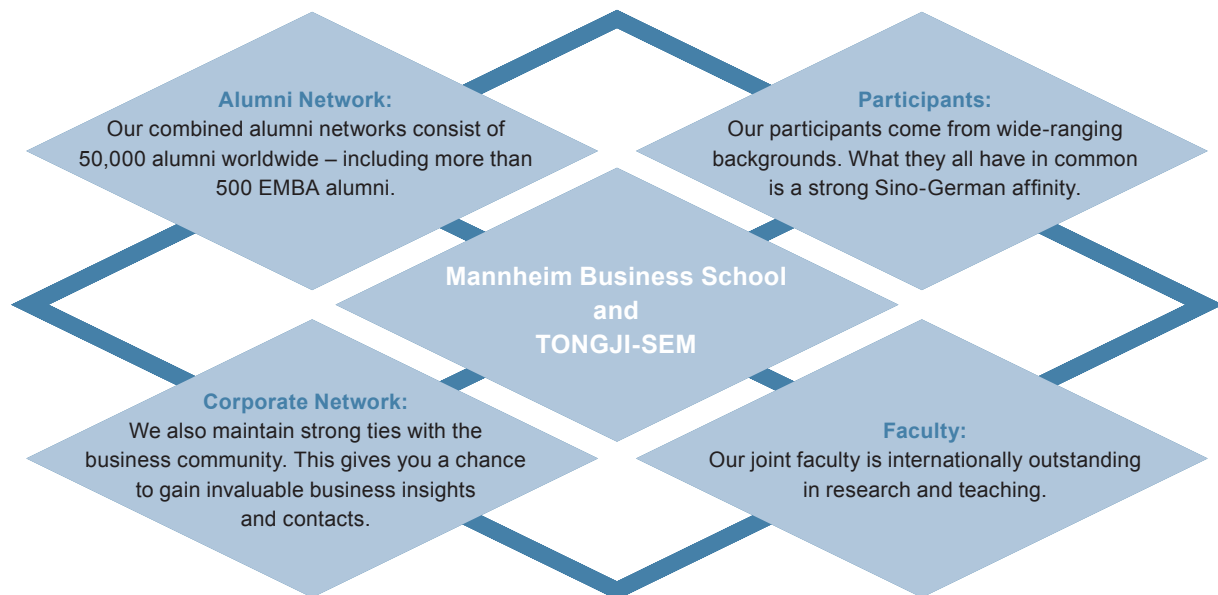
**Prof. Dr. Dr. h.c. mult.
Christian Homburg**
President of Mannheim
Business School
University of Mannheim



The Partners:

A Reputation for World-Class Business Education

Excellence meets excellence: Mannheim Business School (MBS) and the School of Economics & Management, Tongji University in Shanghai (TONGJI-SEM), have long been leading institutions for higher management education on their respective continents. Both have significant experience in executive education and are renowned for their high academic quality, cutting-edge research and teaching excellence. Moreover, both schools contain excellent corporate and alumni networks and demonstrate a high Sino-German affinity.



Mannheim Business School

- The university-based Mannheim Business School is consistently ranked as the best German business school in national and international rankings (e.g. Financial Times, The Economist, Handelsblatt, Wirtschaftswoche) and belongs to the leading business schools in Europe.
- It is the only German school accredited by AACSB, EQUIS and AMBA, the leading associations of business education institutions.
- Mannheim Business School's faculty members have achieved global recognition for their contributions to the scientific community, their progressive teaching methods and consulting experience.
- The Mannheim region is globally renowned for its innovations and quality in research, science and production.
- 50 % of Germany's top 500 companies are based within 250 kilometers of Mannheim.

Tongji University and its School of Economics & Management

- Tongji University at Shanghai is one of the leading universities directly under the supervision of the State Ministry of Education in China.
- Tongji University was founded in 1907. Its first president was Erich Paulun, a German doctor. The Chinese and German governments greatly appreciate Tongji's important function in the cooperation of sciences, culture and economy between the two countries.
- TONGJI-SEM is the top Chinese institution of its kind and well known for its excellence in education and outstanding research.
- TONGJI-SEM plays a key role in Chinese Fund Projects and State Key Engineering Management Programs of the National Economy, such as the 2010 World Expo in Shanghai.
- Shanghai's rapid economic growth, diverse multicultural society and business-friendly environment have enabled it to grow into one of today's most important and most promising business hubs.

Joint Program Development

The philosophy of partnership lies at the heart of the MANNHEIM & TONGJI EMBA program. This is why the Guiding Committee of the program is composed of key representatives from both schools. In addition, we collaborate closely with leading European and Chinese companies. Top management representatives of these companies as well as high-ranking officials have joined our program's Advisory Board. Together with the Guiding Committee, their function is to set and maintain education requirements, support the marketing, boost networking opportunities and ensure quality control.



The Program:

A Unique Sino-German Learning Experience

The MANNHEIM & TONGJI EMBA is far from being just another management program. It is targeted at aspiring and responsible top executives active in an international context, especially focusing on China and Germany. The program is entirely in English and strives to encompass perspectives and best practices from all around the world. With its comprehensive and flexible curriculum, designed to significantly enhance your general management expertise, it is specifically tailored to the complex schedules of executives.

The MANNHEIM & TONGJI EMBA offers you ...

- a highly flexible Sino-German curriculum that will prepare you for managerial challenges in an Asian-European context.
- an EMBA degree from prestigious institutions and the opportunity to study in two business hubs.
- a world-class faculty of two leading business schools in their respective countries.
- the training of leadership skills combined with an intercultural – especially Sino-German – perspective.
- access to a lifelong global alumni network.
- immediate career application as well as long-term relevance.



For a detailed description of the modules please visit: <http://www.mannheim-tongji.com/modules>

*Soft skill courses are subject to change

The MANNHEIM & TONGJI EMBA consists of six modules covering various management subjects (three in Mannheim and three in Shanghai), which last nine to eleven days, and a Master Thesis/Project. It is possible to start the EMBA program with any module or course.

Each module consists of four different hard and soft skill courses (24 courses in total) taught by our high-class joint faculty. The hard skill courses provide you with broad general management expertise, integrating perspectives and

best practices from all over the globe. Additionally, soft skill courses such as “Change Communication” and “Negotiations in a Sino-German Context” will enable you to become a much more effective leader.

After the completion of at least four modules, participants can start to work on their Master Project (MP) in order to receive their EMBA degree. The program can be completed in a minimum timeframe of one and a half years or a maximum timeframe of five years.



Excellence in research and teaching – this is the very least to expect from two world-class academic institutions. But our common goal is to offer you even more: A well thought-out educational concept based on several pillars:

The Educational Concept: A Holistic Approach to Management

World-Class Faculty:

First-class professors from around the world with excellence in research and extensive teaching experience.

Academic and Practical Relevance:

Use of state-of-the-art business concepts focusing on the challenges of operating in a global economy, particularly in a Sino-German context.

Intercultural Perspectives:

Focus on Chinese and German business challenges, emphasizing intercultural perspectives and how to achieve cross-border understandings in practice (e.g. by the use of Sino-German case studies).

Hands-on Experiences:

Company visits and expert speaker series with renowned business experts in both countries that foster an understanding of cross-cultural issues and how to deal with challenges arising from working in a global setting.

Soft Skills and Leadership Training:

Soft skill courses and a focus on business challenges from a top-management perspective as integral parts of each module.

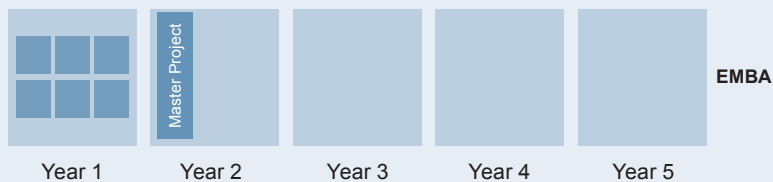
An integrated Sino-German perspective is guaranteed by ...

- faculty from both countries with expertise on the respective culture.
- participants from China, Germany and other countries working in multicultural teams.
- business speakers from highly experienced companies in one or both markets.
- role plays and simulations as part of the curriculum.
- the Master Project in a Sino-German context.

In today's fast-paced business environment, executives need to be extremely flexible. For that reason, the MANNHEIM & TONGJI EMBA offers you three different study options. It is possible to start the EMBA program with any of the modules. This concept allows participants and companies to adapt the program to the individual career management, while at the same time enabling participants to conveniently combine their studies with work and family life.

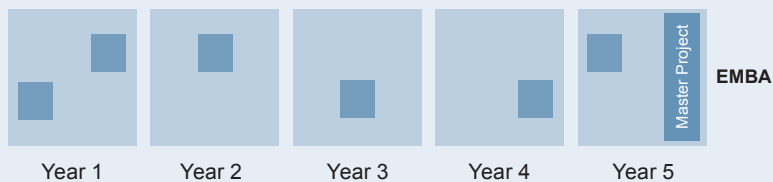
The Structure: Flexibility for Executive Agendas

Option 1: Take the Fast Track to Your EMBA!



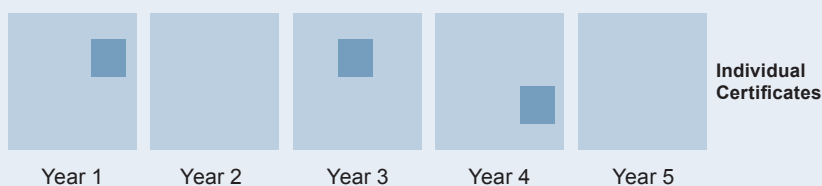
Participants can complete six self-contained modules plus the Master Project in one and a half years and receive their EMBA degree.

Option 2: An EMBA in a Timeframe of Your Choice!




Participants can receive credit for modules and courses and then complete the master project in a maximum timeframe of five years to obtain their EMBA degree. You can start the EMBA program with any module or course.

Option 3: Choose What Suits You Best!



Participants can attend individual modules or courses and receive a Mannheim and Tongji joint certificate. If you change your mind, the certificate can be the first step towards an EMBA.

 = 1 Module

We are looking for highly motivated and skilled executives who will enrich the class profile in terms of diversity in academic, professional and geographic backgrounds. The Admissions Committee therefore takes a holistic view of each application.

10 Take the Next Step

The Ideal Candidate

- Strong Sino-German affinity
- Significant professional experience (at least 8 years)
- A first undergraduate degree in any discipline
- Very good English skills (tested in the selection interview, ideally TOEFL)
- The potential and motivation to enter high-level management positions
- Commitment, motivation and willingness to contribute

If you meet all these qualifications, we gladly invite you to apply for the MANNHEIM & TONGJI EMBA program. We offer you a personalized admissions process, and during the application process we encourage you to interact with the Admissions Team.

Tuition Fee

For information about our tuition fee, please refer to our website. The tuition fee includes accommodation and lunch, tuition, all course materials, access to the school and online libraries, as well as all computing charges. International travel expenses are not included.

Get in Touch With Us

Deciding to pursue an EMBA requires serious commitment. To assist you, we can offer you many opportunities to learn more about our schools and program:

- Join our information sessions in Mannheim or Shanghai
- Visit us at MBA fairs around the world
- Set up an appointment for a personal orientation interview
- Contact us directly by phone or e-mail

www.mannheim-tongji.com

Candidates may apply to the program through Mannheim Business School or Tongji University. Early application is highly encouraged.



Step 1

Download the Application Form

- Fill out the MANNHEIM & TONGJI Application Form and send it together with the required documents to Tongji University or Mannheim Business School

Step 2

Pre-Screening of Application Package

- Once your application has been received, it will be reviewed by the Admissions Committee

Step 3

Selection Interview

- Interview with Admissions Committee
- An admission decision will be made based on the evaluation of your application package and the selection interview within two weeks

Step 4

Admission

- Receive the admission notification and contract
- Sign and return the admission contract within two weeks to Tongji University or Mannheim Business School



同濟大學
TONGJI UNIVERSITY

MANNHEIM
BUSINESS SCHOOL

School of Economics and Management
Tongji University
International EMBA Office

No. 1239, Siping Rd,
Shanghai, China (200092)

Phone +86 21 65980875
Fax +86 21 65980695

info-to@mannheim-tongji.com

Mannheim Business School gGmbH
Admissions Office
L 5, 6

68131 Mannheim
Germany

Phone +49 621 181 3721
Fax +49 621 181 1278

info-ma@mannheim-tongji.com

