CISP-MBA
Cologne Intensive Study Programme in European Management

June 3 - 28, 2013

Innovation for society

University of Cologne
Faculty of Management, Economics and Social Sciences
The City of Cologne

The city of Cologne, founded by the Romans roughly 2,000 years ago, grew both in size and economic strength during the Middle Ages. Today Cologne is an open minded city, and although multicultural, it is strong in its local identity.

Media, Business and Trade Fair City: Cologne is one of the most important cross-roads in European traffic and one of Europe’s leading economic regions with many international companies having their headquarters or regional offices in Cologne. Cologne, called the “Media City”, is not only Germany’s number one TV city but has also more than 10,000 IT and telecommunication companies. Cologne is an important trade fair centre with leading global trade fairs for 25 sectors.

Historic, Arts and Culture City: Cologne’s highly diversified museum scene, more than 100 art galleries, numerous theaters, a Philharmonic concert hall, an opera house and many more arts venues are just some examples of the city’s broad cultural offer. Several sports events and open-air events as well as many parks and the promenade along the river bank make the city an attractive place for leisure activities. Cologne is renowned for its Gothic cathedral, the “Kölner Dom”, the Romanesque churches, the medieval city center and the multitude of Roman remains.

For further information, please see: www.cologne-tourism.com

Contact

University of Cologne | ZIB – International Relations Center | WiSo-Faculty | Albertus Magnus Platz | 50923 Cologne | Germany

Ms Aurélie Civel
Phone: +49-221-470-7970 | Fax: +49-221-470-5145
E-mail: wiso-cisp@uni-koeln.de
www.wiso.uni-koeln.de/cisp.html
The Faculty of Management, Economics and Social Sciences (Cologne WiSo-Faculty) is one of the six faculties of the University of Cologne and was founded by Cologne’s wealthy merchants in 1901. Maintaining the highest standards in research and education as well as active relations with the business community, it is an important source of knowledge and advice for German politicians and managers. German employers’ preference for Cologne graduates as well as excellent research performance have lead to top rankings for the Faculty.

The Cologne Intensive Study Programme (CISP-MBA) draws from this broad expertise and focuses on business in Europe. The programme is exclusively designed for MBA students of the Faculty’s partner institutions.

Academic courses: The CISP-MBA is a non-commercial block programme that consists of two courses in management, one in economics and a practice-oriented course with strong company involvement. The complete programme adds up to approx. 130 contact hours plus self study. 20 credit points will be awarded upon successful completion of all courses.

Company visits and social activities: In addition to the academic programme, various company visits, excursions, cultural activities and a language and cultural orientation day are on offer. Participants are integrated into Cologne student life through contact with their German student “buddies” and the international student club.

Teaching language: All courses are taught in English.
Intelligent Branding for Diverse Consumer Markets  
Prof Dr Jan-Phillip Büchler

Brand Management is a crucial topic for many firms as it appears to be a key determinant of profitability. The course addresses the processes and instruments for intelligent brand management in diverse consumer markets and exposes participants to a differentiated view on efficient and effective branding in developed and emerging markets. Relevant drivers of brand performance are explored on the basis of best practices and cases from retailing and consumer goods industries.

The Euro and European Economic Policies  
Prof Dr Günter Beck

The introduction of the Euro as Europe’s common currency in January 2002 has been a major step towards political union in Europe. The course provides a detailed account of the process towards the Economic and Monetary Union (EMU) in Europe, its theoretical foundations as well as its monetary and fiscal policy arrangements. The course also looks ahead at future challenges by providing a balanced assessment of the government and how it works closely with the European Central Bank. The recent developments and the Euro crisis will of course also be addressed. As part of the course we will visit the European Central Bank and the German Federal Bank in Frankfurt a.M.
Intercultural Management - applied to International Business issues
Ms Christi Degen

An increasing number of corporate managers at executive and middle level take on responsibility for projects of transnational scope, manage an international workforce or have to communicate with foreign business partners on a regular basis. In this context, awareness of Intercultural Management issues plays an important role by taking the international nature of an organisation or a team to higher levels of efficiency and effectiveness. In the words of Geert Hofstede, who has reversed a common slogan, we say: „think local, act global!“ In other words: in order to run multinational corporations, it is necessary to understand local cultural issues.

Business Project
Dr Sascha Albers

The Business Project is a consultancy-like project. Students work independently and are co-tutored by academics and company representatives. The CISP-MBA business project is an effective means for students to sensibly combine business theory and practice. Within the project, students gain practical experience, use their professional competences, and contribute to the solution to a company’s relevant business problem.

For the course description, please see:
www.wiso.uni-koeln.de/cisp.html
Support from the International Relations Center:
The ZIB-WiSo (“Zentrum für Internationale Beziehungen” – International Relations Center) looks back on a successful history of international exchange programme activities.

During your participation in the CISP-MBA programme you will enjoy the full services of the ZIB-WiSo:
• Pre-arrival information and accommodation service
• Support in visa affairs and administrative formalities
• On-site orientation and daily advice service
• “Buddy system” – socializing with German students
• Cultural and social events

Accommodation:
Shared flats with other students or home stays with host families (from 400 €) or Hotel accommodation | The ZIB-WiSo will do its best to match accommodation to the student’s budget.

Semester social contribution:
All participants have to pay the semester social contribution of the University of Cologne of approx. € 220 which includes: Ticket for public transport in and around Cologne and the whole state of North Rhine-Westphalia. Access to: All of the University’s computer pools, all libraries and sport facilities, subsidized food at the University’s restaurants and cafés.