


Ineke Blumenthal | Ardin Djalali | Peter Dostler | Werner G. Faix
Rainer Heck | Annette Horne | Gerhard Keck | Stefanie Kisgen | Eva Krodel
Patricia Mezger | Janet Qin | Bettina Rominger | Joachim Sailer

The background of the entire page is a blue field featuring a large, faint, white line drawing of Leonardo da Vinci's Vitruvian Man. The figure is inscribed within a square and a circle. A prominent red rectangular frame is superimposed over the center of the image, partially obscuring the figure. The text 'SCHOOL OF INTERNATIONAL BUSINESS AND ENTREPRENEURSHIP (SIBE)' is written in white, bold, sans-serif capital letters, positioned in the lower right quadrant of the red frame.

SCHOOL OF INTERNATIONAL BUSINESS AND ENTREPRENEURSHIP (SIBE)



SCHOOL OF INTERNATIONAL BUSINESS
AND ENTREPRENEURSHIP

STEINBEIS UNIVERSITY BERLIN

**SCHOOL OF INTERNATIONAL
BUSINESS AND
ENTREPRENEURSHIP**

SIBE PORTFOLIO

www.steinbeis-sibe.de



SCHOOL OF INTERNATIONAL BUSINESS
AND ENTREPRENEURSHIP
STEINBEIS UNIVERSITY BERLIN

TABLE OF CONTENTS

SIBE – School of International Business and Entrepreneurship

1	Who are we?	8 - 11
2	Our mission	12 - 13
3	Our concept for success: Talent Growth Curriculum (TGC)	14 - 19
4	We match the best with the best!	20 - 21
5	The SIBE financing model	22 - 23
6	Our origins	24 - 25
7	Our offices and campuses	26 - 27
8	Our network	28 - 29
9	Our partners	30 - 31

The SIBE study programs – German & International Campus

1	Overview of project specialization	34 - 35
2	Management programs	36 - 37
	M.A. in General Management	38 - 39
	M.Sc. in International Management	40 - 41
	M.Sc. in Innovation & Technology Management	42 - 43
	M.Sc. in Innovation & Technology Management – Aerospace & Testing	44 - 45
	Our Double Degree Options	46 - 47
	Master of Business Administration (MBA) in General Management	48 - 49
	Study abroad	50 - 51
	Examples of study projects	52 - 53
3	Law programs	54 - 55
	LL.M. in International Business Law	56 - 57
	LL.M. in Jurisdiction	58 - 59
4	Corporate Programs	60 - 61
5	DBA Poland	62 - 63
6	Talent growth curriculum doctoral studies	64 - 65

The SIBE study programs – International Campus

1	Overview international programs	68 - 69
2	International Programs	70 - 71
3	Global Executive MBA (GEMBA) – Germany/Brazil/USA/India/China	72 - 73
4	Campus Switzerland	74 - 75
	M.Sc. in International Management	76 - 77

5	Campus Poland	78 - 79
	M.A. in General Management Poland / MBA	80 - 81
6	Campus Brazil	82 - 83
	M.A. in General Management / MBA Brazil	84 - 85
	M.Sc. in International Management / MBA Brazil	86 - 87
	M.Sc. in Innovation & Technology Management / MBA Brazil	88 - 89
	LL.M. in Jurisdiction	90 - 91
	LL.M. in International Business Law	92 - 93
	Executive Education	94 - 95
7	Campus China	96 - 97
	M.E. China / MBA	98 - 99
8	Campus USA	100 - 101
9	Campus India	102 - 103
	MBA / Certificate India	104 - 105
10	Study abroad	106 - 107

Life at SIBE

1	Seminars and E-Campus	110 - 111
2	Individual talent development	112 - 113
3	Competitions and Events	114 - 115
4	Events at SIBE	116 - 117
5	SIBE / SUB Events	118 - 119
6	Our Alumni	120 - 121

A strong school through outstanding teaching

1	Members of the faculty	124 - 131
2	SIBE Transfer-Institutes (STI)	132 - 133
3	SIBE Team	134 - 137
4	SIBE analog – Publications	138 - 143
5	SIBE grants – Global Business Education Awards	144 - 145

Our Services

1	Services available within the SIBE network	148 - 149
2	Next Steps	150 - 151
3	SIBE – Benefit for all	152 - 153
4	Get in contact!	154 - 155
5	Imprint	156 - 157

Prices, campuses and content of studies may be subject to change.

The background of the page features two portraits of young men. On the left, a man with light brown hair and blue eyes is wearing a dark blue suit jacket over a blue and white checkered shirt. On the right, a man with light brown hair and blue eyes is wearing a dark blue graduation cap with a gold tassel and a dark blue graduation gown with a yellow stole. The background is a light gray gradient.

SIBE – SCHOOL OF INTERNATIONAL BUSINESS AND ENTREPRENEURSHIP

1	WHO ARE WE?	8 – 11
2	OUR MISSION!	12 – 13
3	OUR CONCEPT FOR SUCCESS: TALENT GROWTH CURRICULUM (TGC)	14 – 19
4	WE MATCH THE BEST WITH THE BEST!	20 – 21
5	THE SIBE FINANCING MODEL	22 – 23
6	OUR ORIGINS	24 – 25
7	OUR OFFICES AND CAMPUSES	26 – 27
8	OUR NETWORK	28 – 29
9	OUR PARTNERS	30 – 31

1 WHO ARE WE?



With currently over 1,000 students in Master's programs, the School of International Business and Entrepreneurship (SIBE) is one of Germany's largest private academic graduate business schools.

Since 1994, over 2,500 graduates have successfully completed SIBE Master's programs and over 350 companies have cooperated with SIBE.

The SIBE curriculum focuses on graduate courses in management and law and includes both »open enrollment« as well as corporate programs. SIBE offers these management and law programs in Germany as well as in cooperation with renowned universities in Brazil, China India, Italy, Poland, Russia, Switzerland and the USA.

SIBE's core competences are teaching and research that connect knowledge with application. In addition, SIBE provides comprehensive consulting and support services to companies in the areas of recruitment, personnel selection and employee retention. Applicants for SIBE's programs are intensively and individually counseled and recruited for

companies and organizations as part of our work integrating curricula. SIBE also offers the option of obtaining scientifically based talent diagnostic and development.

Learning in SIBE programs is unique primarily because all Master's programs are organized according to the work integrating »Talent Growth Curriculum« (TGC) principle and oriented toward innovation. All SIBE students are working professionals. At the beginning of the program, students identify one or more ongoing business challenges as »real case projects« in cooperation with their respective companies. The goal of these real case projects is achieving an innovation at that company, i.e. as part of their studies, students should implement something new or introduce an improvement at the company. The real case projects ensure that students transform knowledge into action during the program. Only this immediate implementation, this direct application of knowledge enables students to develop their talents.

Due to our Talent Growth Curriculum and our services, both of which are specifically oriented to innovation, SIBE offers a complete package that is completely oriented to the needs of students and companies.

Students	Companies
Our job market contains a wide variety of interesting and challenging positions from the broad area of management.	Together with companies, SIBE develops comprehensive requirements and job profiles that can be externally and/or internally advertised.
Through our DIN-certified selection process, student applicants obtain a valid determination whether a particular junior management position is right for them.	Our DIN-certified application process allows us to narrow down the circle of suitable new or existing employees.
Student applicants are intensively prepared for the application phase, receive job offers, are presented in our »Candidate Catalogs« and supplied to companies.	Suitable candidates are recruited, directly presented or can be searched for in our »Candidate Catalogs«.
Master's programs develops students' general employability, especially their management qualities.	By completing a Master's program, new or existing employees can be prepared for management or professional activities as well as retained by the company.
Application of the knowledge acquired during theory phases to real case projects develops students' talents.	Application of the knowledge acquired during theory phases to real case projects initiates and realizes innovations.
Competency assessments are carried out during the students' studies. These show students whether and how their talents are developing.	Competency assessments are carried out during the students' studies. These show companies whether and how the talents of their employees are developing.

1 WHO ARE WE?



As varied as the real case projects completed in the framework of a SIBE program are – all revolve around innovation: The focus is always on students' transforming ideas into value-creating reality. We view innovation as the decisive factor for success – both for the development of a company's competitiveness as well as for career development. And we have the firm conviction that innovation can and must take place in many diverse manners and in many areas.

Today's world is much more dynamic, uncertain and complex than it used to be. It is also structurally different. In a world that is constantly on the go, companies must also be continually prepared to take evolutionary – or even revolutionary – development leaps.

In the future, specialists and executives will need an even more pronounced creative identity and above all, the willingness and ability to create something

new, or at least to permit it. In other words: To survive in a constantly changing world, both organizations as well as individuals must be prepared and able to handle continual innovation.

Innovations represent the greatest possible corporate benefit because they secure and develop a company's present and future competitiveness. The greatest contribution to career development thus consists of (further) developing

one's knowledge, abilities and will – as well as not simply thinking up new ideas, but implementing them. We are convinced that when people create innovations through their thoughts and actions and thus, existential benefit for a company, it seems inevitable and justified that these people should be given an important role in the company. This conviction results in our model and educational ideal from »Having« or »Being« a creative personality.



Prof. Dr. Dr. h. c. mult. Johann Löhn

President of the Steinbeis University Berlin (SHB)

Successful innovations as well as products and services secure business success in an increasingly globalized and competing economic environment. Success requires the ability to situationally link experience with up-to-date expertise as well as the courage to tackle the new and often unconventional while simultaneously implementing the proven. Steinbeis University's practice-oriented, work integrating Talent Growth Curriculum (TGC) pushes knowledge-to-application that conveys this concrete professional knowledge and supports the successful work of young professionals as well as experts and managers.

Our interest is twofold. On the one hand, we focus on the content-related and organizational requirements of companies; on the other hand, on the com-

patibility of continuing education and professional life.

The center of our philosophy is the independent organization of our institutes as »companies in a university enterprise« fully funded via project fees and student tuition and do not request financial support from the government.

Today, over 6,000 students and circa 50 doctoral students are enrolled at our university. Altogether, the SUB has over 6,000 alumni and works with numerous companies that sponsor real case projects. This confirms our concept and strengthens us for the challenges of the future.



Prof. Dr. Werner G. Faix

Managing Director of the School of International Business and Entrepreneurship (SIBE)

SIBE stands for successful knowledge transfer between academia and business as well as the systematic development of talent and personality. The purpose of SIBE is to continually develop the competitiveness of its partner companies (private companies, organizations and public administration) and to educate capable, entrepreneurial and globally thinking and acting personalities.

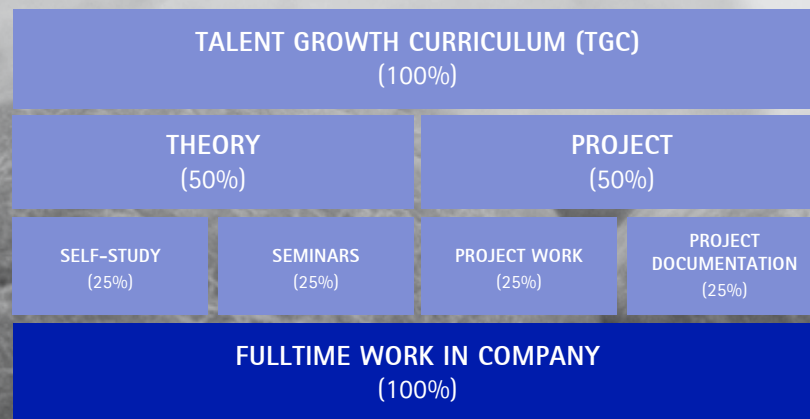
In the course of their integrated real case projects, our students ensure the growth of our partner companies. Through work on challenging real case projects, we simultaneously create the conditions under which young talents can develop their own competences and identities and become capable junior executives as well as executive staff.

Our innovation-oriented real case projects as well as upwardly mobile candidates ensure growth and globalization for our partners – and for talented junior executives as well as executive staff. We are committed to the success of our partners and thus, to the success of our participants. Your success is our success.

Offering Master's programs since 1994 and with currently over 1,000 students, over 2,500 successful graduates and over 350 partner companies, SIBE is your capable partner for innovation with and through people.

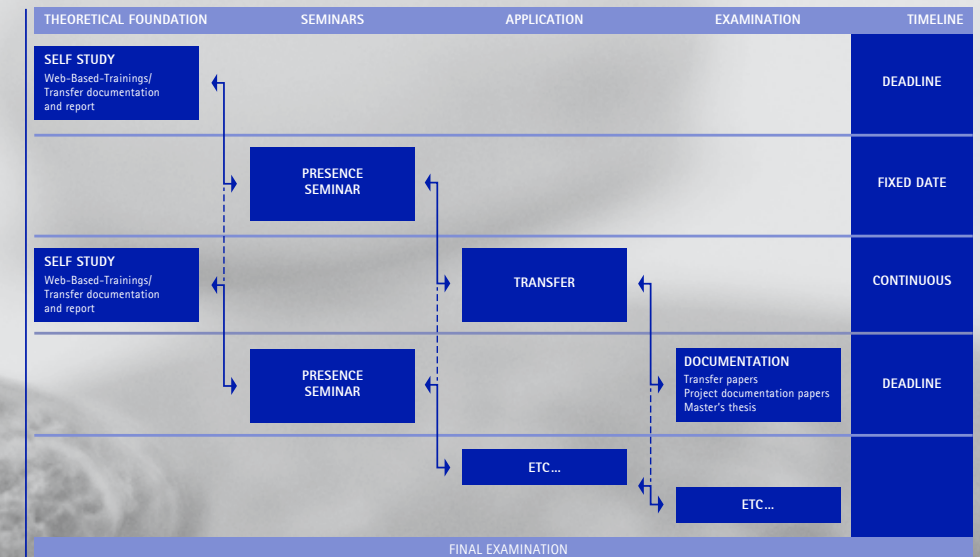
3

OUR CONCEPT FOR SUCCESS: TALENT GROWTH CURRICULUM (TGC)



SIBE's Talent Growth Curriculum (TGC) is a special form of work integrating academic programs. During the program, students implement one or more innovative real case projects at a company. Through the intensive dedication with these challenging – because innovative and open-ended – case projects, the students create knowledge and develop their talents. The real case project implementation, knowledge generation as well as talent development are integrated into the SIBE program tightly –

formally as well as in regard to content. During their entire course of study at SIBE, students can rely on the expertise of and consultation with subject lecturers and real case project coaches. In the companies, where the students complete their real case projects, they also have the support of a business mentor. Half of the TGC consists of theory; the other half consists of the real case project. Half of the theory is covered by seminars; students complete the other half in self-study. The real case project

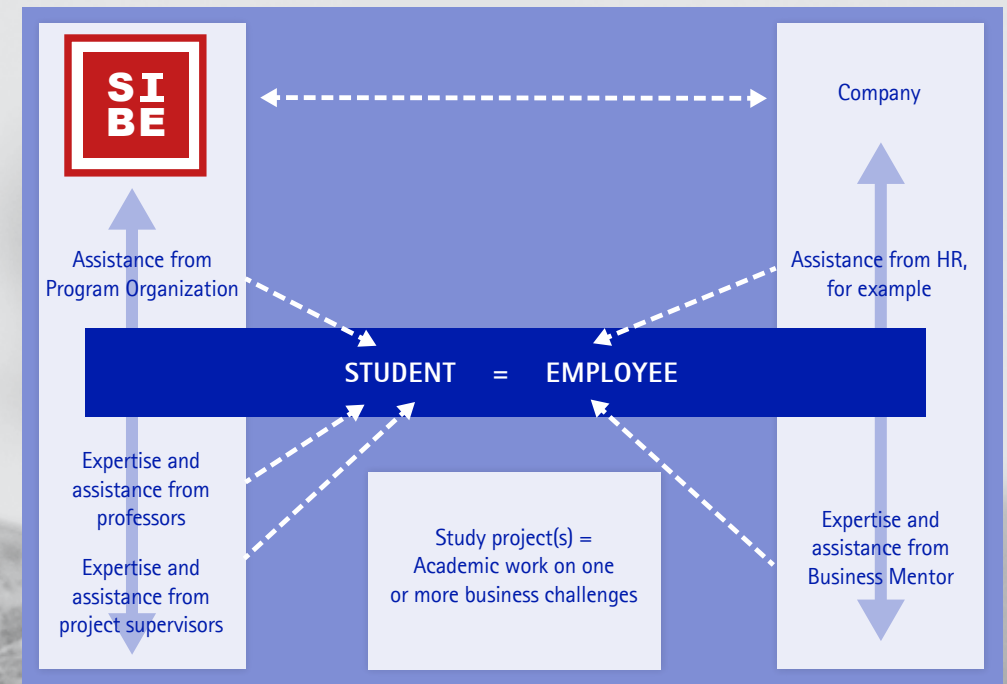
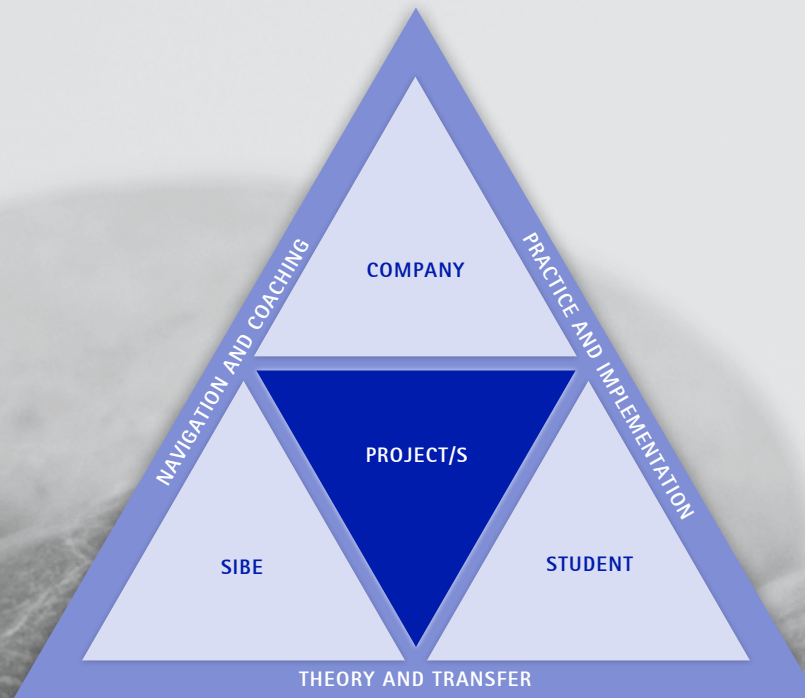


is divided in the direct real case project work at the company and the real case project documentation presented as academic study papers. This model integrates work and studies and enables participants to be students and working professionals at the same time. During the program and until their last exam, the following process of knowledge acquisition, knowledge application and documentation takes place: First, students must acquaint themselves with their field before attendance at classroom events; the university supports them in this self-study period with pre-reading material, web-based training courses etc. This knowledge is

subsequently deepened in seminars, additional presence-based events, learning tandems and groups as well as in so-called »application papers«. After this, students concretely apply their knowledge to their specific working situations. They must do this independently and in situations that are open and uncertain. This framework systematically promotes and makes demands on the development of students' talents. The knowledge application itself as well as the reflection that takes place before, during and after it, are documented in so-called »Real Case Papers« that form a major part of the exam results.

3

OUR CONCEPT FOR SUCCESS: TALENT GROWTH CURRICULUM (TGC)



The MA in General Management, MSc in International Management and MBA in General Management are accredited by the FIBAA (Foundation for International Business Administration Accreditation) – whereby they exceed the quality requirements for Master's programs demanded by the FIBAA many times over.

The particular strengths of the TGC are:

- Selection process
- Integration of theory and practice
- Development of professional qualifications
- Positioning of the program on the educational and job market
- Didactic concept.

The FIBAA report emphasizes that the selection process is based on clear, objectifiable criteria; additionally, it is scientifically supported and secured by the online-based KODE® talent diagnostic and development tool.

The didactic concept provides great freedom for active and participatory teaching and learning methods. In this manner, it adequately contributes to the TGC's goal of promoting the abilities of students to act and apply their knowledge self-organized in future specialist and management positions. Furthermore, all programs are »very practice-oriented in regard to the curriculum, teaching content and teaching methods

without neglecting a solid academic foundation«.

Through the integrated curriculum and the real case project-work in the company, graduates of the Master's programs are characterized by their highly pronounced employability. The FIBAA expert states: »Because employability is the recognizable theme common to all parts of the programs and because the programs are systematically oriented to the requirements of the job market, it is not surprising that graduates easily find jobs.« In addition, SIBE's career consultation and placement service also helps, which likewise exceeds the quality requirements made by FIBAA.

All in all, FIBAA comes to the following conclusion: »The university has been able to develop a clear unique selling point through its work integrating curricula.«

This is reflected by everyday real case project experiences:

During their entire programs, students are full-fledged employees of their companies and are supported by both the company and the university. At the same time, the university and the company are also in contact in order to guarantee smooth organization.

OUR CONCEPT FOR SUCCESS: TALENT GROWTH CURRICULUM (TGC)

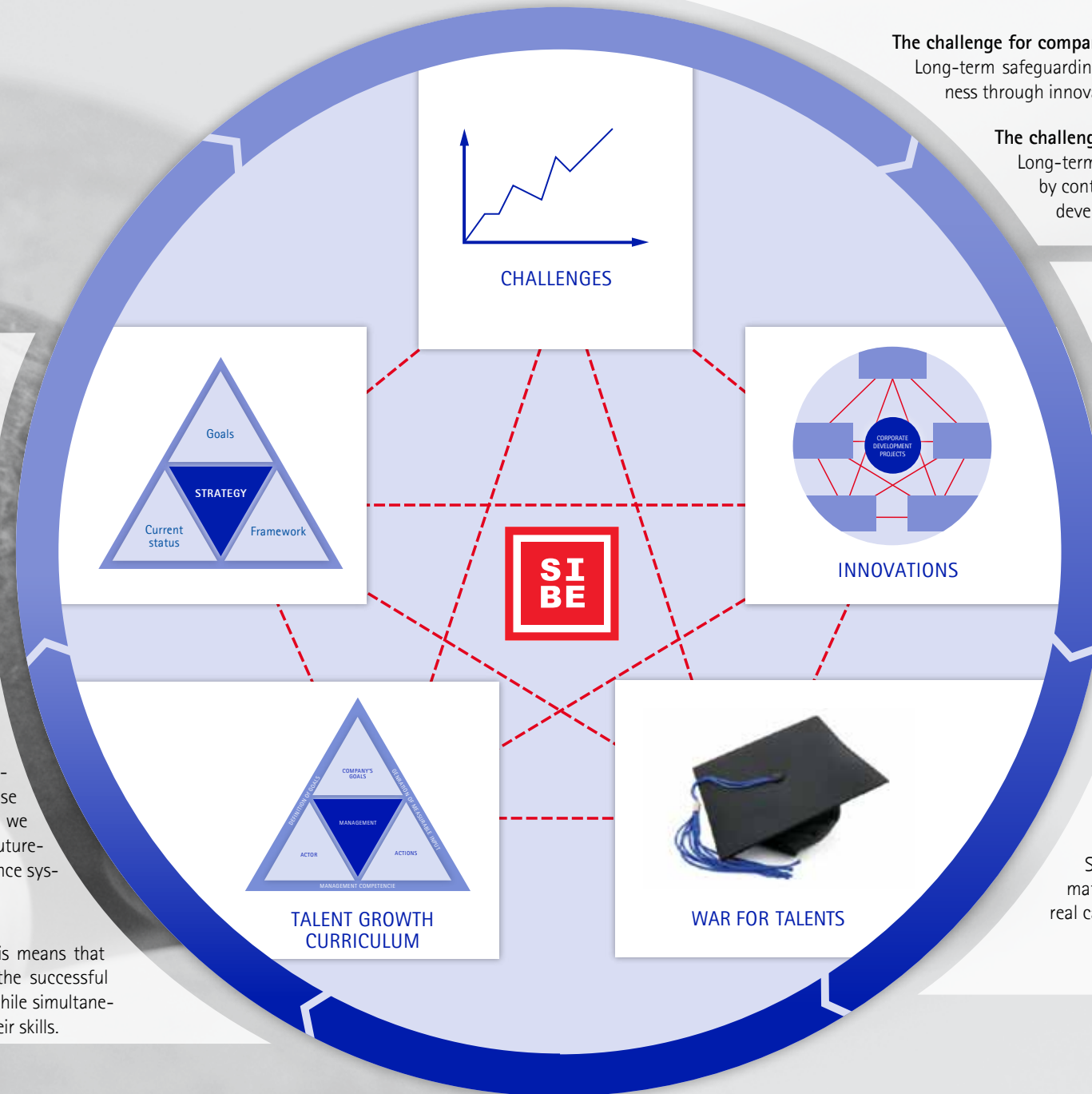
Our model systematically ensures:

- The success of corporate projects
- The growth of management talent in upwardly mobile candidates
- The careers of upwardly mobile candidates
- Your corporate success

With our Talent Growth Curriculum programs, we bring companies and upwardly mobile candidates together to shape the future.

For companies, this means that upwardly mobile candidates – either those they have selected themselves or that we have recruited for them – work on future-oriented real case projects and experience systematic professional and management development.

For upwardly mobile candidates, this means that they can prove their talent through the successful implementation of real case projects while simultaneously and systematically developing their skills.



The challenge for companies:

Long-term safeguarding and development of future competitiveness through innovation, growth and globalization

The challenge for upwardly mobile candidates:

Long-term development of their professional careers by contributing to value as well as permanent development of competences

For companies, this means:

Enterprise development with real case projects, i.e. innovations in regard to new / optimized:

- Products / services
- Markets
- Organizational structures
- Suppliers
- Business processes

For upwardly mobile candidates, this means:

Building a career by shaping the future, i.e. via the development of new / better business opportunities.

To successfully create new business opportunities, companies need the best! Upwardly mobile candidates come either from the company's own ranks or are recruited by SIBE.

Selection processes, talent diagnostic and excellent matching procedures bring the best people with the right real case projects in the right companies together.

4

WE MATCH THE BEST WITH THE BEST!

SIBE finds the right projects for its students –
and the best candidates for its partner companies!



The fundamental requirement for a Talent Growth Curriculum is a strong team of companies and students – and this is precisely where SIBE starts.

Together with its 100 percent subsidiary – SIBE's own personnel placement agency SAPHIR – companies and students are supported in their search for the appropriate counterpart.

SAPHIR's goal is to match talented recent graduates with sponsoring companies – and provide services for both sides: Stu-

dents go through an extensive selection process, are supported by an individual coach during their search for a company and regularly receive suggestions for suitable projects. Companies profit from SAPHIR's many years of experience in the recruitment industry. Their project positions are extensively advertised and suitable applicants are recruited, pre-selected and recommended to the company – with a comprehensive assessment of their hard and soft skills.

This service is free of charge for all parties.

SERVICES FOR STUDENTS

- Intensive career coaching by individual SAPHIR consultants (coaches)
- Job application check, job interview training
- Placement in current positions advertised on the SIBE job portal
- Marketing of new candidates in the monthly SIBE Candidate Catalog
- Proactive marketing of supported candidates

SERVICES FOR COMPANIES

- Advertisement of vacant Master's positions on many free and fee-based portals
- Custom-tailored recruitment of suitable Master's candidates
- Extensive pre-selection of candidates – including an assessment of his/her hard and soft skills in addition to the candidate's job application
- Basic recruitment is free of charge!

Further information on our services is available at www.steinbeis-sibe.de.
If you have questions concerning the various recruitment options and costs, please contact Bettina Rominger at rominger@steinbeis-sibe.de.

www.saphir-deutschland.de



5

THE SIBE FINANCING MODEL

Intelligent financing –
for students and companies

Does a Master's program always have to be expensive? Not at SIBE, because the special SIBE financing model accommodates students as well as companies.

For students:

The company assumes all travel costs to the seminars, a large part of the required tuition fees and pays students an additional salary at the level of a scholarship. From this salary (at least 1,300 EUR brutto per month), students

pay 300 EUR per month (500 EUR for an LL.M.) in tuition to SIBE.

For companies:

A SIBE Master's degree is not simply an investment in an employee's future, but rather an investment in your company's success! And the best thing: As a rule, the costs for a Master's student are no more than a regular salaried position (see overview on the right-hand page).

FLEXIBLE CORPORATE INVOLVEMENT:

- AS A COMPANY, YOU PAY THE PROGRAM FEES (COSTS VARY DEPENDING ON THE DEGREE PROGRAM; APPROXIMATELY 1,000 EUROS/MONTH)*
- IN ADDITION, YOU ASSUME THE STUDENT'S TRAVEL EXPENSES TO THE SEMINARS
- IN RETURN, THE STUDENT WAIVES PART OF ITS SALARY (MINIMUM STUDENT SALARY: 1,300 EUROS/MONTH)
- ALTOGETHER, YOU DETERMINE THE TOTAL AMOUNT OF YOUR INVESTMENT BY DEFINING THE STUDENT'S SALARY.

* Precise information on our current program fees is available under www.steinbeis-sibe.de.

6 OUR ORIGINS



Ferdinand von Steinbeis (1807-1893) applied great creativity and effort to introduce innovations and improvements in German industry in the nineteenth century. Among other things, he set up »technology transfer via minds«: Steinbeis sought out foreign professionals and brought them to Germany while also sending capable engineers (e.g. Gottlieb Daimler) to other countries. All of his measures were aimed at making successful technologies and methods from other places usable for the German economy. He was a tireless proponent

of investing in employee education and created one of the most modern training systems in the country. Germany's famous model of dual education – the system of integrated theoretical and practical qualification – is primarily based on Steinbeis' philosophy and deeds.

Today, the name Steinbeis is associated with one of the world's most successful systems for the transfer of knowledge and technology: the Steinbeis Foundation. The foundation enables its customers' direct access to existing as well as

newly generated knowledge, which is so crucial for success. The Steinbeis Foundation, with over 800 Transfer Centers and over 5,000 employees – of these, 700 professors – thus promotes effective and efficient interaction between scientific institutions and business by making the sources of knowledge and technology available strictly according to the market rules.

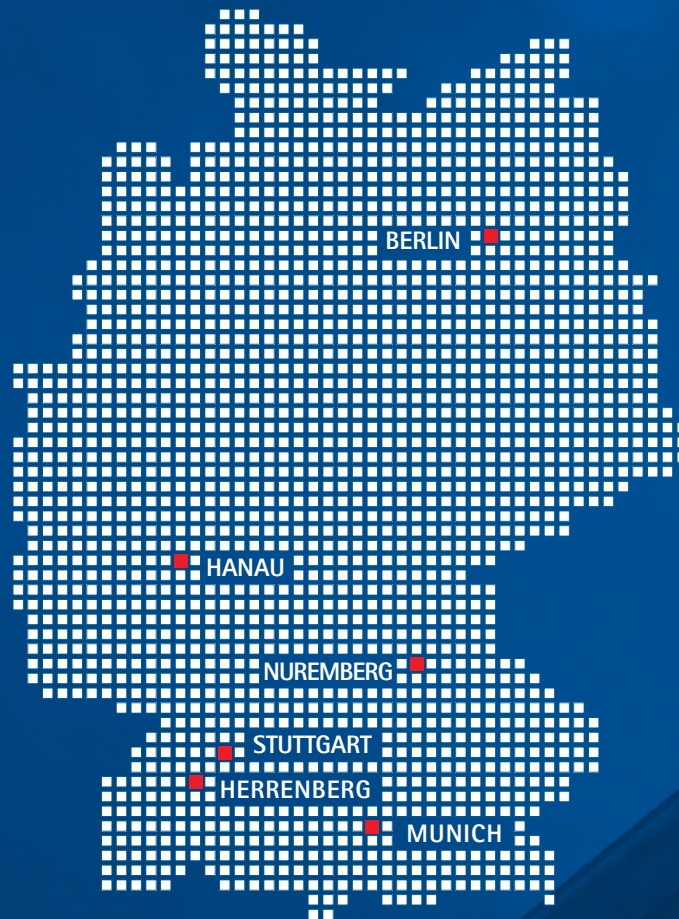
Establishing Steinbeis University Berlin, the foundation's classical knowledge and technology transfer was supplemented

and expanded. The private and officially recognized Steinbeis University Berlin (SUB) was founded in 1998. Based on the Talent Growth Curriculum concept, it offers students and companies work integrating curricula with accredited Bachelor's, Master's and Doctoral degrees. Transfer-oriented research is the SUB's second area of focus in addition to its academic programs.

SIBE itself is a school associated with the SUB that focuses on management and law programs.

7

OUR OFFICES AND CAMPUSES



1 SIBE at the
Steinbeis University Berlin

2 Steinbeis Business School
Rhein Main of SIBE in Hanau,
Germany

3 Haus der Wirtschaft, Stuttgart,
Headquarters of the Steinbeis
Foundation and SIBE campus

4 Steinbeis House Herrenberg
Headquarters of SIBE & SAPHIR
Germany

5 SIBE in SIMT,
Stuttgart Institute of
Management and Technology

6 SIBE Nuremberg,
STI Corporate Management and
Internationalization

7 SIBE Munich



8 OUR NETWORK

Together with our partner universities in important target markets for the German economy, we develop international seminars and/or graduate programs aimed specifically at developing both professional and management employees on location. »Think globally, act locally« – we successfully implement this philosophy around the world.



9 OUR PARTNERS



The School of International Business and Entrepreneurship stands for the comprehensive and successful transfer of knowledge and technology that is always oriented to achieving concrete benefits for all partners. Our Talent Growth Curricula are an innovative concept that enables SIBE to build stable bridges between academia and business.

Since 1994, over 350 German enterprises – from small to medium-sized to large companies, to public administrations and organizations – have trained and further developed their junior and senior managers in SIBE programs.



THE SIBE STUDY PROGRAMS – GERMAN & INTERNATIONAL CAMPUS

1	OVERVIEW OF PROJECT SPECIALIZATION	34 – 35
2	MANAGEMENT PROGRAMS	36 – 37
	M.A. IN GENERAL MANAGEMENT	38 – 39
	M.SC. IN INTERNATIONAL MANAGEMENT	40 – 41
	M.SC. IN INNOVATION & TECHNOLOGY MANAGEMENT	42 – 43
	M.SC. IN INNOVATION & TECHNOLOGY MANAGEMENT – AEROSPACE & TESTING	44 – 45
	OUR DOUBLE DEGREE OPTIONS	46 – 47
	MASTER OF BUSINESS ADMINISTRATION (MBA) IN GENERAL MANAGEMENT	48 – 49
	STUDY ABROAD	50 – 51
	EXAMPLES OF STUDY PROJECTS	52 – 53
3	LAW PROGRAMS	54 – 55
	LL.M. IN INTERNATIONAL BUSINESS LAW	56 – 57
	LL.M. IN JURISDICTION	58 – 59
4	CORPORATE PROGRAMS	60 – 61
5	DBA POLAND	62 – 63
6	TALENT GROWTH CURRICULUM DOCTORAL STUDIES	64 – 65



1

OVERVIEW OF PROJECT SPECIALIZATION

HUMAN RESOURCES
ENGINEERING
INFORMATION TECHNOLOGY
MARKETING & COMMUNICATION
SALES
ACCOUNTING & FINANCE
ARCHITECTURE & CONSTRUCTION
PUBLIC MANAGEMENT
LOGISTICS
HEALTH CARE
TOURISM & HOSPITALITY
FOUNDER & SUCCESSION MANAGEMENT

MA

MSc

MBA

Your career begins with a SIBE Master's program: Our students link their professional challenges with an interesting and practical Master's curriculum – at home or abroad!

Students work on business projects over the course of 24 months. The majority of all proof of performance for the degree is based on these projects. This makes the Master's program a work integrating curriculum. The beginning of your professional career is thus tightly linked with the SIBE Talent Growth Curriculum (TGC) and you will be supported to become a junior management executive.

The Talent Growth Curriculum (TGC) gives upwardly mobile candidates a broad basis for future professional and managerial positions in the most varied fields of business and prepares them to act responsibly and competently. Students are

required to have successfully completed a degree in humanities and social sciences, law, linguistics and cultural studies or economics, or in technology, engineering or the natural sciences.

With their business projects, they can specialize in areas such as the following:

- Human Resources
- Engineering
- Information Technology
- Marketing & Communication
- Sales
- Accounting & Finance
- Architecture & Construction
- Public Management
- Logistics
- Health Care
- Tourism & Hospitality
- Founder & Succession Management

Within these areas of project specialization, students obtain coaching that gives them the specific professional know-how they need to complete their projects plus the support they need to successfully implement these projects. Simultaneously, they become part of an academic team of students that regularly meets to exchange information on current developments in the framework of lectures and discussions. The additional qualifications acquired

as part of the project specialization are documented by certification at the end of the program, which represents an additional seal of approval.

Our students complete their studies with the state-recognized Master's degree, which entitles them to continue their academic or scientific work at the doctoral level.

2 MANAGEMENT PROGRAMS



	MASTER OF ARTS IN GENERAL MANAGEMENT	MASTER OF SCIENCE IN INTERNATIONAL MANAGEMENT
TARGET GROUP	For recent graduates from any discipline after completion of their first degree.	For recent graduates after completion of their first degree; focus on the economic sciences, at least 60 CP
CAMPUS	Germany + Brazil or Poland	
COURSE LANGUAGE	German + English	
FRAMEWORK	24 months approx. 80 days of attendance seminars and 20 days via E-Learning	
LOCATION	Stuttgart, Berlin, study abroad in Brazil or Poland	Stuttgart, Berlin, Nuremberg, Hanau, study abroad in Brazil or Poland
START	5-6 courses / year	
PROGRAM FEE	940 Euro monthly plus tax*	
STUDENTS SALARY	Minimum 1.300 Euro monthly (Students pay a monthly program fee of 300 Euro to SIBE)*	
TRAVEL EXPENSES	Furthermore travel expenses are incurred for seminars and for the approx. 15 working days during international study trips (Costs vary, depending on the place of business and the target country)*	

MASTER OF SCIENCE IN INNOVATION AND TECHNOLOGY MANAGEMENT	MASTER OF SCIENCE IN INNOVATION AND TECHNOLOGY MGMT- AEROSPACE & TESTING	MASTER OF BUSINESS ADMINISTRATION (MBA) IN GENERAL MANAGEMENT
For recent graduates with a first degree in the economic or natural sciences, engineering, technology etc. at least 4 CP in economic sciences		For young professionals in all disciplines with 2-5 years of working experience.
Germany + Brazil or Poland		Germany, China & the USA
German + English		English
24 months approx. 80 days of attendance seminars and 20 days via E-Learning		24 months approx. 55 days of attendance seminars and 12 days via E-Learning
Stuttgart, Berlin, study abroad in Brazil or Poland		Stuttgart, Berlin, study abroad in China and the USA
1-2 courses / year		1 course / year
940 Euro monthly plus tax*	1.040 Euro monthly plus tax*	940 Euro monthly plus tax*
Minimum 1.300 Euro monthly (Students pay a monthly program fee of 300 Euro to SIBE)*		Individually agreed
Furthermore travel expenses are incurred for seminars and for the approx. 15 working days during international study trips (Costs vary, depending on the place of business and the target country)*		Furthermore travel expenses are incurred for seminars and international study trips (Costs vary, depending on the participants, home country)*

* Precise information on our current program fees is available under www.steinbeis-sibe.de.

2 MASTER OF ARTS (M.A.) IN GENERAL MANAGEMENT

For young students in all disciplines
after completion of the first degree.

MBA DOUBLE DEGREE OPTION



Talent Growth Curriculum (TGC) Master of Arts (M.A.) in General Management

Seminars	THEORY	Self-Study	Project documentation	PROJECT	Project paper
	Economics / Entrepreneurship			Objectives and Strategy Plan (PSP 1)	
	Law			Marketing and Sales Plan (PSP 2)	
	Project Management & Organization			Finance Plan (PSP 3)	
	Strategy			Globalization Plan (PSP 4)	
	Market Analysis			Competence Development Plan (PSP 5)	
	Marketing				
	Accounting & Corporate Finance				
	Procurement, Production & Logistics				
	International Management				

(PSP = Project Study Paper)

In accordance with the current study and examination regulations for the postgraduate Master of Arts (M.A.) in General Management at the Steinbeis University Berlin.



Growth needs structure, orientation and commitment. Those who have a goal must know where they have started out. Companies that want to conquer new markets must first investigate the initial situation, framework conditions, strengths and weaknesses as well as chances and risks. The Master of Arts in General Management program supports partner companies conceptually and in terms of personnel by defining and implementing successful business projects.

M.A. in General Management – Module Overview:

Economics

- Macroeconomics
- Microeconomics
- Managerial Economics

Law

- Principles of Law
- Legal Framework and Fields of Activity for Executives
- Mergers and Acquisitions

Project Management & Organization

- Interdisciplinary Scientific Work
- Methods of Project Planning and Mgmt.
- Information Management
- Organizational Management
- Information Technology Management

Entrepreneurship

- Principles of Practical Corporate Mgmt.
- Principles of Entrepreneurship
- Innovation Management

Strategy

- Management of Strategies
- Business Strategy
- Corporate Strategy
- Growth and Globalisation Strategy

Accounting & Corporate Finance

- Principles of Accounting
- Financial Analysis
- Financial Reporting and Controlling
- Principles of Corporate Finance
- Models and Systems

Marketing

- Principles of Marketing
- Marketing and Sales Management
- Using New Media in Marketing and Sales

Market Analysis

- Market Research
- Competition Analysis

Procurement, Production & Logistics

- Procurement and Production Management
- Logistics

Leadership & Competences 1

- Personality
- Development of Competences

Leadership & Competences 2

- Leadership
- Organizational Behavior
- Human Resource Management

International Management

- Principles of Foreign Trade
- Principles of International Management
- Cross-Cultural Management

Study Abroad

Part of the study abroad program includes lectures and seminars (currently at partner universities in Brazil – Double Degree*), visits and discussions at international chambers of commerce, local business associations, German and regional companies as well as joint ventures in these countries.

* The basis for this is the bilateral agreement between SIBE and UNITAU, which may be subject to changes caused by legal or political conditions. No legal entitlement to award of the MBA title can be assumed.

2

MASTER OF SCIENCE (M.Sc.) IN INTERNATIONAL MANAGEMENT

For recent graduates after completion of their first degree; focus on the economic sciences.

MBA DOUBLE DEGREE OPTION

Talent Growth Curriculum (TGC) Master of Science (M.Sc.) in International Management

PERSONAL DEVELOPMENT & MANAGEMENT

Seminars	THEORY	Self-Study	Project documentation	PROJECT	Project paper
	Fundamentals			Definition of the Study Project Plan: Project and Goals (PSP 1)	
	Practical Corporate Management			Market Analysis (PSP 2)	
	Analysis			Strategy Plan (PSP 3)	
	Strategy & Organization			Marketing, Sales / Purchasing Plan (PSP 4)	
	Sourcing & Sales			Finance Plan (PSP 5)	
	Innovation, Quality, Production			Internationalization Plan (PSP 6)	
	Financing & Controlling				
	Law & Business English				
	Internationalization				

(PSP = Project Study Paper)

Development and implementation of growth-oriented, innovative projects in the company.

Coaching by:

- Business Mentor
- Project supervisor
- Faculty



Globalization – borders and markets are merging with each other. A comprehensive understanding of the economy, including knowledge of global interrelationships, is more important than ever for developing and implementing successful, future-oriented business methods. Our unique TGC and didactic methods as well as our M.Sc. in International Management program prepares capable young globalists who can actively and successfully shape their company's future.

M.Sc. in International Management – Module Overview:

Fundamentals of International Management

- International Management 1
- International Management 3

Fundamentals of Foreign Trade

- International Management 2
- International Management 4

Practical Corporate Management

- Project Management
- Objectives of International Management

Information Management & Analysis

- Qualitative and Quantitative Methods
- Research Management
- Market Analysis

Strategy Management & Organization

- Strategies of International Management
- International Organizational Management

Sourcing & Sales

- Marketing & Sales in International Management
- International Sourcing and Purchasing Management
- International Logistics Management

Innovation, Quality & Production Management

- International Development and Production Management
- International Quality Management

International Financial Management

- International Financial Management 1
- International Financial Management 2

International Business Law

Business English

Personal Development, Leadership & Human Resources Management

- Leadership and Personality
- International HR

International Management and Intercultural Management

Study Abroad

Part of the study abroad program includes lectures and seminars (currently at partner universities in Brazil – Double Degree*), visits and discussions at international chambers of commerce, local business associations, German and regional companies as well as joint ventures in these countries.

Real Case Project Colloquium

Experts from the field mentor students during the two-year period of study.

In accordance with the current study and examination regulations for the graduate Master of Science (M.Sc.) in International Management at the Steinbeis University Berlin

* The basis for this is the bilateral agreement between SIBE and MAUÁ (or SIBE and the Universidade Católica) which may be subject to changes caused by legal or political conditions. No legal entitlement to award of the MBA title can be assumed.

2

MASTER OF SCIENCE (M.Sc.) IN INNOVATION & TECHNOLOGY MANAGEMENT

For recent graduates with a first degree in the economic or natural sciences, engineering, technology etc.

MBA DOUBLE DEGREE OPTION

Talent Growth Curriculum (TGC) Master of Science (M.Sc.) in Innovation and Technology Management

Seminars	THEORY	Self-Study	Project documentation	PROJECT	Project paper
	Qualitative and Quantitative Methods, Scientific Work		Technology Scouting and Development Plan (PSP 1)		
	Environment, Customer and Innovation		Marketing Plan (PSP 2)		
	Research Future Technologies & Assessment		Finance Plan – Feasibility (PSP 3)		
	Marketing & Market Launch		Globalization Plan (PSP 4)		
	Advanced Engineering of Future Technologies		Implementation Plan (PSP 5)		
	Corporate Finance & Law		Competence Development Plan (PSP 6)		
	International Management				
	Leadership and Competences				

(PSP = Project Study Paper)

In accordance with the current study and examination regulations for the graduate Master of Science (M.Sc.) in Innovation and Technology Management at the Steinbeis University Berlin.



Students in the Master of Science in Innovation and Technology Management program make a substantial contribution to the competitiveness of their companies. During their studies, they focus primarily on the pursuit of innovation driving real case projects. Oriented to the innovation process, the M.Sc. in Innovation and Technology Management illuminates all stages of the innovation management process, from market analysis to idea generation all the way to concrete implementation of the idea and marketability.

M.Sc. in Innovation and Technology Management – Module Overview:

Qualitative and Quantitative Methods, Scientific Work

- Introduction to Innovation Management
- Interdisciplinary Scientific Work, Qualitative and Quantitative Methods

Leadership and Competences I

- Leadership

Leadership and Competences II

- Rhetoric
- Development of Competences

International Management

- Principles of International Management and Global Innovation Management
- International Business
- Cross-Cultural Management

Organization & Culture Innovation

- Innovation Process
- Structural Integration of Innovation Mgmt.

Set-up

- Pictures of the Future
- Future Trends and Scenarios
- Deriving Innovation Strategies
- Open and Cross Industry Innovation

Innovation and Technology Assessment and Implementation

- Innovation Systems & Implementation Models
- Innovation, Technology Assess. & Implementation

Corporate Finance

- Finance Management I & II
- Evaluation of Innovation Processes

Marketing & Market Launch

- Principles of Technology Marketing
- Business Modelling
- Using New Media in Marketing and Sales
- Market Research
- Competition Analysis
- Patent & Licence Law
- Principles of Law
- Patent and Licence Law

Environment, Customer and Innovation

- Customer and Environment
- Economics of Innovation, Entrepreneurship and Business Strategy
- Objectives and Strategic Focus of Innovation / Product Leadership
- Product Lifecycle Management

Advanced Engineering of Future Technologies

- Development of Future Technologies
- Special Technologies Advanced
- Corporation & Innovation
- Structuring & Evaluation of Corporate Projects
- Leading Cross-Industry Innovation Teams

Research Future Technologies

- Trends of Future Technologies and
- Technology Scouting in Selected Fields

Study Abroad

Part of the study abroad program includes lectures and seminars (currently at partner universities in Brazil – Double Degree*), visits and discussions at international chambers of commerce, local business associations, German and regional companies as well as joint ventures in these countries.

* The basis for this is the bilateral agreement between SIBE and MAUÁ (or SIBE and the Universidade Católica) which may be subject to changes caused by legal or political conditions. No legal entitlement to award of the MBA title can be assumed..

2

MASTER OF SCIENCE (M.Sc.) IN INNOVATION & TECHNOLOGY MANAGEMENT – AEROSPACE & TESTING

For recent graduates after completion of their first degree in the natural sciences, technology, engineering and economic sciences as well as in a sponsoring company in the aerospace or testing branches.

MBA DOUBLE DEGREE OPTION

Talent Growth Curriculum (TGC) Master of Science (M.Sc.) in Innovation and Technology Management

Seminars	THEORY	Self-Study	Project documentation	PROJECT	Project paper
	Qualitative and Quantitative Methods, Scientific Work		Technology Scouting and Development Plan (PSP 1)		
	Environment, Customer and Innovation		Marketing Plan (PSP 2)		Development and implementation of growth-oriented, innovative projects in the company.
	Research Future Technologies & Assessment		Finance Plan – Feasibility (PSP 3)		
	Marketing & Market Launch		Globalization Plan (PSP 4)		Coaching by:
	Advanced Engineering of Future Technologies		Implementation Plan (PSP 5)		<ul style="list-style-type: none"> Business Mentor Project supervisor Steinbeis Technology Network
	Corporate Finance & Law		Competence Development Plan (PSP 6)		
	International Management				
	Leadership and Competences				

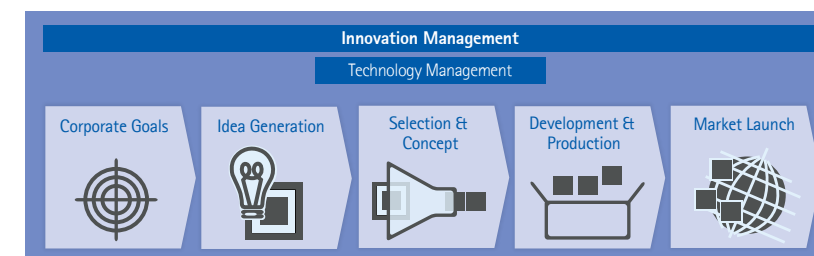
(PSP = Project Study Paper)

In accordance with the current study and examination regulations for the graduate Master of Science (M.Sc.) in Innovation and Technology Management at the Steinbeis University Berlin.



The Master of Science in Innovation and Technology Management is geared toward the individual phases of the innovation process. In the framework of their real case projects, our students go through the phases of market analysis to concrete implementation of the innovation, thus making a tangible contribution to the competitiveness of their companies. Furthermore, by taking a closer look at aerospace and testing, they gain insights into the key themes of the aerospace and testing industries.

Our curriculum is based on the innovation process – from brainstorming to practical implementation:



Our cooperation partner – FTI Group:



For over ten years, FTI has presented convincing innovative and prize-winning technological solutions. FTI has been at home in the area of test systems since its foundation. First active as a service provider, the company quickly established itself in the area of test system construction. In 2011, it introduced its product YAVE Basic on the market: a compact test system for the immediate generation, execution and verification of complex testing sequences. Under the brand YAVE (Your Advanced Verification Environment), FTI's solutions are based on its many years of experience and range from ready-to-use test systems to complex individual solutions. Over 160 employees now work under the umbrella of the FTI Group. In addition to test systems, FTI has also established itself in the areas of aircraft systems and industrial services.

»Aerospace & Testing«: branch-specific content:

- Introduction to the Aerospace Industry and Testing
- Objectives of Innovation; Life Expectancy of Technologies
- Project Management
- Introduction to Industrial Design
- Formalities of Aviation, Systems Engineering
- Testing (Testing Systems, Testing Strategies, Risk Management)
- Sectoral Market Analysis
- Quality Management, Auditing, Supply Management
- Internship – Key Activities of Testing, Test Rigs, Acquisition of Subsidies
- Real case project Coaching by a Sectoral Expert
- Industry-specific study trip to Brazil or Poland

* The basis for this is the bilateral agreement between SIBE and MAUÁ (or SIBE and the Universidade Católica) which may be subject to changes caused by legal or political conditions. No legal entitlement to award of the MBA title can be assumed.

2 OUR DOUBLE DEGREE OPTIONS



SIBE has now launched a double degree program together with our Brazilian partner universities Universidade de Taubaté (UNITAU), Instituto Mauá de Tecnologia (MAUA) and Universidade Católica de Brasília (UCB).



In addition to our renowned Master of Arts (M.A.), Master of Science (M.Sc.) as well as »CorporateMBA« titles, future students will receive the internationally recognized MBA awarded by our Brazilian university partners. The foundation for this is recognition of SIBE academic achievements and the study abroad program in Brazil, where our Master's degree students must provide part of the required proof of performance.



Scope of examination: The examination consists of the preparation of a 30-40-page MBA thesis written in English. This corresponds to a Real Case Paper (RCP) completed during the 24-month Master's program and is simultaneously counted as one in Germany:



- RCP 4: Globalization Plan (M.A. in General Management)
- RCP 6: Internationalization Plan (M.Sc. in International Management)



To obtain the double degree, an oral defense of the Master's thesis (in Brazil) is required as part of the final examination.

- | | |
|--------------|--------------------------------------|
| 1. week | ■ Seminars at the partner university |
| 2. & 3. week | ■ Lectures and visitation program |
| | ■ Completion of MBA thesis |
| | ■ MBA final examination |

Legal information:

The integration of the double degree is based on the bilateral agreement between SIBE and the corresponding partner university. (No legal entitlement to receive the MBA title can be derived in the case of changes in regulatory or other conditions of this agreement.)

For young professionals with 2–5 years of working experiences.



In accordance with the current study and examination regulations for the postgraduate Master of Business Administration (MBA) in General Management at the Steinbeis University Berlin.



The SIBE MBA qualifies the students through the quality of the program taught in English and an extensive network. During the course of the studies, the students work on real-life entrepreneurial challenges, which enables them to develop their individual competences. The SIBE provides them with its global network in Europe, Asia and the USA and supports the systematical competence development of the students through the SIBE-Kompetenz-Einschätzung (SIBE competence assessment SKE-Center®).

MBA in General Management – Module Overview:

Economics

- Macroeconomics
- Microeconomics
- Managerial Economics

Law

- Principles of Law
- Legal Framework and Fields of Activity for Executives

Project Management & Organization

- Interdisciplinary Scientific Work
- Methods of Project Planning and Management
- Information Systems Management
- Organizational Management
- Operations Management

Entrepreneurship & Strategy

- Principles of Practical Corporate Management
- Principles of Entrepreneurship
- Innovation Management
- Management of Strategies
- Business Strategy
- Corporate Strategy

Marketing

- Principles of Marketing
- Market Research
- Marketing and Sales Management

Accounting & Corporate Finance

- Principles of Accounting
- Financial Analysis
- Financial Reporting and Controlling
- Principles of Corporate Finance
- Models and Systems

International Management

- Principles of Foreign Trade
- Principles of International Management
- Cross-Cultural Management

Leadership & Competences

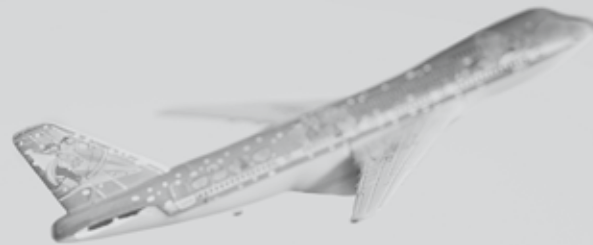
- Leadership
- Organizational Behavior
- Human Resource Management
- Personality
- Development of Competences

Study Abroad

Part of the study abroad program includes lectures and seminars (currently at partner universities in China & the USA), visits and discussions at international chambers of commerce, local business associations, German and regional companies as well as joint ventures in these countries.

2 STUDY ABROAD

For Master's students in Germany



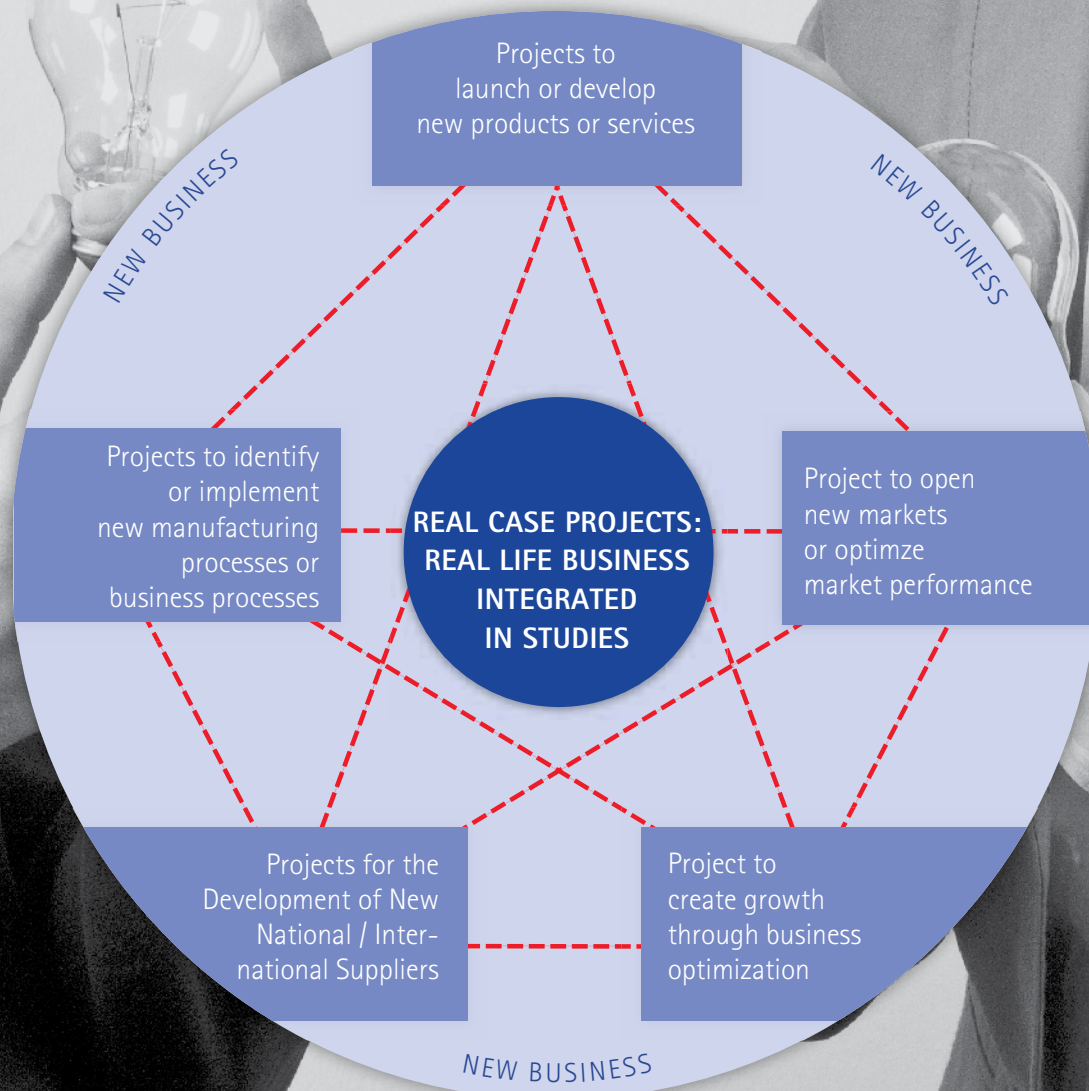
A circa three-week period of study abroad is an integral component of the SIBE Master's program. Young executives are increasingly expected to be able to develop and implement strategies and measures in a global context. In addition, internationalization and networks of economic relationships as well as new types of communication have greatly developed in recent years. Traditional management knowledge is no longer sufficient for success in business. Intercultural skills are in demand!

Anyone who wants to work successfully with people of other cultures must

be prepared to deal with them on their own terms. The declared goal of international study at SIBE is thus to provide German Master's students with a meaningful combination of activities that acquaints them with the mentality, culture, economy, research and development of a foreign country. In addition, the special situation of German companies in the respective partner country are also highlighted.

Currently, the growth markets and innovation drivers Brazil, China, the USA and Poland are being visited.





1. Projects for developing and introducing new / optimized products and services

- »Evaluation and assessment of the market for iPhone-Entertainment«, **Kalypso Media GmbH**
- »Market introduction of the MES-ERP integration IT service«, **Siemens AG**
- »The Strategic Hexagon«, **Hexagon Metrology GmbH**
- »Strategic Development in the 'public customers' business unit«, **Steinbeis-Beratungszentren GmbH**

2. Projects for opening new / optimized markets

- »Development of Controlling in the Engineering Layout System development department in the Automotive Technology business area«, **Robert Bosch GmbH**
- »Improvement of communication«, **Landesverband Baden-Württemberg der Lebenshilfe**
- »Evaluation and optimization of business processes for Mergers & Acquisitions«, **h&tz Unternehmensberatung AG**
- »Development and structuring of internal communications«, **Mercedes-AMG GmbH**
- »Qualitative development of a distribution channel based on the example of agency service«, **Uelzener Versicherungen**

3. Projects for developing and introducing new / optimized products and organizational structures

- »Concept for the development of new markets in South America«, **STEMME AG**
- »New markets and growth opportunities«, **Voith Paper GmbH**
- »The key success factors of a communication strategy based on the example of the target group of industrial analysts«, **T-Systems International GmbH**
- »University marketing«, **Bosch Power Tools**
- »From producer to service provider. Marketing planning for the repositioning of Faller as a supplier of pharmaceutical services«, **August Faller KG**

4. Projects to set up new / optimized, international suppliers

- »Analysis of the global methanol market in general and the Chinese market in particular«, **BASF AG**

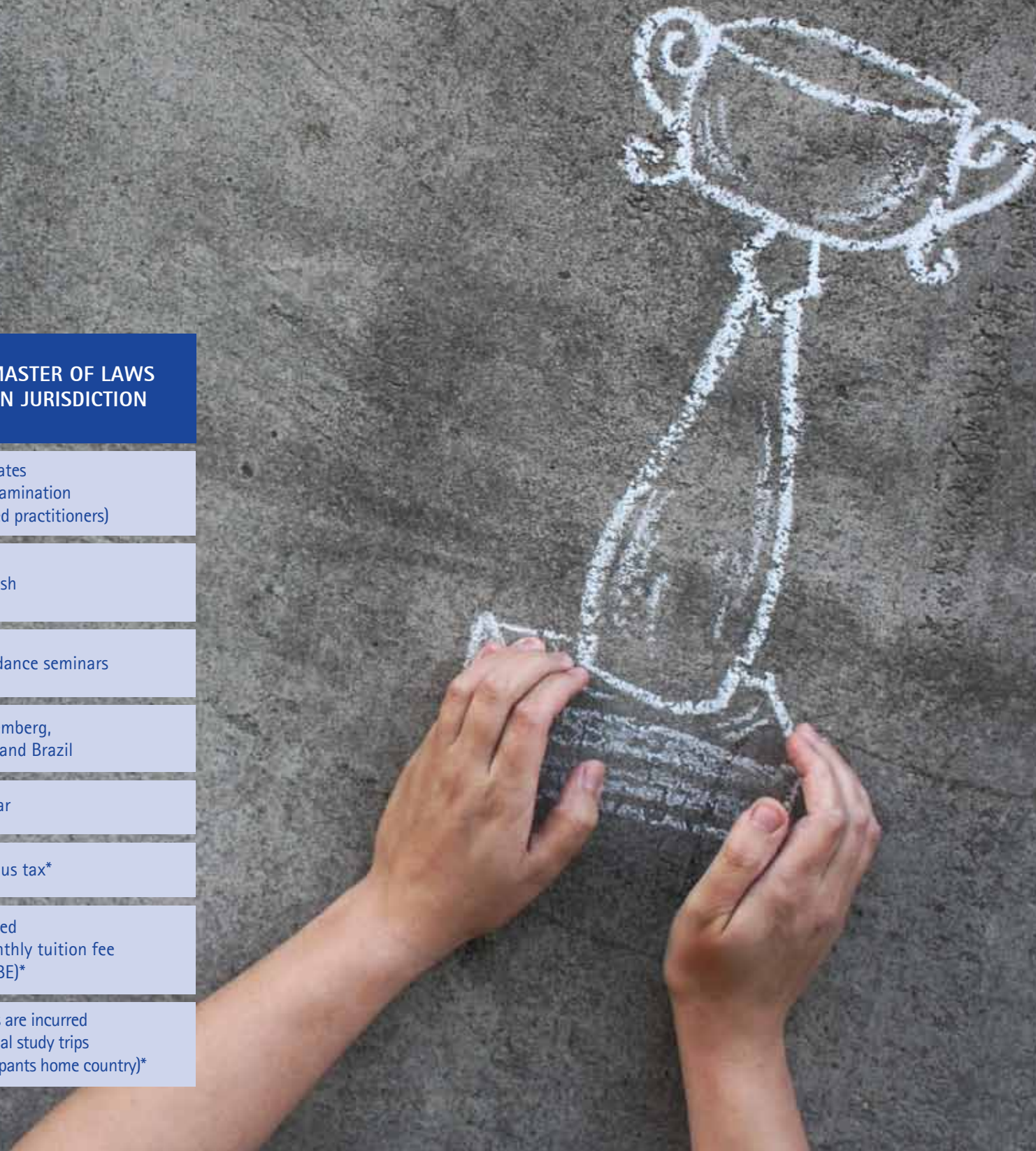
5. Projects for developing and introducing new / optimized business products and production methods

- »Development of a field service for nationwide marketing of the 'Stromfond' product in the industrial customers segment«, **MVV Energie AG**
- »Communication, empowerment, knowledge transfer – foundations of organizational development«, **Daimler AG**
- »Organizational development in Klinik Esslingen (KE) to generate growth«, **Klinikum Esslingen**
- »Relocation of production and development responsibility for mobile C arms to China – Project C2C«, **Siemens Healthcare**

3 LAW PROGRAMS

	MASTER OF LAWS IN INTERNATIONAL BUSINESS LAW	MASTER OF LAWS IN JURISDICTION
TARGET GROUP	Law School graduates with 1st or 2nd State Examination (career entrants or experienced practitioners)	
COURSE LANGUAGE	German + English	
FRAMEWORK	12 months, 50 days of attendance seminars	
LOCATION	Stuttgart, Berlin, Nuremberg, study abroad in the USA and Brazil	
START	1-2 courses / year	
PROGRAM FEE	1,070 Euro monthly plus tax*	
STUDENTS SALARY	Individually agreed (The student has to pay a monthly tuition fee of 500 Euro to SIBE)*	
TRAVEL EXPENSES	Furthermore travel expenses are incurred for seminars and international study trips (Costs vary, depending on the participants home country)*	

* Precise information on our current program fees is available under www.steinbeis-sibe.de.



3

MASTER OF LAWS (LL.M.) IN INTERNATIONAL BUSINESS LAW

The Master's program for judges, prosecutors and lawyers who wish to compare jurisdiction in Germany, the USA and Brazil and gain insights into foreign legal systems and legal cultures!



With the Master of Laws in International Business Law, our students expand their international orientation for global law firms and companies as well as their knowledge about foreign legal systems. During their studies, they work independently on international mandates and legal issues as well as learn about the legal background of the global economy. The focus lies on the growing market of Brazil and the legal system of the USA.

LL.M. in International Business Law – Module Overview:

Basics

- Business and Legal English
- National and International Contract Law
- European Law and system of the EU
- Form of contract

Contracts for the Sale of Goods

- Contracts of National and International Sale of Goods
- National and International Creditors Security Law

Commercial Law

- National and International Commercial Law
- Basics of National and International Antitrust/ Competition Law
- National and International Industrial property and Copyright (Law)

Corporate Law

- National and International Corporate Law, Corporation Law and Group Law
- Mergers and Acquisitions
- National and International form of Corporate Contracts
- Basics of National and International Insolvency Law
- Corporate Governance

Business Law and Fiscal Law

- National and International Business Law
- National and International Public Economic Law
- Basics of National and International Capital Markets Law
- Basics of National and International Corporate Taxation Law

Employment and Labour Law

- National and International Employment and Labour Law
- National and International Right of Residence and Right of Labour Permit

Development of Personality and competences

- Contract Negotiations/ Conduct of Negotiations / Conflict Management
- Intercultural Competence
- Competence Management

Litigation

- Constitution of National and International Justice
- Confession and Enforcement of National and International Decisions
- National and International Mediation and arbitral Jurisdiction

Talent Growth Curriculum (TGC) Master of Laws (LL.M.) in International Business Law

Seminars	THEORY	Self-Study	Project documentation	PROJECT	Project work
Basement					
Contracts for the Sale of Goods					
Commercial Law					
Corporate Law					
Business Law and Fiscal Law					
Employment and Labor Law					
Development of Personality and Competences					
Litigation					

Processing cross-border cases, mandate and questions of law

3 application-oriented and project-related project studies

Coaching by:

- Business Mentor
- Faculty

In accordance with the current study and examination regulations for the postgraduate Master of Laws (LL.M.) in International Business Law at the Steinbeis University Berlin.

3

MASTER OF LAWS (LL.M.) IN JURISDICTION

The Master's program for judges, prosecutors and lawyers who wish to learn about jurisdiction in Germany, the USA and Brazil from a comparative law perspective. Insights into foreign legal systems and legal cultures!



Talent Growth Curriculum (TGC)
Master of Laws (LL.M.) Jurisdiction

Seminars	THEORY	Self-study	Project documentation	PROJECT	Project work
Introduction with an International Perspective	▶				
Management	▶				
Development of personality and competences	▶				
Civil Law & Penal Law in Germany with a comparative perspective	▶				
Civil Law & Penal Law in USA with a comparative perspective	▶				
Constitutional and administrative jurisdiction with a comparative view	▶				
Finalities & basic structures of the European Union and Fundamental & Human Rights with the perspective of national, regional and international law	▶				
			Application-oriented and project-related transfer work	reflecting cases with a comparative view and expand knowledge about foreign legal systems	

In accordance with the current study and examination regulations for the postgraduate Master of Laws (LL.M.) in Jurisdiction at the Steinbeis University Berlin.



The Master of Laws in Jurisdiction compares jurisdiction in Germany, the USA and Brazil. The program is aimed at judges, prosecutors and lawyers who wish to acquaint themselves with foreign legal systems and legal cultures. During their studies, they reflect and work independently on cases against the backdrop of comparative legal studies and learn to handle cases and processes more efficiently.

LL.M. in Jurisdiction – Module Overview:

Introduction with an International Perspective

- Introduction into the methods of comparative law and basics structures of Brazilian/Latin American, US and European legal orders
- Legal and Business English

Civil Law and Penal Law in Germany with a comparative perspective to Brazil and USA

- Introductions into Civil Law
- German jurisdiction
- Civil Procedure
- Law of enforcement and bankruptcy law
- German system and law of the legal profession
- Introduction into penal law
- System, function and organisation of the penal jurisdiction
- Organisation of the public prosecutors office
- Preliminary proceedings and Penal Procedure
- Extradition

Civil Law and Penal Law in USA with a comparative perspective to Brazil and Germany

- System and organisation of the civil jurisdiction
- Sources of law and system of case law
- Structure of the system and law of the legal profession
- System and organisation of the penal jurisdiction
- System and organisation of United States Attorneys und District Attorneys
- Preliminary proceedings and Penal Procedure
- Rules on evidence and the jury system

Constitutional & administrative jurisdiction with a comparative view between USA, Brazil & Germany / Finalities & basic structures of the European Union & Fundamental & Human Rights in the perspective of national, regional & international law

- Introductions to the constitutional and administrative law with a comparative view
- The German Federal Constitutional Court and U.S. Supreme Court
- Administrative and constitutional jurisdiction (incl. procedure)
- Finalities and structures of the European Union and the Council of Europe
- Economic integration in Europe and cooperation with third countries
- Jurisdiction in Europe
- Fundamental and Human Rights in the perspective of national, regional and international law

Management

- Project management
- Process management
- Management of goals and strategy

Development of personality and competences

- Self-management and time management
- Intercultural Competence
- Competence Management

4 CORPORATE PROGRAMS

The School of International Business and Entrepreneurship (SIBE) implements tailor-made business programs together with companies. These programs benefit companies by focusing on their specific entrepreneurial, strategic and organizational challenges as well as their competitive advantages. Companies that choose such programs have various choices. They can develop new courses and degrees with our experts, or they can rely on our proven and accredited Master's programs but adapt them to their specific needs:

- The programs are designed specifically to meet the situation of employed professionals and managers in the respective companies
- Instructors have expertise in the company's branch
- Specific courses can be optionally incorporated into the curriculum.
- If rooms are available, in-house seminars can be held on the company's premises.



Corporate programs are characterized by the strong relationships between companies that sponsor projects, the students and SIBE; the practical projects of students optimally link theory and practice.

5 DOCTOR OF BUSINESS ADMINISTRATION (DBA) POLAND

For all SIBE alumni.

Doctor of Business Administration (DBA) Poland

THEORY

- Financial Market Instruments
- Advanced Marketing
- Corporate Finance
- Strategic Management and Business Policy
- Enterprise Competitiveness
- International Human Resource Management
- Innovation and Growth
- Decision Making
- Leadership
- International Capital Market
- Negotiation Techniques
- Organizational Development and Change
- International Business Law
- Company Value Management
- Contemporary IT Technologies
- Economic Policy
- Statistical Analysis
- Theory of Business Enterprise
- International Business Culture and Communication
- Family Business
- Entrepreneurship
- Research and Writing
- World Political and Economic Systems
- Change Management
- Organizational Behavior

APPLIED

- Research Paper
- Publication in a scientific journal
- Coaching by SIBE

In accordance with the current study and examination regulations for the postgraduate Doctor of Business Administration (DBA) at the Polish Academy of Sciences.



Individually tailored & executive DBA program for SIBE alumni.

Target group: Graduates of SIBE Master's programs in cooperation with the Polish Academy of Sciences (Polska Akademia Nauk).

Partners:

- Polish Academy of Sciences (PAN), Warsaw, Poland (www.pan.pl)



Admission requirements: SIBE M.A., M.Sc. or MBA degree. Successful completion of the SIBE selection process.

Program: The DBA program is a two-year course of study using blended learning methods, which combines four semesters – each with two one-week modules with classroom seminars – and web-based training courses. The first two semesters are organized by SIBE in Germany (Berlin and Stuttgart). After the eighth module, participants present a research paper. Students are individually coached by SIBE lecturers during their entire course of study. The prerequisite for obtaining the DBA is publishing a paper on an application-oriented problem in a scientific journal. The studies can be continued to achieve a PhD at the INE PAN.

Length of program: 2 years

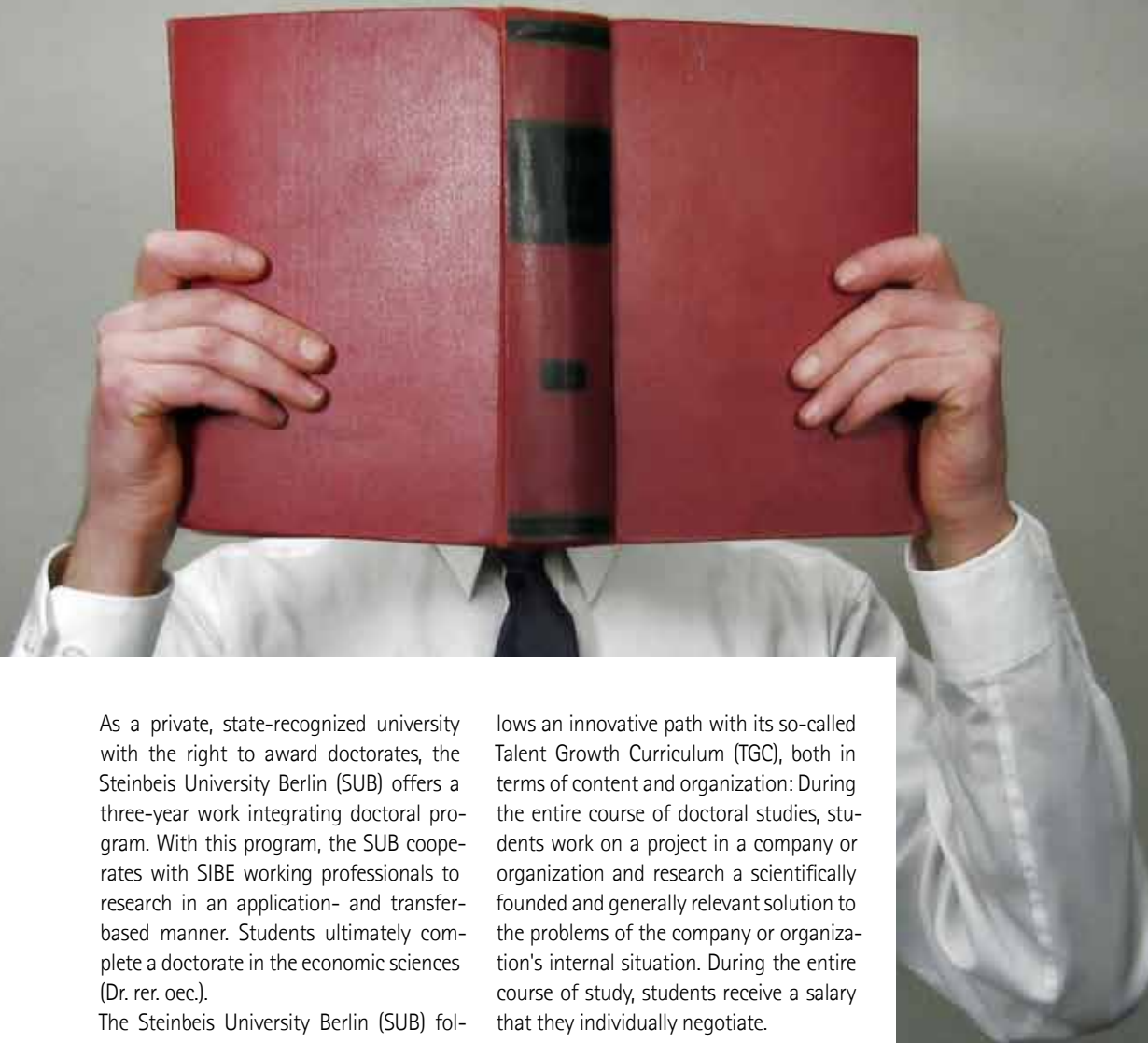
Language of instruction: English

Degree: After successful completion, the Doctor of Business Administration (DBA) from the Polish Academy of Sciences (PAN) is awarded.

6

TALENT GROWTH CURRICULUM DOCTORAL STUDIES

For students with a Master's degree who wish to research further in an application- and transfer-oriented area.



As a private, state-recognized university with the right to award doctorates, the Steinbeis University Berlin (SUB) offers a three-year work integrating doctoral program. With this program, the SUB cooperates with SIBE working professionals to research in an application- and transfer-based manner. Students ultimately complete a doctorate in the economic sciences (Dr. rer. oec.).

The Steinbeis University Berlin (SUB) fol-

lows an innovative path with its so-called Talent Growth Curriculum (TGC), both in terms of content and organization: During the entire course of doctoral studies, students work on a project in a company or organization and research a scientifically founded and generally relevant solution to the problems of the company or organization's internal situation. During the entire course of study, students receive a salary that they individually negotiate.



With our Talent Growth Curriculum doctoral program, we enable excellent and highly motivated employees and managers to conduct research not in addition to, but as an integral part of their profession, and finally to complete their work with a doctorate. Working on a scientifically based solution for economic problems in the corporate context results in advantages for all parties. Doctoral candidates improve their employability and future professional situation through the self-actualization that comes from independent research. Companies profit from the newly created knowledge of these doctoral candidates and can further develop their competitiveness. Last but not least, the entire academic community gains from the newly published knowledge.

Research focuses of SIBE:

Entrepreneurship

- Leadership education
- Creative personalities

Human Resources:

- Success factors for personnel
- Personnel and management development
- Management and personality
- Skill & competence management

Innovation, competitiveness, growth and globalization:

- Innovation management
- Globalization / International management as success factors
- Management

This has many advantages for students, companies and science: Students research practical problems, companies profit from scientifically founded solutions and science obtains valuable impulses. Many SUB doctoral students get their research projects from companies where they have worked for a number of years. There, the work integrating doctoral program is primary a measure to increase the company loyalty of excellent, highly motivated employees.

The intensive support that students get in regular meetings with their advisors and in mandatory colloquia held during the entire doctoral program is an essential component of the Talent Growth Curriculum (TGC) concept.

THE SIBE

STUDY PROGRAMS –

INTERNATIONAL CAMPUS

1	OVERVIEW INTERNATIONAL PROGRAMS	68 – 69
2	INTERNATIONAL PROGRAMS	70 – 71
3	GLOBAL EXECUTIVE MBA (GEMBA) – GERMANY / BRAZIL / USA / INDIA / CHINA	72 – 73
4	CAMPUS SWITZERLAND	74 – 75
	M.SC. IN INTERNATIONAL MANAGEMENT	76 – 77
5	CAMPUS POLAND	78 – 79
	M.A. IN GENERAL MANAGEMENT POLAND / MBA	80 – 81
6	CAMPUS BRAZIL	82 – 83
	M.A. IN GENERAL MANAGEMENT / MBA BRAZIL	84 – 85
	M.SC. IN INTERNATIONAL MANAGEMENT / MBA BRAZIL	86 – 87
	M.SC. IN INNOVATION & TECHNOLOGY MANAGEMENT / MBA BRAZIL	88 – 89
	LL.M. IN INTERNATIONAL BUSINESS LAW	90 – 91
	LL.M. IN JURISDICTION	92 – 93
	EXECUTIVE EDUCATION	94 – 95
7	CAMPUS CHINA	96 – 97
	M.E. CHINA / MBA	98 – 99
8	CAMPUS USA	100 – 101
9	CAMPUS INDIA	102 – 103
	MBA / CERTIFICATE INDIA	104 – 105
10	STUDY ABROAD	106 – 107



1

OVERVIEW

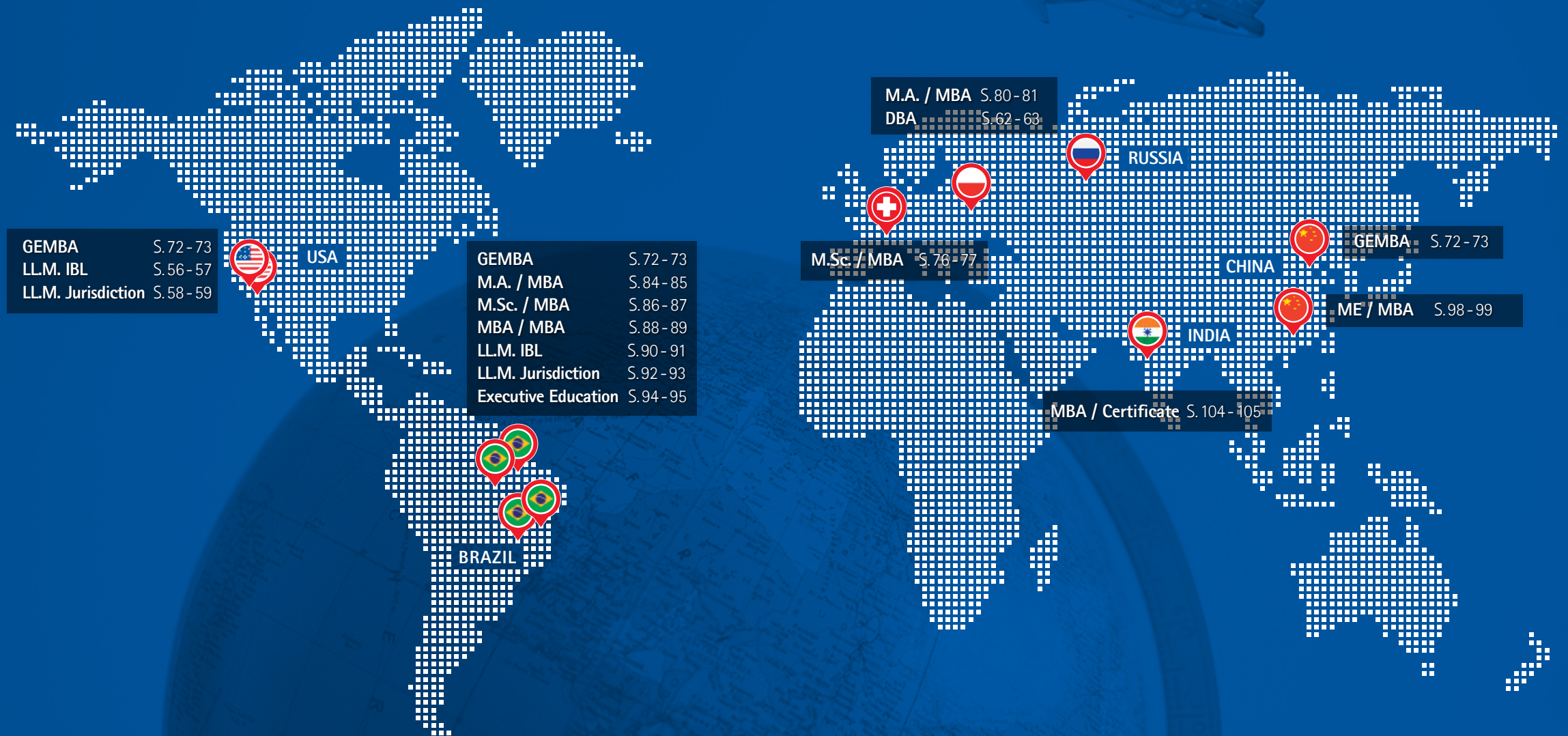
INTERNATIONAL PROGRAMS

With its prestigious partner universities in Switzerland, Poland, Brazil, China, India and the United States, SIBE markets a variety of its Talent Growth Curriculum that are adapted to local requirements. This enables candidates to pursue their work integrating studies in these countries.

	GLOBAL EXECUTIVE MBA BRAZIL / INDIA / CHINA / USA / GERMANY	SWITZERLAND	POLAND
PROGRAMS	GEMBA: 2 MBA Grade (PUC, SIBE), 3 Certificates (Tsinghua, UCSD)	Double Degree: M.Sc. International Management with MBA Double Degree Option	Double Degree: M.A. International Management / MBA Executive Program: DBA
CAMPUS	Brazil, India, China, USA, Germany	Switzerland, Germany, Brazil or Poland	Poland, Germany
COURSE LANGUAGE	English	German + English	English
PROGRAM PARTNERS	Universidade Católica Unisantos (UNISANTOS), Santos; Symbiosis Institute of Business Management (SIBM), Bangalore; School of Economics & Management - Tsinghua University (SEM), Beijing, University of California (UCSD)* (subject to modifications)	Institute for Marketing and Corporate Management (IMU) at the University of Bern	Institute of Economics at the Polish Academy of Sciences (INE PAN)
ADMISSION REQUIREMENTS	High performers with at least 3 years of professional experience in a leadership position Successful completion of the SIBE selection process Contract with a partner company	High potentials with a 1st degree and at least 60 CP in Economics Successful completion of the SIBE selection process Contract with a partner company	M.A. / MBA: High-potential employees with a 1st degree, Successful completion of the SIBE and INE PAN selection process Contract with a partner company DBA: M.A., M.Sc. or MBA graduates of the SIBE
LENGTH OF STUDY	2 years	2 years	2 years
STUDY LOCATIONS	UNISANTOS: Santos (1 week), SIBM: Bangalore (1 week), SEM: Beijing (1 week), UCSD, Extension: San Diego (2 weeks), SIBE: Stuttgart / Berlin (2 weeks), E-Campus / Web-based Trainings	Stuttgart, Berlin Study abroad in Brazil or Poland E-Campus / Web-Based Training	INE PAN: Warschau (1 year), SIBE: Berlin, Stuttgart (1 year), DBA: SIBE: Berlin, Stuttgart (1st year), INE PAN: Warschau (2nd year) E-Campus / Web-based Trainings
FURTHER INFORMATION ON PARTNERS	www.unisantos.br , www.sibm.edu.in www.sem.tsinghua.edu.cn portalweb/appmanager/portal/semEN , www.extension.ucsd.edu , www.steinbeis-sibe.de , www.sibe-gemba.com	www.imu.unibe.ch www.steinbeis-sibe.de	www.inepan.waw.pl/en/ www.steinbeis-sibe.de

BRAZIL	CHINA	INDIA
LL.M. Double Degree: M.A. International Management / MBA M.Sc. Innovation & Technology Management / MBA M.Sc. in International Management / MBA Certificate courses for executives	Double Degree: MBA / ME Certificate courses for executives	MBA / Certificate
Brazil, Germany	China, Germany	India, Germany
English	English	English
Escola Paulista da Magistratura (EPM), Instituto Euvaldo Lodi (IEL, Brazilian Industrial Association) and Brazilian partner universities	Tongji University	Symbiosis Institute of Business Management (SIBM)
LL.M.: Law students (1st State Examina- tion or bar examination), law graduates M.A.: 1st degree M.Sc. ITM: 1st degree and at least 4 CP in Economics M.Sc. IM: 1st degree and at least 60 CP in Economics Successful completion of the selection processes of both the SIBE and Brazilian partner universities Respective contracts with a partner company	High potentials with a 1st degree and at least 3 years of professional experience Successful completion of the SIBE and Tongji University selection process Contract with a partner company	High potentials with a 1st degree and at least 2 years of professional experience Successful completion of the SIBE and SIBM University selection process Contract with a partner company
2 years	3 years	2 years
Brazil, Study abroad in Germany LL.M.: Study abroad (optionally additional) in the USA E-Campus / Web-Based Training	Tongji University: Shanghai, Study abroad in Germany E-Campus / Web-based Trainings	SIBM: Pune, Study abroad in Germany E-Campus / Web-based Trainings
www.epm.tjsp.jus.br www.portaldaindustria.com.br/iel/ www.steinbeis-sibe.de	www.sem-international.tongji.edu.cn/ index/index.asp www.steinbeis-sibe.de	www.sibm.edu/ www.steinbeis-sibe.de

2 INTERNATIONAL PROGRAMS



3

GLOBAL EXECUTIVE MBA (GEMBA) GERMANY / BRAZIL / USA / INDIA / CHINA

The Corporate Global Executive MBA program is intended for working managers who are part of a cohort sponsored by their employer. The Corporate GEMBA degree program combines general and customized managerial education.



Leadership taught at each location with regional cultural perspective,
Personality development – periodic sessions

Knowledge & Skill Transfer:

Online

Qualification

2 weeks in-person in
Germany
@SIBE, Stuttgart:
Project Management
& Organization,
Leadership &
Personality
Development

Application to Competence:

Real-Case-Paper:
Competence
Development Plan

Knowledge & Skill Transfer:

Online

Qualification

1 week in-person in
Brazil
@UNISANTOS,
Santos
Entrepreneurship,
Innovation &
Strategy, Law

Application to Competence:

Real-Case-Paper:
Strategy Plan

Knowledge & Skill Transfer:

Online

Qualification

2 week in-person in
USA
@UCSD, Extension,
San Diego
Marketing & Sales

Application to Competence:

Real-Case-Paper:
Marketing &
Sales Plan

Knowledge & Skill Transfer:

Online

Qualification

1 week in-person in
India
@SIBM,
Bangalore
Accounting
& Finance

Application to Competence:

Real-Case-Paper:
Finance Plan

Knowledge & Skill Transfer:

Online

Qualification

1 week in-person in
China
@Tsinghua
University,
Beijing
International
Management

Application to Competence:

Real-Case-Paper:
Globalization Plan

Master Thesis
= Business Plan

Final Exam:
Conducted
out of
Germany

Concurrent services – conducted out of Germany:
Real-case project coaching, Program administration, Student services

TOTAL PROGRAM LENGTH: 24 MONTHS



This international learning experience immerses working professionals in core business disciplines from a global perspective. Professionals come to the program from different locations of the company around the world, meeting for one- to two-week teaching modules in Europe, South America, North America, South Asia and East Asia. The locations can as well be aligned to alternative locations of the companies e.g. in the Middle East or South Africa.



Admission requirements: First degree of minimum Bachelor's level, and a minimum of two years of significant managerial experience including disciplinary and/or budgetary responsibilities. Successful completion of the SIBE selection procedure.

UC San Diego
Extension

Program: This unique general management program involves five short-term international residencies, online learning and real case projects. Participants not only study at local universities but visit local businesses, meet local managers, cases and simulations addressing real challenges facing their company locally. Students learn from their peers who are international managers from diverse backgrounds and cultures.



SIBE GEMBA is designed to be completed work-integrated while participants continue their work as managers. The 24-month-long program leads to separate MBA degrees from two exceptional, internationally recognized universities.

Work integrating curriculum: adds immediate value to the participants' employers



Global network: Cohorts meet altogether five times in blocks and collaborate online in a structured set-up on SIBE's E-Campus between residencies.

Residencies are:

- Two weeks in Germany at the SIBE in Berlin and Stuttgart or on-site in the partnering company.
- One week in São Paulo in Brasil, at the Universidade Católica Unisantos
- Two weeks in San Diego and the Silicon Valley in the US at the University of California, San Diego
- One week in Bangalore in India at the Symbiosis Institute of Business Management, Bangalore
- One week in Beijing, China at the Tsinghua University.

Length of program: 24 months

Language of instruction: English

Degree: two separate MBA degrees

4

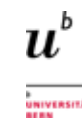
CAMPUS SWITZERLAND

MBA DOUBLE DEGREE OPTION

Switzerland and Germany have close political, economic and cultural ties – last but not least due to the fact that German is a language common to the largest part of Switzerland. Germany remains Switzerland's most important commercial trading partner by far. In 2011, the volume of bilateral trade was nearly 100 billion Swiss francs (CHF) and thus, over one quarter of Switzerland's total foreign trade. The significance of Switzerland for Germany's foreign trade is only exceeded outside of the European internal market by the USA and China. In addition, Switzerland and Germany are also closely linked through direct investments. The Deutsche Bundesbank statistics for 2009 (the most recent figures) show that there are 1,251 German companies in Switzerland with annual revenues of 74.5 billion euros and 123,000 employees. Swiss involvement in Germany is even stronger. Statistics show 1,552 Swiss companies in Germany with annual revenues of 117 billion euros and 344,000 employees*.

Globalization – borders and markets are merging. A comprehensive understanding of the economy, including knowledge of global interrelationships, is more important than ever to develop and implement successful, future-oriented business methods. With our unique TGC and didactic methods, our M.Sc. in International Management program results in capable young globalists who can actively and successfully shape their company's future.

■ M.Sc. in International Management



The University of Bern offers a program for the highest demands. It is characterized by international top performance in selected areas as well as high study and living quality and by an attractive social, economic and political environment surrounding the university. The roots of the University of Bern date back to the sixteenth century. Today, it is one of ten full universities in Switzerland with over 15,000 students. Its Institute for Marketing and Corporate Management primarily focuses on price and brand research.

- Institut for Marketing and Corporate Management (IMU), University of Bern, Switzerland (www.imu.unibe.ch)

* <http://www.auswaertiges-amt.de> (08.02.2013)

4 MASTER OF SCIENCE (M.Sc.) IN INTERNATIONAL MANAGEMENT SCHWEIZ / MBA

For young graduates who have focused on economics and earned their first degree; in cooperation with the University of Bern's Institute for Marketing and Management (IMU) and companies with headquarters in Switzerland.

MBA DOUBLE DEGREE OPTION

Talent Growth Curriculum (TGC) Master of Science (M.Sc.) in International Management

PERSONAL DEVELOPMENT & MANAGEMENT

Seminars THEORY Self-Study

Project documentation PROJECT Project paper

Fundamentals

Practical Corporate Management

Analysis

Strategy & Organization

Sourcing & Sales

Innovation, Quality, Production

Financing & Controlling

Law & Business English

Internationalization

Definition of the
Study Project Plan:
Project and Goals
(PSP 1)

Market Analysis
(PSP 2)

Strategy Plan
(PSP 3)

Marketing, Sales /
Purchasing Plan
(PSP 4)

Finance Plan
(PSP 5)

Internationalization
Plan (PSP 6)

Development and
implementation of
growth-oriented,
innovative projects in
the company.

Coaching by:

- Business Mentor
- Project supervisor
- Faculty

(PSP = Project Study Paper)

In accordance with the current study and examination regulations for the graduate Master of Science (M.Sc.) in International Management at the Steinbeis University Berlin.



Globalization – borders and markets are merging. A comprehensive understanding of the economy, including knowledge of global interrelationships, is more important than ever to develop and implement successful, future-oriented business methods. With our unique TGC and didactic methods, our M.Sc. in International Management program develops capable young globalists who can actively and successfully shape their company's future.

M.Sc. in International Management – Module Overview:

Fundamentals of International Management

- International Management 1
- International Management 3

Fundamentals of Foreign Trade

- International Management 2
- International Management 4

Practical Corporate Management

- Project Management
- Objectives of International Management

Information Management & Analysis

- Qualitative and Quantitative Methods
- Research Management
- Market Analysis

Strategy Management & Organization

- Strategies of International Management
- International Organizational Management

Sourcing & Sales

- Marketing & Sales in International Management
- International Sourcing and Purchasing Management
- International Logistics Management

Innovation, Quality & Production Management

- International Development and Production Management
- International Quality Management

International Financial Management

- International Financial Management 1
- International Financial Management 2

International Business Law

Business English

Personal Development, Leadership & Human Resources Management

- Leadership and Personality
- International HR

International Management and Intercultural Management

Study Abroad

Part of the study abroad program includes lectures and seminars (currently at partner universities in Brazil – Double Degree*), visits and discussions at international chambers of commerce, local business associations, German and regional companies as well as joint ventures in these countries.

Real Case Project Colloquium

Experts from the field mentor students during the two-year period of study.

*The basis for this is the bilateral agreement between SIBE and MAUÁ (or SIBE and the Universidade Católica) which may be subject to changes caused by legal or political conditions. No legal entitlement to award of the MBA title can be assumed.



The close and highly diverse German-Polish relations are shaped by very good and intensive economic cooperation. After Poland's accession to the EU in 2004, German-Polish trade has continued to develop dynamically over the years. While Germany has been Poland's most important trading partner by far for many years, Poland's importance for the German economy is continuously growing. In terms of foreign direct investments in Poland, German companies are in first place – both in number as well as in the amount of investments. Germany also attracts many Polish companies, which increasingly invest and create jobs, including the areas of mineral oil, chemicals, IT, trade and services.

In cooperation with the Polish Academy of Sciences (Polska Akademia Nauk), SIBE offers a double degree program and a Doctor of Business Administration. The seminars in Berlin, Stuttgart and Warsaw are held in English.

- M.A. in International Management Poland / MBA
- Doctor of Business Administration (DBA) Poland



The Institute of Economics of the Polska Akademia Nauk (INE PAN) is the leading Polish center in the economic sector. The institute regularly publishes two journals: Economic Studies and Polish Economy – Forecasts and Opinions. Furthermore, it also releases monographs and papers that report on current research advances.

- Polska Akademia Nauk (PAN), Warsaw, Poland (www.pan.pl)

5

M.A. IN GENERAL MANAGEMENT POLAND / MBA

For Central and Eastern European junior managers.

DOUBLE DEGREE

Talent Growth Curriculum (TGC) Master of Arts (M.A.) in General Management

Seminars	THEORY	Self-Study	Project documentation	PROJECT	Project paper
Corporate Financial Analysis					
Legal Issues in Business					
International Business Communication					
Economic Forecasting and Crises					
Methods of Project Management					
Marketing Strategies					
Decision Making					
Human Resource Management					
Contemporary Approaches in Economic Theory					
Techniques of Negotiations					
Organizational Behavior					
Accounting and Cost-Benefit Analysis					
Strategic Management					
Research, Writing and Presentation					
Competence Management					
International Management					

(PSP = Project Study Paper)

Project and Goals
(PSP 1)

Marketing and
Sales Plan
(PSP 2)

Finance Plan
(PSP 3)

Globalization Plan
(PSP 4)

Competence
Development Plan
(PSP 5)

Development and
implementation of
growth-oriented,
innovative projects
in the company.

Coaching by:

- Business Mentor
- Project supervisor
- Professor



Two degrees of two renowned European institutions: Focus on Polish-German business relationship.

Partners:

- Polish Academy of Sciences (PAN), Warsaw, Poland (www.pan.pl)

Admission requirements: Bachelor's degree in any discipline successful completion of the SIBE selection process. Contract with a sponsoring partner company.

Program: All seminars in the first academic year take place in Warsaw; seminars in the second academic year take place in Berlin and Stuttgart. The defense of the Master's thesis takes place in Warsaw. Each semester has two modules with five-day classroom seminars each. In addition, blended learning methods help students complete self-organized tasks and web-based training seminars in the E-Campus.

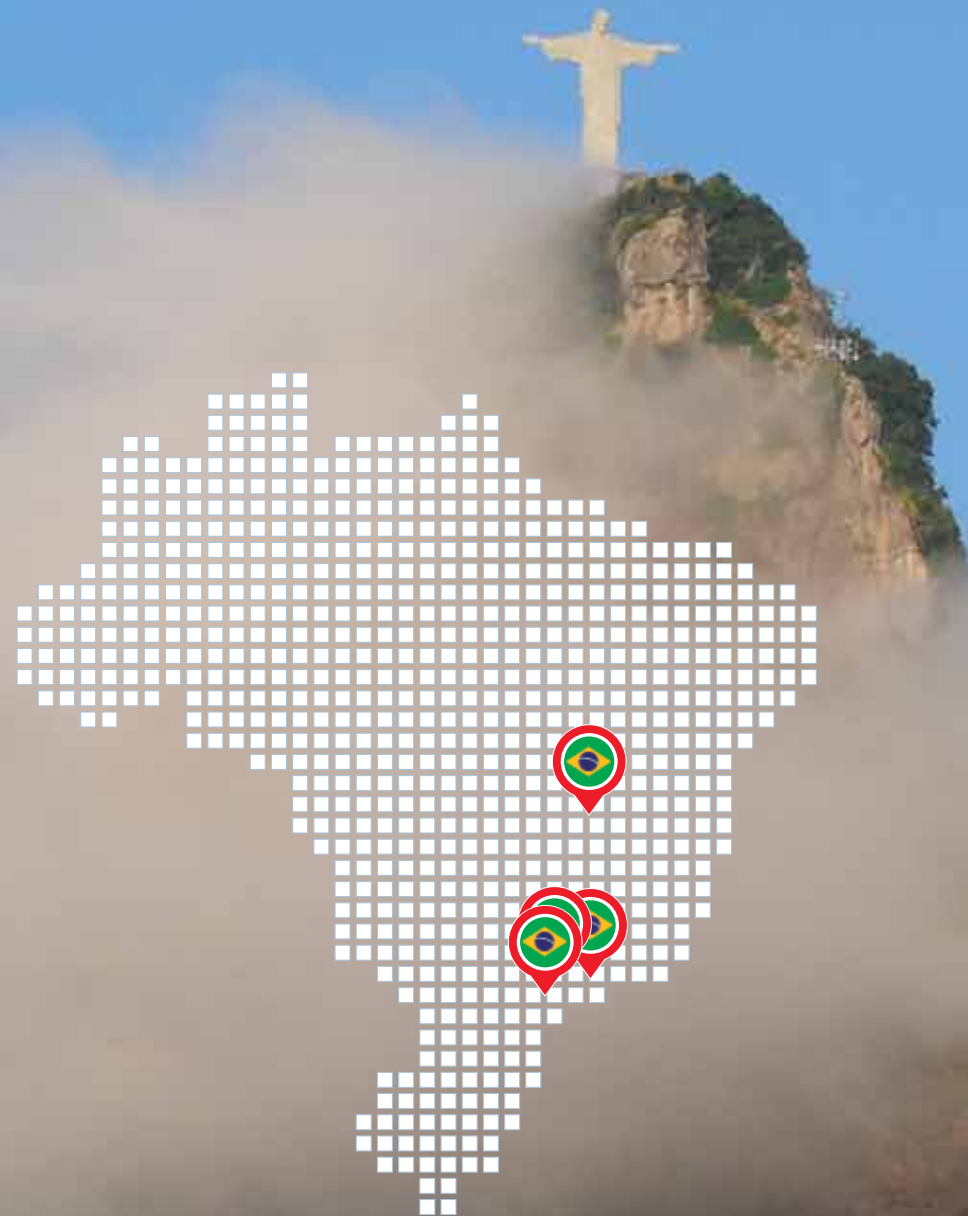
Goals: Selection and qualification of young, upwardly mobile European managers in the context of a practice-oriented, cooperative German-Polish university program.

Length of program: 2 years

Language of instruction: English

Degree: Master of Business Administration (MBA) from INE PAN. SIBE M.A. in General Management

In accordance with the current study and examination regulations for the graduate Master of Arts (M.A.) in General Management at the Steinbeis University Berlin.



The close relationship between Brazil and Germany has a long tradition. Germany is one of Brazil's most important trading partners. Today, both countries want to respond to the challenges of the 21st century with their »Strategic Partnership«. Policy, economy, culture, education, science, sustainable development and sports are the topics that determine this partnership. The highest level of practical qualification is an important requirement for technological and innovative leaps and the prerequisite for economic progress in both countries.

PARTICIPANT GEMBA (P. 72 – 73)

To assist companies develop global managers, IEL/CNI – in cooperation with SIBE and its study programs featuring lecturers and professors with profound business experience – provides professional support for companies wishing to expand their capacity for innovation and competitiveness, thus increasing growth in Brazil.

- **Global Executive MBA (GEMBA):**
International and interdisciplinary Executive MBA in cooperation with partner universities from China, the USA and Germany.
- **Double Degree Programs:**
Brazilian MBAs are awarded in combination with a SIBE M.A. or M.Sc.
- **Master of Laws (LL.M.):**
The Master of Laws (LL.M.) in International Business Law and Master of Laws (LL.M.) in Jurisdiction are offered.
- **Certificate course in cooperation with IEL:**
Advanced Certificate for executives in management, innovation and technology



In the Executive education area as well as in management development, the Brazilian Industrial Association CNI and its training institute, the Instituto Euvaldo Lodi (IEL), play a determining role nationwide. IEL is represented in all of Brazil's 27 states. All together, the country has 103 independent service offices that simultaneously serve as so-called satellites.

IEL focuses primarily on consultation services for managers as well as the development of management skills in companies and is the preferred partner of Brazilian industrial leaders for generating innovation, increasing competitiveness and growth.

- Instituto Euvaldo Lodi (IEL) of the Brazilian Industrial Association (CNI),
Brasília, Brazil (www.iel.org.br) / (www.portaldaindustria.com.br/iel/)

6

MASTER OF ARTS (M.A.) IN GENERAL MANAGEMENT / MBA BRAZIL

For Brazilian and international upwardly mobile candidates from all areas after completion of the first degree, in partnership with IEL / SIBE.

DOUBLE DEGREE

Talent Growth Curriculum (TGC) Master of Arts (M.A.) in General Management

Seminars	THEORY	Self-Study	Project documentation	PROJECT	Project paper
Economics / Entrepreneurship	▶		Objectives and Strategy Plan (PSP 1)	Development and implementation of growth-oriented, innovative projects in the company.	
Law	▶		Marketing and Sales Plan (PSP 2)		
Project Management & Organization	▶		Finance Plan (PSP 3)		
Strategy	▶		Globalization Plan (PSP 4)		
Market Analysis	▶		Competence Development Plan (PSP 5)		
Marketing	▶			Coaching by: ▪ Business Mentor ▪ Project supervisor ▪ Faculty	
Accounting & Corporate Finance	▶				
Procurement, Production & Logistics	▶				
International Management	▶				

(PSP = Project Study Paper)

In accordance with the current study and examination regulations for the graduate Master of Arts (M.A.) in General Management at the Steinbeis University Berlin.



The first step towards your international career.

Partner:

- Instituto Euvaldo Lodi (IEL) of the Brazilian Industrial Association (CNI), Brazil (www.iel.org.br)



Admission requirements: First degree (at least 3 years duration) in any discipline. Successful completion of the SIBE selection process. Contract with a sponsoring partner company.



Program: Excellent lecturers from industry and the sciences convey their theoretical know-how and practical experience during the evenings and on weekends. Their modules (see box at the left) are well coordinated with Blended Learning methods. Seminars and web-based training courses treat students' real case projects as »real world cases«. During the two-week stay in Germany, which is part of the study abroad part of the program, SIBE organizes seminars and a wide variety of visits to companies and associations, political organizations and cultural events.

Goals: Systematic optimization of young executives' employability. Intensive, interdisciplinary exchange with students from all disciplines (engineers and scientists as well as those from the economic, social and humanities disciplines).

Length of program: 2 years

Language of instruction: English

Degree: SIBE Master of Arts (M.A.) in General Management / MBA from IEL or IEL partner universities

6

MASTER OF SCIENCE (M.SC.) IN INTERNATIONAL MANAGEMENT / MBA BRAZIL

For young Brazilian and international graduates who have focused on economics and earned their first degree, who wish to work in multinational companies or as managers in an international context; in cooperation with the Instituto Euvaldo Lodi (IEL).

MBA DOUBLE DEGREE OPTION

Talent Growth Curriculum (TGC) Master of Science (M.Sc.) in International Management

PERSONAL DEVELOPMENT & MANAGEMENT

Seminars **THEORY** Self-Study

Project documentation **PROJECT** Project paper

Fundamentals

Practical Corporate Management

Analysis

Strategy & Organization

Sourcing & Sales

Innovation, Quality, Production

Financing & Controlling

Law & Business English

Internationalization

Definition of the
Study Project Plan:
Project and Goals
(PSP 1)

Market Analysis
(PSP 2)

Strategy Plan
(PSP 3)

Marketing, Sales /
Purchasing Plan
(PSP 4)

Finance Plan
(PSP 5)

Internationalization
Plan (PSP 6)

Development and
implementation of
growth-oriented,
innovative projects in
the company.

Coaching by:

- Business Mentor
- Project supervisor
- Faculty

(PSP = Project Study Paper)



Establishing and developing Brazilian-German business partnerships.

Partners:

- Instituto Euvaldo Lodi (IEL) of the Brazilian Industrial Association (CNI), Brazil (www.iel.org.br)



Admission requirements: First degree and at least 60 CP in Economics



Program: The program will be carried out as a work-integrating curriculum. This format integrates study and career with minimal periods of workplace absenteeism. The course content is taught using the »Blended Learning« method, which is a combination of distance and classroom learning. The four-semester (120 ECTS), application-oriented Master program has a strong international orientation that is not only reflected by its content, but also by a prescribed study abroad program in Germany. The language of instruction is English.

Goals: A central objective of the Master program in International Management is to prepare students to take on global challenges in a practical manner and qualify them for international management activities.

Length of program: 2 years

Language of instruction: English

Degree: M.Sc. in International Management from SIBE / MBA from IEL or IEL partner universities.

In accordance with the current study and examination regulations for the graduate Master of Science (M.Sc.) in International Management at the Steinbeis University Berlin.

6

MASTER OF SCIENCE (M.SC.) IN INNOVATION AND TECHNOLOGY MANAGEMENT / MBA BRAZIL

For Brazilian and international upwardly mobile candidates and junior managers after completion of a first degree, in partnership with IEL / SIBE and with focus on international knowledge and technology oriented real case projects

DOUBLE DEGREE



Talent Growth Curriculum (TGC) Master of Science (M.Sc.) in Innovation and Technology Management

Seminars	THEORY	Self-Study	Project documentation	PROJECT	Project paper
	Qualitative and Quantitative Methods, Scientific Work		Technology Scouting and Development Plan (PSP 1)		
	Environment, Customer and Innovation		Marketing Plan (PSP 2)		Development and implementation of growth-oriented, innovative projects in the company.
	Research Future Technologies & Assessment		Finance Plan – Feasibility (PSP 3)		
	Marketing & Market Launch		Globalization Plan (PSP 4)		Coaching by:
	Advanced Engineering of Future Technologies		Implementation Plan (PSP 5)		▪ Business Mentor
	Corporate Finance & Law		Competence Development Plan (PSP 6)		▪ Project supervisor
	International Management				▪ Steinbeis Technology Network
	Leadership and Competences				

(PSP = Project Study Paper)

In accordance with the current study and examination regulations for the graduate Master of Science (M.Sc.) in Innovation and Technology Management at the Steinbeis University Berlin.



Consecutive, international, innovation and technology-oriented and cost-neutral for the sponsoring partner companies.

Partner:

- Instituto Euvaldo Lodi (IEL) of the Brazilian Industrial Association (CNI), Brazil (www.iel.org.br)



Admission requirements: First degree (at least three years' duration) with at least three credits in Economics. Successful completion of the SIBE selection process. Contract with a sponsoring partner company.



Program: Excellent lecturers from industry and the sciences convey their theoretical know-how and practical experience during the evenings and on weekends. Their modules (see box at the left) are well coordinated with Blended Learning methods. Seminars and web-based training courses treat students' real case projects as »real world cases«. During the two-week stay in Germany, which is part of the study abroad part of the program, SIBE organizes seminars and a wide variety of visits to companies and associations, political organizations and cultural events.

Goals: Learning state-of-the-art know-how in the field of international innovation and technology management as well as dealing with real business challenges and their solutions. These range from a clear innovation-strategic orientation to efficient cross-organizational process and organizational design all the way to the development of a corporate culture that promotes innovation.

Length of program: 2 years

Language of instruction: English

Degree: SIBE Master of Science (M.Sc.) in Innovation and Technology Management / MBA from IEL or an IEL partner university

6

MASTER OF LAWS (LL.M.) IN INTERNATIONAL BUSINESS LAW

For Brazilian law school graduates who wish to deepen their understanding of international commercial law.



Talent Growth Curriculum (TGC) Master of Laws (LL.M.) in International Business Law

Seminars	THEORY	Self-Study	Project documentation	PROJECT	Project work
	Basement				
	Contracts for the Sale of Goods				
	Commercial Law				
	Corporate Law				
	Business Law and Fiscal Law				
	Employment and Labor Law				
	Development of Personality and Competences				
	Litigation				

Processing cross-border cases, mandate and questions of law

3 application-oriented and project-related project studies

Coaching by:

- Business Mentor
- Faculty



BerkeleyLaw
UNIVERSITY OF CALIFORNIA
International and Executive
Legal Education (IELE)

Compact, challenging and international: the Master of Laws (LL.M.) in International Business Law at SIBE lasts 12 months.

Partner:

- Partner university in the USA, University of California, Berkeley Law School, IELE CERTIFICATE PROGRAMS (www.law.berkeley.edu/iele.htm)
- Partner university in Brazil

Admission requirements:

- 1st or 1st and 2nd State Examinations (or comparable degrees from a foreign university).
- Successful completion of both the SIBE and Brazilian selection processes.
- Contract with respective partner companies or organizations

Content and methodological focus:

- Application-oriented
- Postgraduate study of law aimed at deepening students' understanding of international business law and enabling them to handle cross-border legal issues, cases and mandates
- On-the-job learning

Project:

- Real cross-border cases / mandates of the sponsoring company or organization

Study abroad: Study abroad in Germany and the USA

Length of program: 1 year

Language of instruction: English

In accordance with the current study and examination regulations for the postgraduate Master of Laws (LL.M.) in International Business Law at the Steinbeis University Berlin.

6 MASTER OF LAWS (LL.M.) IN JURISDICTION

For motivated Brazilian jurists with professional experience and interest in foreign legal systems and cultures.



Talent Growth Curriculum (TGC) Master of Laws (LL.M.) Jurisdiction

Seminars	THEORY	Self-study	Project documentation	PROJECT	Project work
Introduction with an International Perspective	▶				
Management	▶				
Development of personality and competences	▶				
Civil Law & Penal Law in Germany with a comparative perspective	▶				
Civil Law & Penal Law in USA with a comparative perspective	▶				
Constitutional and administrative jurisdiction with a comparative view	▶				
Finalities & basic structures of the European Union and Fundamental & Human Rights with the perspective of national, regional and international law	▶				
			Application-oriented and project-related transfer work	reflecting cases with a comparative view and expand knowledge about foreign legal systems	



Compact, demanding and international: the Master of Laws (LL.M.). The length of the SIBE Jurisdiction program is 12 months.

Partners:

- Escola Paulista da Magistratura (EPM) and American partner universities



Admission requirements:

- Practicing lawyers in Brazil
- Successful completion of both the SIBE and Brazilian selection processes
- Contract with respective partner organizations

Methodological focuses:

- Application-oriented
- Legal postgraduate studies with a focus on the comparison of the Brazilian, US-american and German legal systems
- Learning on the job

Real case project: National and international mandates / cases

Additional module: Study abroad in Germany and the USA

Length of program: 1 year

Language of instruction: English

In accordance with the current study and examination regulations for the postgraduate Master of Laws (LL.M.) in Jurisdiction at the Steinbeis University Berlin.

6

EXECUTIVE EDUCATION

BRAZIL

For Brazilian executives and managers with leadership experience.



TARGET GROUP	Executive Board members and managers who wish to gain additional knowledge, concrete skills and deeper insights into current challenges and developments in their respective areas.
GOAL	Transfer of competencies, knowledge, seminar content and tools into daily practice; development of successful innovation strategies for the company.
COURSE CERTIFICATE	Each participant receives a certificate of completion / participation upon successful conclusion of the seminar.
COURSE LANGUAGE	English (a Portuguese interpreter will be available during the seminars and company visits).
LOCATION	Stuttgart, Germany
DURATION	5 days (40 hours), Monday to Friday
NUMBER OF PARTICIPANTS	Minimum 20 persons; maximum 30 persons



SIBE Executive Program: For the definition and realization of innovation targets.

Partners:

- Instituto Euvaldo Lodi (IEL) of the Brazilian Industrial Association (CNI), Brazil (www.iel.org.br)



Sample program:

Day 1: Change and Innovation Management – An Overview
 Day 2: Change Management – How to transform your company
 Day 3: Innovation and Technology Management – The key success factors
 Day 4: Innovation Management – How to create frame-breaking new ideas and products
 Day 5: Commercializing innovative products successfully

Content: Application-oriented innovation and technology management connected with the offer to work on a real case project. Integration of highly experienced senior managers of multinational companies and so-called »hidden champions« such as Bosch, Porsche, Festo, Emag, Daimler etc., connected with company visits.

Length of program: 5 days required attendance (40 hours), monday to friday + 5 days self-study + 10 days real case project work and documentation.

Language of instruction: English (with simultaneous English-Portuguese interpretation during seminars and company visits)

Degree: Certificate from the Steinbeis University Berlin



Relationships between China and Germany have never been as intensive as now. This is especially true for economic cooperation between the two countries. Germany is China's most important European trade partner by far. The opposite is just as true: China is Germany's number-one Asian economic partner. The Chinese government has identified seven key industrial branches that are to be given top priority for development in coming years. These include new energy, new materials, IT, biology, medical technology, energy savings and environmental protection, air and space, shipping and electromobility. Not only is the German economy strong in all of these sectors, but close relationships between Germany and China also exist in all important economic and industrial areas. Cooperation in science and education – above all in the training of specialists and managers – is one of the main focuses of our joint work.

PARTICIPANT GEMBA (P. 72 – 73)

■ Global Executive MBA (GEMBA):

International and interdisciplinary Executive MBA in cooperation with partner universities from China Tsinghua University, Brazil, the USA and Germany

■ Double Degree program:

Master of Engineering (M.E.) at Tongji University / MBA from SIBE



Currently, circa 50,000 students at Tongji University are enrolled in certificate and diploma programs (Bachelor, Master, PhD-programs, etc.). In addition, this university has over 4,200 academic staff for teaching and/or research, including 6 members of the Chinese Academy of Sciences, 7 members of the Chinese Academy of Engineering, over 710 professors and 1,500 lecturers. The university offers many courses in its 82 Bachelor, 218 Master and 94 PhD programs. As one of the leading Chinese centers for scientific research, the university has 22 central laboratories and mechanical engineering research centers.



Tsinghua University is among the most selective and renowned universities in China. National and international rankings list Tsinghua as one of the two best universities in China. In addition, Tsinghua University is a member of the C9 League – China's counterpart to the Ivy League – which was created in 2009 to unite the nine most prestigious universities in China.

- Tsinghua University, Beijing, China (www.tsinghua.edu.cn)
- Tongji University, Shanghai, China (www.tongji.edu.cn)

7 MASTER OF ENGINEERING (ME) CHINA / MBA

For upwardly mobile Chinese applicants with at least 3 years of professional experience after their first university degree in engineering or natural sciences in partnership with Tongji University / SIBE.

DOUBLE DEGREE

Talent Growth Curriculum (TGC) Master of Business Administration (MBA) in General Management

PERSONAL DEVELOPMENT & MANAGEMENT	Seminars	THEORY	Self-Study	Project documentation	PROJECT	Project paper
	Fundamentals of General Management					
	Economics					
	Law					
	Project Management & Organization					
	Corporate Leadership & Strategy					
	Marketing					
	Financing & Controlling					
	International Management					

(PSP = Project Study Paper)



Program for German-Chinese knowledge and technology transfer. Business development at a top level.

Partner:

- Tongji University, Shanghai, China (www.tongji.edu.cn)



Admission requirements:

First degree in engineering or natural sciences (including at least 3 years of study and conclusion with a Bachelor degree) and at least 3 years of professional experience. Successful completion of the SIBE selection process. Contract with a sponsoring partner company.



Program: MBA seminars will be held by international SIBE lecturers; engineering seminars by Tongji lecturers at Tongji University in Shanghai. All seminars will take place monthly on weekends. During the two-week stay in Germany, which is part of the study abroad program requirement, SIBE organizes seminars and a wide variety of visits to companies and associations, political organizations and cultural events.

Goals:

Training highly motivated professionals to become management professionals with technical skills and proven management skills.

Length of program: 3 years

Language of instruction: English

Degree: Master of Engineering from Tongji University /
Master of Business Administration (MBA) from SIBE

In accordance with the current study and examination regulations for the postgraduate Master of Business Administration (MBA) at the Steinbeis University Berlin.

In the context of the »Transatlantic Economic Partnership«, which came into being as the result of a 2007 German initiative, and the resulting Transatlantic Economic Council, additional opportunities for cooperation between the two countries have developed. The USA is Germany's most important trading partner outside of the EU; Germany is the USA's main trading partner in Europe. Compared to the overall volume of bilateral trade with the United States (imports and exports), Germany is still in fifth place after Canada, China, Mexico and Japan. In Germany, bilateral trade with the USA is in fourth place after France, the Netherlands and China.

PARTICIPANT GEMBA (P. 72 – 73)

■ Global Executive MBA (GEMBA):

The Global Executive MBA program represents an international collaborative effort by five renowned business schools. The partner in the USA is the University of California, San Diego (UCSD) Extension.

■ LL.M. in International Business Law / LL.M. in Jurisdiction:

The partner within the framework of these two programs is the International and Executive Legal Education Program of the University of California, Berkeley Law IELE CERTIFICATE PROGRAMS.

UC San Diego Extension

SIBE's partner organization at UC San Diego: The UC San Diego Extension
As the continuing education and public programs arm of the university, UC San Diego Extension educates approximately 26,000 students in nearly 5,000 courses each year. UC San Diego Extension is recognized nationally and internationally for linking the public to expert professionals and the knowledge resources of the University of California.

UC San Diego Extension contributes to the vitality of the region through professional education and outreach programs focused on cultural enrichment and economic development. This integrated approach to improving the quality of life in San Diego, and beyond, helps build a globally competitive talent pool, accelerate economic vitality and foster community-building conversations. UC San Diego Extension offers more than 100 non-degree certificate and specialized study programs that help college graduates gain the applied knowledge necessary to bridge to high demand job opportunities.

BerkeleyLaw UNIVERSITY OF CALIFORNIA International and Executive Legal Education (IELE)

University of California, Berkeley Law School's International and Executive Legal Education program provides prepares today's professionals for the real-world legal challenges of a dynamic global environment.

Our IELE program offers accelerated instruction in wide-ranging commercial law subjects including antitrust, securities, intellectual property law, mergers & acquisitions, commercial arbitration, business negotiations, and corporations law. Our Certificate courses are taught at Berkeley Law campus by our Berkeley Law faculty. Our instructors include leading adjuncts with specialized expertise in real-world commercial transactions.

- University of California, San Diego, U.S.A. (www.extension.ucsd.edu)
- University of California, Berkeley Law IELE CERTIFICATE PROGRAMS, Berkeley, U.S.A. (www.law.berkeley.edu/iele.htm)



India and Germany are proven partners, both economically and culturally. Basic common interests as well as trust that has evolved due to a long period of good relationships form the solid foundation for addressing the challenges of the future together.

Cooperation in science, research and technology is one of the main pillars of German-Indian cooperation and has given the bilateral relationships a dynamic and future-oriented direction. Both governments wish to develop this cooperation further for the benefit of both countries. The two governments are likewise convinced that even stronger involvement of industry is desirable. Good perspectives exist for the further development of this cooperation: there are outstanding scientific resources on both sides and a broad foundation of contractual agreements between the German and Indian governments as well as between their universities and research centers. Reliance among all parties will increase in the future.

SIBE and SIBM have carried out common Corporate MBA programs in Pune based on the Talent Growth Curriculum concept. A period of study in Germany is part of this program. The core of the programs is – in addition to conveying current knowledge on management – developing students' intercultural talents and innovation potential.

■ Master of Business Administration (MBA) / Certificate from SIBM in Pune



SIBM was established in 1978 as the Management School of Symbiosis University and is one of the best business schools in India. The institution's offers include a 2-year MBA program, a 2.5-year Executive MBA program, a one-year Post-Graduate Diploma program and Executive Post-Graduate Diploma programs. The SIBM campus is located in Lavale Village in the heart of Pune.

- Symbiosis Institute of Business Management (SIBM), Pune, India (www.sibm.edu)

9

MASTER OF BUSINESS ADMINISTRATION (MBA) INDIA / CERTIFICATE

For upwardly mobile employees in multinational companies of all branches. Candidates must have at least 2 years of professional experience after completion of their first degree in any subject.



In accordance with the current study and examination regulations for the postgraduate Master of Business Administration (MBA) at the Steinbeis University Berlin.



Intercultural competence, international management know-how, German-Indian technology transfer projects

Partner:

- Symbiosis Institute of Business Management (SIBM), Pune, India (www.sibm.edu)



Admission requirements: First degree in any subject (at least 3 years duration) and a minimum of 2 years work experience. Successful completion of the SIBE selection process. Contract with a sponsoring partner company.

Program:

- Low periods of employee absence in the company (usually one classroom seminar per month on weekends).
- Work integrating curriculum using blended learning methods. Individual organization of independent learning phases.
- Intensive support by subject and project lecturers.



During the two week stay in Germany, which is part of the study abroad program requirement, SIBE organizes seminars and a wide variety of visits to companies and associations, political organizations and cultural events.

Goals: As a manager, consultant, senior consultant or managing consultant, you will be able to organize your work capably and use professional methods in German-Indian projects after completing this course of study.

Length of program: 2 years

Language of instruction: English

Degree: SIBE Master of Business Administration (MBA) / SIBM Certificate of Participation



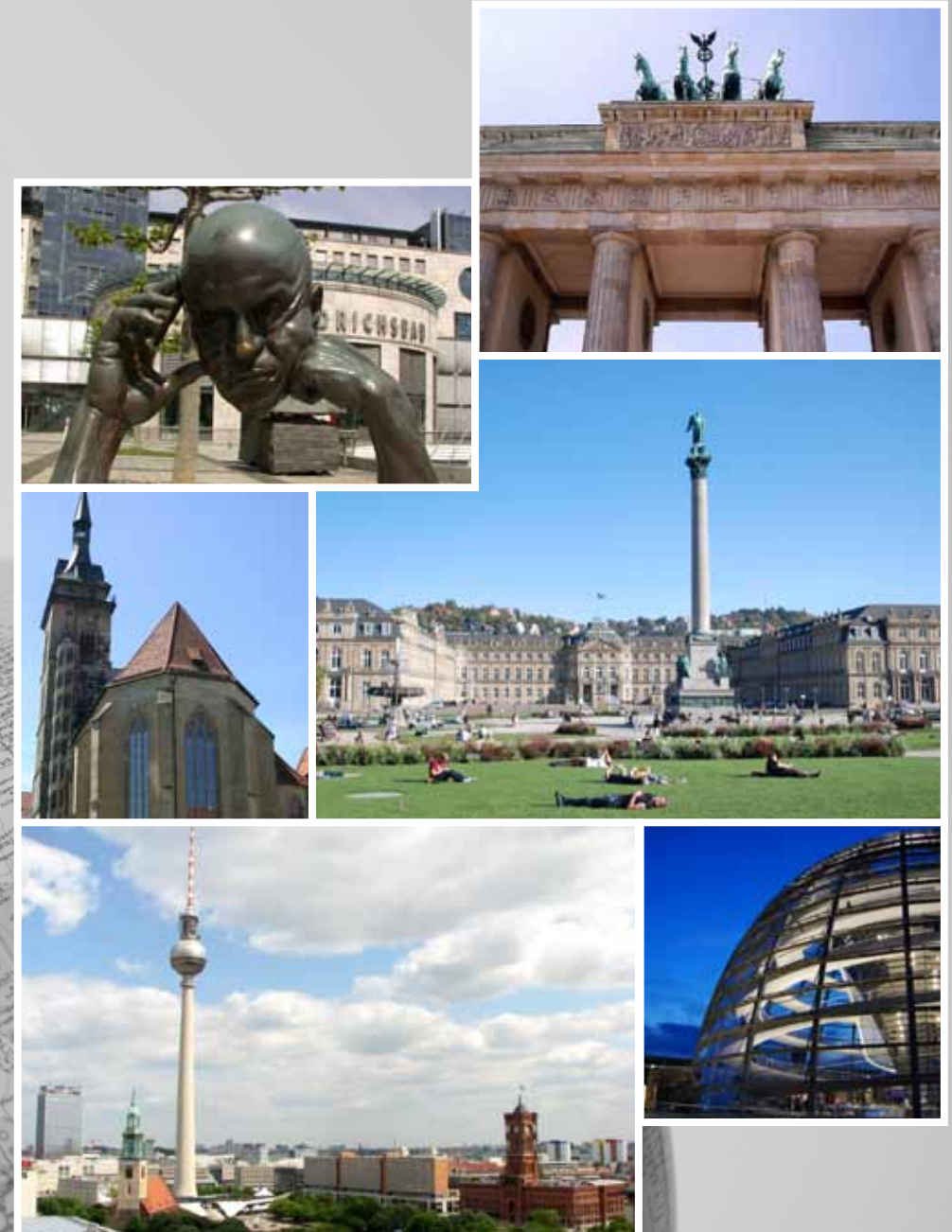
During the two-year program, students participate in a two- or three-week period of foreign study in either Stuttgart or Berlin (Germany). Many companies that distinguish themselves primarily through their innovative power and their well qualified professionals are located in Baden-Württemberg, Europe's number-one region for innovations. The Stuttgart metropolitan area is home to major companies like Daimler AG, Robert Bosch GmbH and Porsche AG, which specialize in such areas as automobile construction, electrical engineering and mechanical engineering. In addition, Stuttgart has an above-average share of knowledge-intensive sectors such as business consultancies, engineers and IT service providers.

Berlin is considered to be one of the world's capitals for culture, politics, media and the sciences. It is an important European traffic hub and one of the most-visited cities on the continent. Berlin's athletic events, universities, research institutes and museums enjoy an international reputation. Company founders, diplomats, artists and immi-

grants from all over the world live here. Berlin's history, night-life, architecture and highly diverse living conditions are famous throughout the world.

During their studies abroad, foreign students obtain insights into the German economy by visiting local companies such as food manufacturers, automobile manufacturers and suppliers as well as technical aviation-related companies. Furthermore, they also gain a greater understanding of German corporate culture from guest lectures by experienced entrepreneurs. Students' international real case projects can be discussed in seminars with experienced SIBE experts. The expansion of intercultural competences and an understanding of the mentality and culture of the target country are also important components of the study abroad program in Germany. At the same time, cultural activities such as museum visits, city tours and discovery of the local cuisine are by no means neglected.

We look forward to welcoming you in Germany!



LIFE

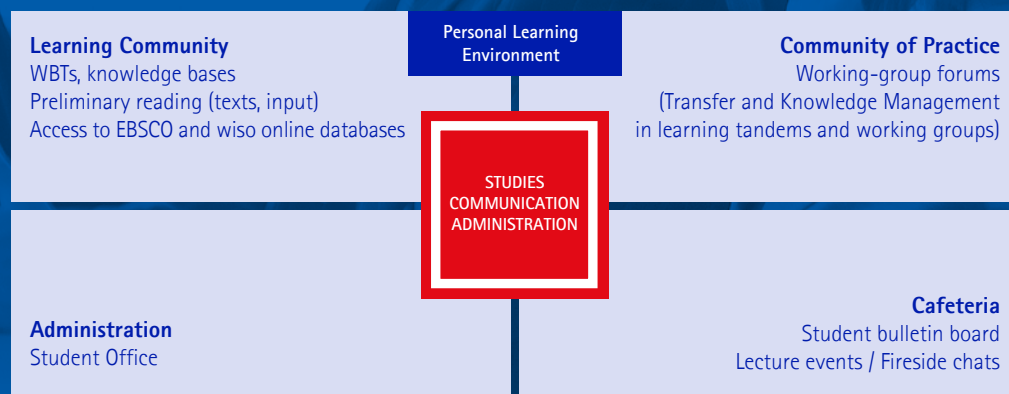
AT SIBE

- 1 SEMINARS AND E-CAMPUS
- 2 INDIVIDUAL TALENT DEVELOPMENT
- 3 COMPETITIONS AND EVENTS
- 4 EVENTS AT SIBE
- 5 SIBE / SUB EVENTS
- 6 OUR ALUMNI

- 110 - 111
- 112 - 113
- 114 - 115
- 116 - 117
- 118 - 119
- 120 - 121



1 SEMINAR AND E-CAMPUS



Accommodating its students' decentralized residencies at companies and busy schedules, SIBE organizes all of its programs in blended formats, combining classroom learning at SIBE's teaching facilities with convenient online learning via SIBE E-Campus. In classroom seminars at SIBE sites* in Stuttgart, Herrenberg, Hanau, Nuremberg and Berlin, students can get to

know each other personally as well as obtain input from university professors that is directly related to their individual real case projects. In contrast to fictitious case studies, lecturers and fellow students work directly with students on their real case projects. This adds real value to both, theory and practice.

The length of classroom-based seminars can vary from one to two days all the way to several weeks during study-abroad programs at other SIBE partner locations**. SIBE has also created a convenient »one-stop learning« online platform, the SIBE E-Campus. This personal learning environment for students provides e-learning, online meeting tools, learning

tandems, easy access to the relevant databases EBSCO and wiso and functions as the main administrative hub. The entire E-Campus is structured as an open wiki that enables joint creation of the widest variety of blended-learning content for students as well as communication in real-time. As an information tool, all event information is also published on E-Campus.

* Status: March 2013

** The destinations of foreign study programs depend on the selected course of study and cannot be changed.

2 INDIVIDUAL TALENT DEVELOPMENT

Measuring and developing competences
with KODE® & SKE-Center®

SIBE's talent diagnostic and development tool its personnel profile and talent profile assessment provide a stable foundation for personnel development and internal talent management of partner companies and for the individual talent development of each student. The integrated talent diagnostic tools KODE® and SKE-Center® specifically guarantee the systematic development of students' talents during the Master's program. Several 270° feedback loops (SKE-Center® talent assessments) held during the SIBE Master's program additionally map the individual's talent profile. Overall feedback on the student

is likewise obtained through statements about the individual's potential in regard to his/her possible talent development – in this case, by concrete assessments from company representatives who have known the student/employee during the two years of his/her real case project. In all matters related to the personnel selection process, SIBE works according to DIN 33 430, the standard that is intended to ensure the quality of aptitude assessments as well as the transparency of the aptitude assessment market. It includes quality norms for the entire personnel selection process.



CERTIFICATE

Mr. Max Mustermann

born on 07th March 1985 participated in May 2010 with the Steinbeis-Hochschule Berlin and the CeKom Baden-Württemberg at the Exam for Management-Competencies(MKT) and has achieved following results:



He has necessary competencies to perform a
Management Position



STEINBEIS UNIVERSITY BERLIN
SAPHIR-KOMPETENZ GmbH



SCHOOL OF INTERNATIONAL BUSINESS
AND ENTREPRENEURSHIP
STEINBEIS UNIVERSITY BERLIN

Director
of SAPHIR-KOMPETENZ
GmbH

Peter Wittmann

Academic Director
of CeKom
Baden-Württemberg

Prof. Dr. John Erpenbeck

Managing Director of the
SCHOOL OF INTERNATIONAL BUSINESS AND
ENTREPRENEURSHIP (SIBE)

Prof. Dr. Werner G. Faix

3 COMPETITIONS AND EVENTS



At regular intervals, the School of International Business and Entrepreneurship (SIBE) of the Steinbeis University Berlin hosts a variety of competitions and events for students.



SIBEGoesABROAD

Study abroad is a mandatory part of the Master's program at the School of International Business and Entrepreneurship. With its economic and cultural fixed points, it is simultaneously one of the highlights for students. Once a year, students have the opportunity to compete against each other with videos showing highlights from »their« countries – Brazil, China or the United States – with the intent of »infecting« their »opponents« with their own impressions.



SIBE suits you!

In the SIBESuitsYou competition, students designed t-shirts that are now permanently offered by SIBE in its on-line shop. Particularly in connection with annual team events such as the SIBE soccer tournament, the designs always find positive response.



SIBE on a postcard

What does SIBE mean to students? Students should describe the Talent Growth Curriculum (TGC) and their personal experiences at the university as briefly as possible – so that they fit on a postcard – and make the program understandable to others in only a few words. All motives were published and voted on; the winning motives were subsequently graphically implemented and used.



Student Life Film Award

How do SIBE students actually study? What added value is offered? And what is the difference between a »normal« dual and a work integrating Master's degree at SIBE? To show future or prospective students these differences, SIBE students developed an animated film that can still be found on our YouTube channel and website.

4 EVENTS AT SIBE



The School of International Business and Entrepreneurship (SIBE) is not a classical university with a campus. Still, students and alumni network increasingly more with each other. This development is supported by regular events initiated by students and alumni as well as events that are developed and carried out by the university.



Fireside chats

In Stuttgart, regular »fireside chats« occur at which SIBE alumni report on their careers. The speakers themselves are just as different as the projects they worked on during their Master's programs or as different as their current activities and responsibilities.



Lecture series

Founded as a result of the Master of Business Administration in General Management program, the MBA lecture series has primarily established itself in Stuttgart. Several times a year, experts from science and business meet to discuss and »network« – now with students and interested persons in all degree programs.



Soccer tournament

The traditional soccer tournament is a yearly event put on by the university. Fifteen teams consisting of SIBE students and alumni, SIBE employees and lecturers play for the SIBE challenge cup. The tournament takes place at the SV Eintracht field directly beneath the Stuttgart television tower.



Graduation

The graduation of our students is celebrated with our big graduation night. Our new alumni have the opportunity to get together with their fellow students, friends, senior alumni and business mentors to forget the exhausting period writing the Master's thesis, remembering the good old study time and being celebrated in a fulminant party.

5 SIBE / SUB EVENTS



Steinbeis Day

The yearly Steinbeis Day has a longstanding tradition. As a »marketplace«, it presents new facets of the Steinbeis affiliates every year. Numerous Steinbeis companies present their current projects in the Haus der Wirtschaft in Stuttgart and are available for professional discussions. Short presentations also give insights into the nature of transfer work.



Stuttgart Competence Day

As part of the dialog between science and business, the Stuttgart Competence Day focuses on current issues in order to level the path for the successful development of talent in the tertiary education and business environment. The goal of this yearly event is the fusion of personnel, organizational and talent development into a common understanding of process.



Consulting Day

How can cooperation and networks be successfully constructed to achieve high competitiveness and regional economic development. The annual Steinbeis Consulting Day primarily offers small and mid-sized enterprises a platform for interaction and thus, for stimulating and strengthening the innovative climates in their own companies and with their employees.

Haussmann's Business Evenings

SIBE Business Evenings are held at regular intervals and are dedicated to current issues. They provide interesting information on regional hot spots and economic and social events. This is where decision-makers from business, science and politics as well as selected SIBE students meet to exchange views with Prof. Haussmann (previously Federal Minister for the Economy) as well as about the challenges of the future, new markets and possible innovation factors.



Engineering Day

Getting away from a purely functional mode of thinking and optimizing, moving towards a process of targeted product development. More ideas, faster decision-making, better methodological competence, more energetic pitching-in and implementation, recognizing and executing necessary changes: The Steinbeis Engineering Day stands for system development as a practice-oriented platform for our business partners.



SUB Summer Festival

The cross-institutional Steinbeis University Berlin Summer Festival takes place every year in Stuttgart and enables alumni and students from all schools to interact and network outside of the classic university events.



6 OUR ALUMNI

Maintaining contacts and networks – testimonials from our alumni.



Marco Dubanowski
Senior Vice President Global Production Development at T-Systems International

»The highly practical tasks and seminar content gave me instruments that I was able to immediately apply in my daily work at the company. I still use these tools, for example, when I have to systematically analyze an initial situation or develop strategies.«

Birgit Tantner
Marketing / Communication at Robert Bosch GmbH

»The program gave me 'entry' into the private-sector Marketing and Communication area. Not only that, it enabled me to do this in an area that had until then been completely foreign to me. Without an MBA, I never would have been able to make this lateral move so easily.«



Volker Merk
Business Development Manager at Valeo

»It was only due to the Master's program that I was able to get interesting tasks in the area of market development and lobbying in a technically dominated environment.«



Kaiming Wang
Automation Technology at Dr. A. Kuntze GmbH

»In my view, this model is ideal for an MBA program. The traditional business school learning methods, be they case studies or several-month-long internships in companies, are no longer modern. The SIBE model offers students the possibility to implement what they learn during the corresponding stages of their two-year study real case projects. This is unimaginable in a short-term internship or project. The university professors and lecturers as well as the company business mentors offer different aspects in regard to problem-solving. This is one of the most important advantages of studying at SIBE.«

Sandra Sodilo
Product Manager at Siemens USA

»My opinion is that the SIBE Master's program is a very valuable combination, especially when a person can start the MBA directly after completing his or her first degree, like I did. The program ensures practical relevance and simultaneously offers the chance to join a company.«



Ilka van Mark
Junior Executive Staff at T-Systems International

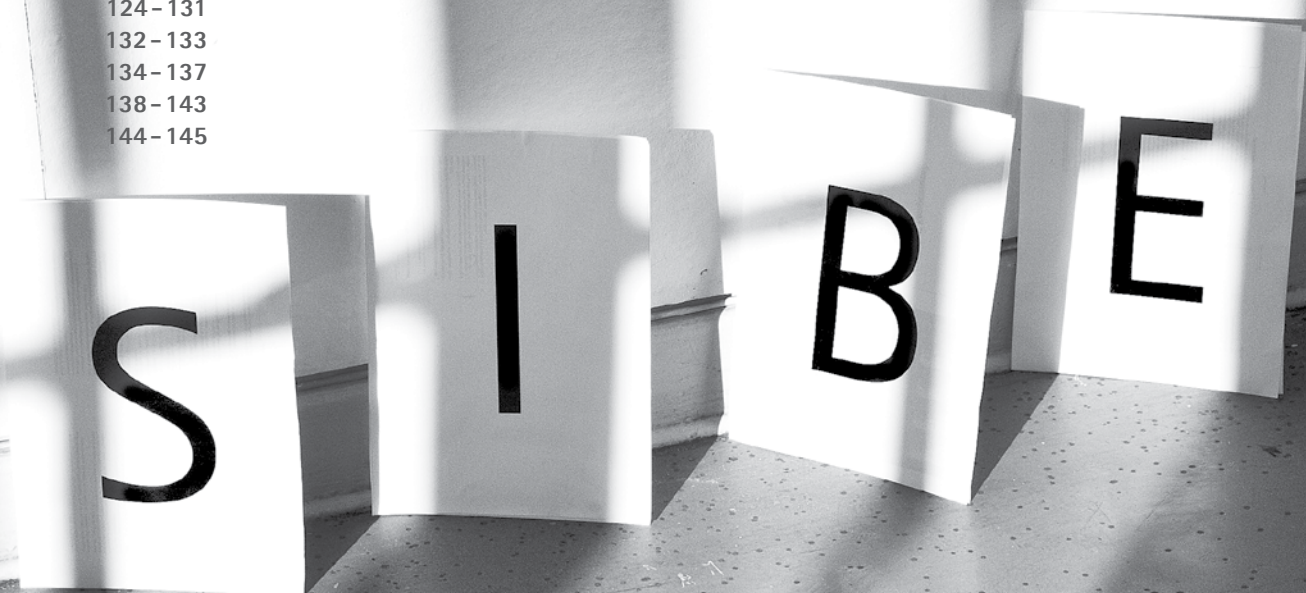
»This on-the-job program is a win-win situation for both sides. It offers the opportunity to gain insights into the respective activities and information about all of their facets. This creates the foundation for subsequent work in such an area. After completing the program, I remained in HR at T-Systems and was recently promoted to a management position. The SIBE program certainly made my first steps easier.«



A STRONG SCHOOL TROUGH OUTSTANDING TEACHING

- 1 MEMBERS OF THE FACULTY
- 2 SIBE TRANSFER INSTITUTES (STI)
- 3 OUR TEAM
- 4 SIBE ANALOG – PUBLICATIONS
- 5 SIBE GRANTS – GLOBAL BUSINESS EDUCATION AWARDS

124–131
132–133
134–137
138–143
144–145



1 MEMBERS OF THE FACULTY



Dr. Wolfgang Cronenbroeck,
Ph.D in Engineering

Managing Partner of BonVentis GmbH, Langenfeld
Research Field:
Project Management



Prof. Ulrich Elwert, M.Eng

Freelance Architect, Professor at the University of Applied Sciences in Mainz
Research Field: Architecture - Project Management



Prof. Dr. Dirk Engelhardt

Divisional Director of Logistics/ Vehicle Fleet; Professor for Supply Chain Mgmt; Research Fields: Supply Chain Mgmt, Development & Control of Transport Networks



Prof. Dr. Johanna Anzengruber

Professor of Competence Management
Research Fields: Competence Management in Organisations, Innovation Management



Prof. Dr. Andreas Aulinger

Director of the IOM Institute for Organization-Management at the Steinbeis University Berlin
Research Fields: Entrepreneurship, Collective Intelligence



Rainer W. Baber, M.A.

Freelance Consultant, Trainer & Coach for Rhetoric, Sales & Communications
Research Field: Adult education



Prof. Dr. John Erpenbeck

Professor for Competence Development, SIBE of the Steinbeis University Berlin
Research Field: Competence Management



Prof. Dr. Werner G. Faix

Director of SIBE at the Steinbeis University Berlin; Prof. for Business & HR Management
Research Field: Entrepreneurship & General Management



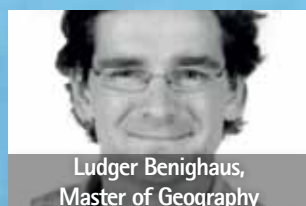
Paulo Sergio Scoleze Ferrer

Expert in Project Management at SIBM, Pune
Research Fields: Project Management & HR Management



Prof. Dr. Thomas Becker

Professor for Organisation & Business Informatics at University of Applied Sciences Mainz;
Research Field: Business Informatics



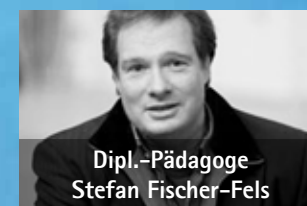
Ludger Benighaus,
Master of Geography

Managing Director of the »Workshop for Communication«;
Research Fields: Communication, Project & Process Mgmt, Social Skills, Presentation Techniques



Dr. Ironildes Bueno da Silva

Prof. & Deputy Director for International Relations, UCB Brasilia
Research Field: International Business



Dipl.-Pädagoge
Stefan Fischer-Fels

Artistic Director of the Junges Schauspielhaus Düsseldorf
Research Fields: Theater / Drama / Leadership & Personality



Prof. Dr. Jörg Fuß

Professor of Marketing at Reutlingen University
Research Field: International B2B Marketing



Melanie Gampe

Systemic Coach, Self-employed Trainer and Author
Research Fields: Leadership & Personality, M.Sc. Leadership Development



Rodrigo Campos

Inst. of Applied Economic Research (IPEA), UCB Brasilia; Int. Relations & Knowledge Mgmt; Research Fields: International-, Cooperation-, Learning & Knowledge Mgmt



Rainer Carius, M.Eng., M.S.M.

Lecturer in Communications, Rhetoric & Business Ethics at Universities & Colleges
Research Fields: Rhetoric, Communication



Tatiana Cauville

CNI – Specialist in Int. Relations, UCB Brasilia; Research Fields: Competitive Intelligence & Strategy, Internationalization Mgmt, Cross-Cultural Negotiations



Christof Gaudig

Attorney-at-law, Partner at MAYER BROWN LLP Cologne
Research Fields: Mergers & Acquisitions / Corporate Law / TMK / Insurance Companies



Edson Gonçalves, M.Sc.

Lecturer for Accounting & Corporate Finance at Mauá, Pune
Research Fields: Accounting & Corporate Finance



Dr. Tobias Jo
Friedemann Grau

Attorney-at-law at CMS Hasche Sigle
Research Fields: Mergers & Acquisitions / Corporate Law



Dr. Martin Greßlin

Attorney-at-law, SKW Schwarz (Munich)
Research Fields: Labor Law, Legal Framework & Fields of Activity of Executives (LFFA)



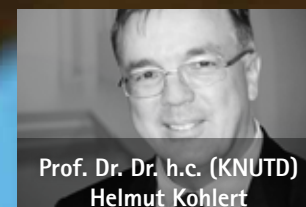
Dr. Jan Hansen

Attorney-at-law / Senior Associate at CMS Hasche Sigle
Research Fields: Corporate Law / Mergers & Acquisitions



Prof. Dr. Dirk H. Hartel

Prof. of Supply Chain Mgmt & Logistics at DHBW Stuttgart;
Research Fields: Logistics, Supply Chain Mgmt, Procurement, Production, Mgmt Consultancy



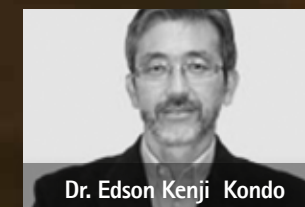
**Prof. Dr. Dr. h.c. (KNUTD)
Helmut Kohlert**

Prof. of Int. Business, Managing Director of Kohlert & Company GmbH; Research Fields: Marketing & Entrepreneurship for Engineers, Entry in Foreign Markets



Dr. Gottfried Kommesch

Self-employed Consultant & Trainer for HR, Organizational & Business Development; Research Fields: Development of Social, Leadership & Mgmt Competences



Dr. Edson Kenji Kondo

Director of undergrad. programs in Mgmt, Hospital Mgmt, Public Administration & Logistics, UCB Brasília; Research Fields: Negotiations, Crisis-, Change & Innovation Mgmt.



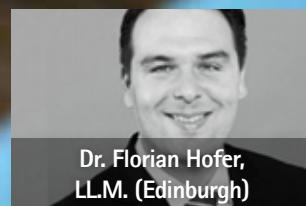
Prof. Dr. S. Günter Heiduk

Professor and Head, East Asian Center, Warsaw School of Economics, Warsaw, Poland
Research Field: International Economics



**Dipl.-Inform. (FH)
Bernd Hoeck, M.Sc.**

Managing Partner & Founder of bloodsugarmagic
Research Fields: Strategic Marketing, New Media & Information Management



**Dr. Florian Hofer,
LL.M. (Edinburgh)**

Attorney-at-law
Research Field: Corporate Law / M&A



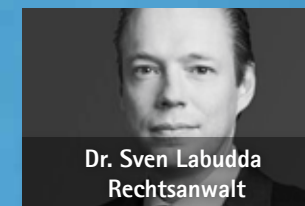
Paulina Krystosiak

Supervisor of DBA & Doctoral Studies Institute of Economics; Polish Academy of Sciences; Research Field: Doctoral Studies



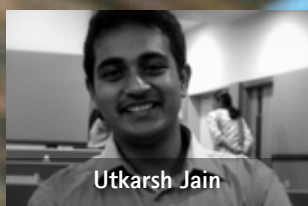
Prof. Dr. Helmut Kuhnle

Dean of Students of the Faculty of Economics & Social Sciences at the University of Hohenheim; Research Field: Business Administration



**Dr. Sven Labudda
Rechtsanwalt**

Senior Associate Mayer Brown LLP
Research Fields: Corporate & Capital Market Law with Focus on Stock Corporation Law



Utkarsh Jain

Assis. Prof. SIBM (Symbiosis Institute of Business Management) Pune, India
Research Field: Finance



Dr. Jie Jiao

Associate Professor for Strategic Management, Tsinghua University, China
Research Field: Strategy Management



Prof. Dr. Michael Jünger

Professor of Business Consulting & Management, University of Applied Sciences, Ingolstadt;
Research Fields: Business Consulting and Management



**Frederico Lamego de Teixeira
Soares (UCB)**

Executive Manager for International Relations at SENAI
Research Fields: International Business Strategy, German-Brazilian Relations



**Alexander Lau, Rechtsassessor,
Rechtsanwalt**

Head of Department for Foreign Trade, Int. Business Field Coordination at DIHK, Head of the Foreign Trade Area
Research Field: Foreign Trade



Susanne Leithner, B.A.

Managing Director, Impact Circles
Research Fields: Progressive Leadership, Organizational Development & Behavior, Change



Prof. Dr. Simone Kauffeld

Prof. at Technical University Braunschweig; Research Fields: Competence Measurement, Development & Mgmt; Team Diagnosis & Development; Innovation



Dr. Gerhard Keck

Director, Steinbeis Transfer Institute Growth Mgmt
Research Fields: Project Management, Innovation Management



Prof. Tina Klein, PhD

Professor of Marketing Management
Research Field: Marketing Management



**Creomar Lima
Carvalho de Souza**

Prof. for Int. Relations UCB; Research Fields: Int. Integration, Conflict, War & Peace, Brazilian Foreign Policy, Multi-lateral & Bilateral Int. Relations



Pahag Mahajan

Professor for Project Mgmt & Organization, SIBM Pune
Research Fields: Project Management & Organization



Assist. Prof. Mahima Mishra

Mgmt. Faculty in Symbiosis Int. University; Research Fields: Managerial Economics, Micro Economics, Int. Business Mgmt, Macro Economic Policy & Analysis



Denise Martin

Adjunct Professor, Department of Preventive Medicine, UNI-SANTOS; Research Fields: Qualitative Methods, Medical Anthropology, Transcultural Psychiatry



Prof. Dr. Oliver Meissner

Director Interventional Radiology & Head of Communications Siemens AG Forchheim Research Field: Medicine-Management



**Dipl.-Germanist
Jens Mergenthaler, MBA**

Project Management, Research Projects at SIBE of the Steinbeis University Berlin; Research Fields: Research Mgmt & Competence Mgmt, Leadership



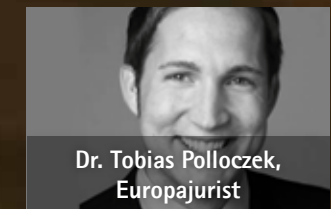
**Dipl.-Informatiker (FH)
Michael Olschmke, M.Sc**

BI Consultant
Research Fields: Data Mining, Data Retrieval, Business Intelligence, Data Warehousing



**Dr. Dipl.-Wirtsch.-Ing.
Dennis A. Ostwald**

Lecturer Int. Mgmt; Research Fields: Healthcare, Labor Market Research, Economic Feasibility & Value Creation, Demographic Development, Globalization



**Dr. Tobias Polloczek,
Europajurist**

Attorney-at-law at CMS Hasche Sigle; Attorney for Labor Law; Research Fields: Labor Law, Legal Framework & Fields of Activity of Executives (LFFA)



Dr. Joachim Modlich

Attorney-at-law / Partner at Mayer Brown LLP
Research Fields: Corporate / M&A / Real Estate



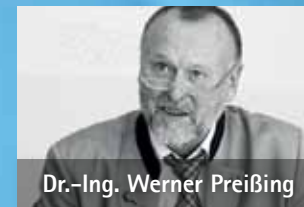
Kaushik Mukerjee, PhD

Professor for Marketing, Symbiosis Institute of Business Management (SIBM), Pune Research Fields: Marketing & Research, Consulting



Prof. Dr. Gerhard Mussel

Lecturer for Macroeconomics Research Field: Principles of Foreign Trade



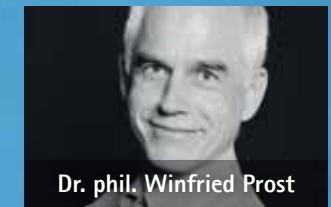
Dr.-Ing. Werner Preißing

Director Dr.-Ing. Preißing AG, Corporate Consultancy for Architects & Engineers; Research Fields: System Visualization, Business Admin. for Architects & Engineers



Elise Kim Prosser, PhD

Lecturer at UC San Diego, Rady School of Management Research Fields: International & Cross-Cultural Management



Dr. phil. Winfried Probst

Head of the Academy for Holistic Leadership, Cologne; Research Fields: Rhetoric, Dialectic, Leadership, Self-Mgmt



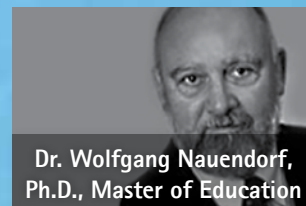
Prof. Dr. Kurt Nagel

Professor of Business Administration at the University of Würzburg, Managing Partner »Systems for Success«; Research Field: Corporate Management



Prof. Dr. Nazem Nascimento

Professor at the Universidade Estadual Paulista, São Paulo, Brazil; Head of the São Paulo SIBE Office



**Dr. Wolfgang Nauendorf,
Ph.D., Master of Education**

Director of the Institute for Academic Training (IAW), Cologne, Kempen; Research Fields: HR Management, Marketing, Innovation Management



Serge Pukas, PhD

Supervisor of Programs in English at Institute of Economics of the Polish Academy of Sciences Research Field: General Management



Shiva Ragashwamy

Professor at SIBM, Pune Research Fields: Entrepreneurship & Intrapreneurship, Retail Management



**Prof. Dr.-Ing.
Jörg Reiff-Stephan**

Entrepreneur & Lecturer Research Field: Innovation Management



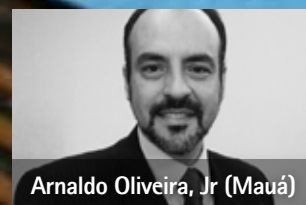
**lic.oec. HSG
Rainer Neuhäuser**

Manager of Product Development Programs at Alfred Karcher GmbH & Co. KG Research Field: Entrepreneurship



**Prof. Dr.
Michael-Jörg Oesterle**

Chairholder for Business Admin. at the University Stuttgart; Research Fields: Dynamics & Success of Internationalization, Coordination of Int. Entrepreneurship



Arnaldo Oliveira, Jr (Mauá)

The PAC Group - Region Leader, The Americas - Manufacturing Engineering & Product Development Services. Research Field: Int. Management



Prof. Dr. Gerhard Röder

Professor of Labor Law at the Albert-Ludwigs University in Freiburg Research Field: Labor law



Prof. Dr. Bernd Rudolph

Professor of Business Administration at the Ludwig-Maximilians University in Munich (ret.); Research Fields: Risk Management & Regulation



Dr. Wu Rui

Assistant Professor, Tsinghua University, China Research Field: Strategic Management



Dr. Joachim Sailer

Director, Steinbeis Transfer Institute Growth Mgmt; Research Fields: Practical Business Mgmt, Project Mgmt, HR Mgmt, Transfer & Implementation Mgmt



Prof. Vivek S. Sane, PhD in Management

Professor for Business Administration & Economics at the Symbiosis Institute of Business Mgmt (SIBM), Pune; Research Fields: Business Administration & Economics



Dr. Christian Schefold, LL.M. Rechtsanwalt

Attorney-at-law at Mayer Brown LLP / Berlin
Research Fields: Compliance / Business Law



Dipl.-Ing. Hans Steinbeck

Freelance Consultant: steinbeck consult; Research Fields: Strategic-, Quality & Production Mgmt, Project Manager India & China



Frederico Turolla

Partner at Pezco Pesquisa e Consultoria Ltda (Research & Consulting), Prof. UNISANTOS
Research Fields: Business Economics, Finance



Dr. Ulrich Thiem, Rechtsanwalt

Attorney-at-law (England & Wales)
Research Field: Mergers & Acquisitions



Prof. Dr. Marco Schmäh

Chair, ESB Business School
Research Field: Marketing & Sales Management



Prof. Dr. rer. pol. Thomas Schmidt

Owner of TS-Unternehmensberatung, Partner in the Empor Business Solutions, Essen
Research Field: Strategy & CRM



Dr. Sylvia Schroll-Machl

Freelance Trainer Intercultural Management
Research Fields: Intercultural Communication & Cooperation



Mario B. Stephan, Executive MBA (GSBA)

Director at PricewaterhouseCoopers Advisory & Head of Strategy Alignment & Control Practice; Research Fields: Strategic Mgmt & System Control



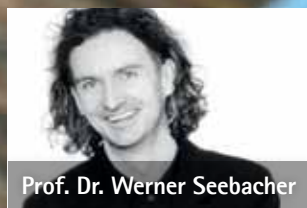
Susanna Ulrich, MBA

Self-employed Consultant/Trainer/Coach
Research Field: Rhetoric & Communication



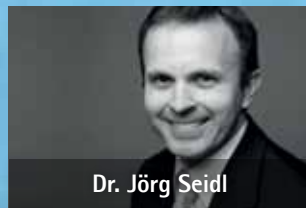
Jingjing Wang M.A.

Trainer/Consultant for Intercultural Leadership & China Projects
Research Fields: Int. Corporate Mgmt & Intercultural Mgmt



Prof. Dr. Werner Seebacher

Prof. of Financial Mgmt; Managing Partner Seebacher Unternehmensberatung GmbH; Research Fields: Applied Economics, Business Planning & Controlling



Dr. Jörg Seidl

Managing Partner of BonVentis GmbH, Langenfeld
Research Field: Project Management



Vinod Shastri, MBA

Professor for Marketing, Symbiosis Institute of Business Management (SIBM), Pune
Research Fields: Entrepreneurship & Education



Wilson Weber, PhD

Professor at Escola Superior de Propaganda e Marketing (ESPM), São Paulo
Research Field: Strategic Planning



Univ.-Prof. em. Dr. Martin K. Welge

Chairholder of Business Administration at Technical University Dortmund (until 09/30/2011); Prof. of Strategy Mgmt; Research Field: Strategic & Int. Mgmt



Alex Woodruff, Master in European Business

Self-employed Marketing Consultant
Research Fields: Marketing, Advertising, Market Research



Dr. Liu Shimin

Associate Professor University of International Business and Economics, China
Research Field: Organization Change Management



Helton Haddad Silva, PhD

Professor for Marketing Mgmt. at Mauá, Pune
Research Fields: Marketing, Strategic Planning, Business Management



Prof. Dr. habil. Roland Springer

Managing Director IIM GmbH, Prof. at University Tübingen; Research Fields: Lean-, Int. & Quality Mgmt, Organizational & Job Design



Dr. Tang Xiao Yang

Assistant Professor Tsinghua University, Beijing,
Research Field: Business



Prof. Dr. Sonja Zillner

Junior Professor in Innovation Management
Research Field: Innovation Management



STI Growth Management

Direction:
Dr. Gerhard Keck,
Dr. Joachim Sailer



STI International Management & SIBE Law School

Direction:
Diplom-Regionalwissenschaftlerin Stefanie Kisgen, MBA



MBA & International Programs

Direction:
Ardin Djalali, M.A., MBA



STI US Collaborations and New Programs

Direction:
Diplom-Theologin Annette L. Horne



SAPHIR Deutschland GmbH

Direction:
Diplom-Verwaltungswirtin (FH) Bettina Rominger, MBA



SAPHIR Kompetenz GmbH

Direction:
Dipl.-Ingenieur (FH) Peter Wittmann



STI Strategic Corporate Relations

Direction:
Dipl.-Ingenieur (FH) Rainer Heck,
Diplom-Kulturwirtin Ineke Blumenthal, M.Sc.



STI Politeia

Direction:
Ricarda van de Sandt, M.A.



STI Logistik Management

Direction:
Prof. Dr. Dirk Engelhardt



STI Unternehmensführung und Internationalisierung

Direction:
Prof. Dr. Helmut Haussmann (Federal Minister for Economic Affairs (ret.))
Prof. Dr. David Rygl



STI SIBE Alumni

Direction:
Diplom-Betriebswirtin (BA) Sonja Reichert, MBA



SIBE China Center (SCC)

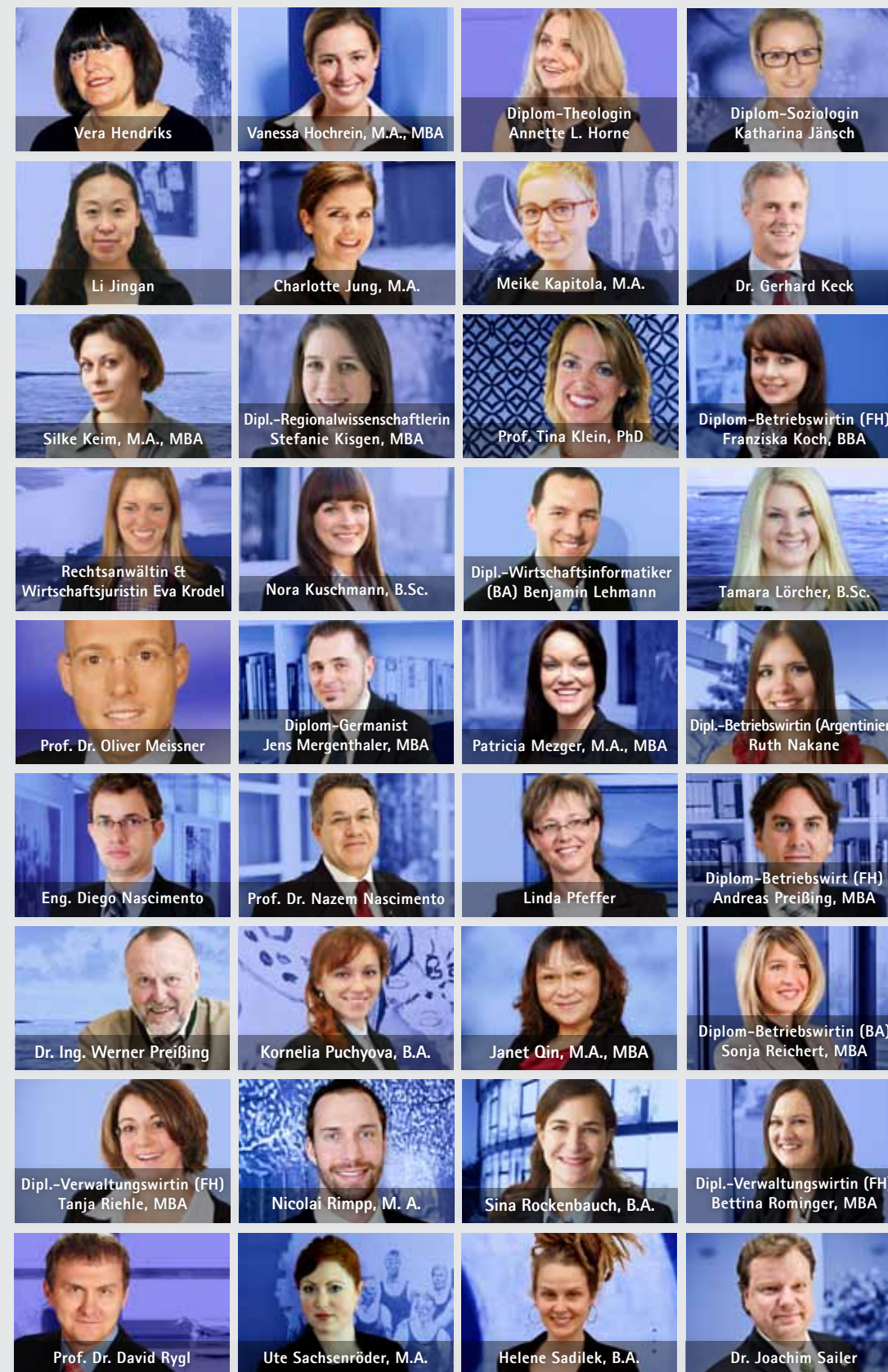
Direction:
Janet Qin, M.A., MBA



Development and Innovation Brazil

Direction:
Peter M. Dostler, MBA

3 OUR TEAM





4 SIBE ANALOG – PUBLICATIONS

Our knowledge on growth, innovation and competitiveness.



Werner G. Faix, Gerhard Keck, Patricia Mezger, Joachim Sailer, Annette Schulten (Ed.)
Management von Wachstum und Globalisierung. Best Practice. Band 1.

2006, p. 830
ISBN 978-3-938062-28-9



Werner G. Faix, Annette Schulten, Ardin Djalali, Claus Peter Hammer, Christine Golisch (Ed.)
Management von Wachstum und Globalisierung. Best Practice. Band 2.

2008, p. 362
ISBN 978-3-938062-24-1



Werner G. Faix, Gerhard Keck, Stefanie Kisgen, Patricia Mezger, Joachim Sailer, Annette Schulten (Ed.)
Management von Wachstum und Globalisierung. Best Practice. Band 3.

2008, p. 1012
ISBN 978-3-938062-21-0



Werner G. Faix, Gerhard Keck, Stefanie Kisgen, Patricia Mezger, Joachim Sailer, Annette Horne (Ed.)
Management von Wachstum und Globalisierung. Best Practice. Band 4.

2011, p. 1100
ISBN 978-3-941417-73-1



Werner G. Faix, Gerhard Keck, Stefanie Kisgen, Patricia Mezger, Joachim Sailer, Annette Horne (Ed.)
Management von Wachstum und Globalisierung. Best Practice. Band 5.

2013, p. 1100
ISBN 978-3-941417-73-1



Werner G. Faix, Michael Auer (Ed.)
Talent. Kompetenz. Management. Band 1.

2009, p. 490
ISBN 978-3-938062-88-3



Werner G. Faix, Michael Auer (Ed.)
Talent. Kompetenz. Management. Band 2.

2010, p. 465
ISBN 978-3-941417-22-9



Werner G. Faix, Michael Auer (Ed.)
Kompetenz. Persönlichkeit. Bildung. Band 3.

2011, p. 493
ISBN 978-3-941417-74-8



Werner G. Faix (Ed.)
Kompetenz. Erpenbeck. Festschrift. Band 4.

2012, p. 592
ISBN 978-3-943356-07-6



Werner G. Faix, John Erpenbeck, Michael Auer (Ed.)
Bildung. Kompetenzen. Werte. Band 5.

2013
ISBN 978-3-943356-32-8



Ineke Blumenthal, Ardin Djalali, Werner G. Faix, Annette Horne, Gerhard Keck, Stefanie Kisgen, Jens Mergenthaler, Patricia Mezger, Sonja F. Reichert, Bettina Rominger, Joachim Sailer, Johanna Wiczorreck, Peter Wittmann
Werte. Bildung. Ethikkodex.

2012, p. 63
ISBN 978-3-943356-09-0



Werner G. Faix, Jens Mergenthaler
Die Schöpferische Kraft der Bildung.

2010, p.319
ISBN 978-3-941417-52-6



Kurt Nagel, Werner G. Faix, Annette Schulten, Gerhard Keck, Joachim Sailer
General Management – Tools – Transfer Documentation Report (TDR)

2007, 2010 2nd edition, p.718
ISBN 978-3-938062-32-6



Kurt Nagel, Werner G. Faix, Ardin Djalali, Annette Horne, Gerhard Keck, Stefanie Kisgen, Joachim Sailer
General Management – Tools

2013, p. 718
ISBN 978-3-8349-0248-1



Stefanie Kisgen, Anne Dresen, Werner G. Faix (Ed.)
International Management

2013, p.694
ISBN 978-3-943356-08-3



H. Buscher, R. Dornau, F. Heinemann, J. Köke, M. Schröder, M. Steiger, C. Stirböck, A. Szczesny
Grundlagen der Wirtschaft

2007, 2009 2nd edition, p.320



Werner G. Faix, Stefanie Kisgen, Alexander Lau, Annette Schulten, Tassilo Zywitz
Praxishandbuch Außenwirtschaft. Erfolgsfaktoren im Auslandsgeschäft

Gabler Verlag: 2006, p. 755
ISBN 978-3-8349-0248-1



Steinbeis-Stiftung (Ed.):
Ineke Blumenthal, Werner G. Faix, Vanessa Hochrein, Annette Horne, Gerhard Keck, Roberta Lenz, Jens Mergenthaler, Sabine Sax
Über einige Fronten des War for Talents

2012, p.64
ISBN 978-3-941417-95-3



Steinbeis-Stiftung (Ed.): Jens Mergenthaler, Werner G. Faix
Innovationen: der volkswirtschaftliche Wachstumsmotor. Eine Metastudie über die Innovationsfähigkeit und -tätigkeit einiger ausgewählter Volkswirtschaften

2012, p.218
ISBN 978-3-943356-28-1



Werner G. Faix, Tassilo Zywietz, Annette Schulten, Sylvie Taboré-Straub
Going International – Erfolgsfaktoren im Auslandsgeschäft

2003, p.84
ISBN 3-9808292-4-3



Alexander Lau, Tassilo Zywietz, Werner G. Faix, Annette Schulten
Going International – Erfolgsfaktoren im Auslandsgeschäft

2005, p.96
ISBN 3-933150-17-5



Martin K. Welge, Andreas Al-Laham
Strategisches Management

2012 6th updated edition, p. 1028
ISBN 3834924768



John Erpenbeck, Werner Sauter
So werden wir lernen! – Kompetenzentwicklung in einer Welt fühlender Computer, kluger Wolken und sinnsuchender Netze

Springer Gabler: Berlin Heidelberg, 2013, p. 236
ISBN 978-3-642-37180-6



John Erpenbeck, Lutz von Rosenstiel, Sven Grote (Ed.)
Kompetenzmodelle von Unternehmen – Mit praktischen Hinweisen für ein erfolgreiches Management von Kompetenzen

Schäffer-Poeschl, 2013, p.372
ISBN 978-3-7910-3257-3



John Erpenbeck, Lutz von Rosenstiel
Handbuch Kompetenzmessung – Erkennen, verstehen und bewerten von Kompetenzen in der betrieblichen, pädagogischen und psychologischen Praxis

Schäffer-Poeschel Verlag: Stuttgart, 2007, p. 796
ISBN 978-3-7910-2477-6



Sonja Zillner, Bernhard Krusche
Systemisches Innovationsmanagement

Schäffer-Poeschl, 2012, p. 287
ISBN 9783799266697



J. Hasenbrook, O. Zawacki-Richter, J. Erpenbeck
Kompetenzkapital – Verbindung zwischen Kompetenzbilanzen und Humankapital

Bankakademie Verlag: Frankfurt am Main, 2004, p. 340
ISBN 3-937519-17-3



Volker Heyse, John Erpenbeck, Lutz Michel
Kompetenzprofilung – Weiterbildungsbedarf und Lernformen in Zukunftsbranchen

Waxmann Verlag: Münster / New York, 2002, p. 280
ISBN 3-8309-1189-0



Carsten Rasner, Karsten Füser, Werner G. Faix
Das Existenzgründer Buch – Von der Geschäftsidee zum sicheren Geschäftserfolg

Landsberg/Lech: verlag moderne industrie, 1999, 4th edition, p. 434
ISBN 3-478-35453-6



Werner G. Faix, Theodor Rütter, Evelyn Wollstadt
Führung und Persönlichkeit – Personale Entwicklung

Landsverg/Lech: verlag moderne industrie, 1995, p. 179
ISBN 3-478-35230-4



John Erpenbeck, Johannes Weinberg
Menschenbild und Menschenbildung

Waxmann Verlag: Münster/New York, 1993, p. 230
ISBN 3-89325-199-5



John Erpenbeck, Volker Heyse
Management und Wertewandel im Übergang – Voraussetzungen, Chancen und Grenzen betrieblicher Weiterbildung im Transformationsprozess

Waxmann Verlag: Münster/New York, 1994, p. 280
ISBN 3-89325-214-2



Werner G. Faix, Angelika Laier
Soziale Kompetenz

Deutscher Instituts-Verlag: Köln, 1989, p. 76
ISBN 3-602-24901-8



Werner G. Faix, Angelika Laier
Soziale Kompetenz Wettbewerbsfaktor der Zukunft

Wiesbaden: Gabler, 1991, 1996 2nd edition, p. 155
ISBN 3-409-23805-0



Werner G. Faix, Christa Buchwald, Rainer Wetzler
Skill Management Qualifikationsplanung für Unternehmen und Mitarbeiter

Wiesbaden: Gabler, 1991, p. 144
ISBN 3-409-13853-6

5 SIBE GRANTS – GLOBAL BUSINESS EDUCATION AWARDS



Global Business Education Awards 2012
Award winners



As talent pools shift across different industries and workers aim to better their value to future and current employers, business education has never been more important. Last year we witnessed a fundamental increase in the number of business school applicants, and greater pressure on the industry to up the standard. With that in mind, European CEO looked at business schools the world over to construct its 2012 Global Business Education Awards.

EUROPEAN CEO

GLOBAL
BUSINESS
EDUCATION

Awards 2012

This is to certify that

**Steinbeis School of International
Business and Entrepreneurship**

has been awarded

Best Executive Education Programme, Europe

Helene Scholl
Helene Scholl
Editor-in-chief

EUROPEAN CEO

GLOBAL
BUSINESS
EDUCATION

Awards 2012

This is to certify that

**Steinbeis School of International
Business and Entrepreneurship**

has been awarded

Most Innovative Business School, Germany

Helene Scholl
Helene Scholl
Editor-in-chief

OUR SERVICES

- 1 SERVICES AVAILABLE WITHIN THE SIBE NETWORK
- 2 NEXT STEPS
- 3 SIBE – BENEFIT FOR ALL
- 4 GET IN CONTACT!
- 5 IMPRINT

- 148 – 149
- 150 – 151
- 152 – 153
- 154 – 155
- 156 – 157



1 SERVICES AVAILABLE WITHIN THE SIBE NETWORK



15Talents



15Talents is an e-recruiting platform used by companies to advertise demanding tasks for which qualified students will be paid to complete – in order to gain their first practical experiences as early as during their first course of study. Com-

panies obtain access to top students and can rely on a talent pool of over 9,000 students from diverse areas. 15Talents places particular emphasis on high-quality placements – in this area, SIBE of SUB and 15Talents work hand-in-hand.

Further information is available at www.15talents.com

SAPHIR Permanent Placement (PEPA)



SAPHIR Germany is the personnel consulting service in the Steinbeis Founding Association and the SIBE recruitment subsidiary. It supports companies during the recruitment and personnel selection services and provides advice on staff

retention. SAPHIR does not concentrate on specific branches but on exceptionally talented recent graduates and young professionals in all fields – with up to seven years of professional experience.

Further information is available at www.saphir-deutschland.de

SAPHIR Competence

SAPHIR Kompetenz GmbH is the measurement system in the Steinbeis Association that guarantees successful competence measurement. This enables

our partner companies to plan the right number of employees with the right skills at the right time and the right place.



Further information is available at www.saphir-kompetenz.de.com

Senior Professional MBA

The Senior Professional MBA offered by the Steinbeis Senior Professional Academy GmbH (SPA) provides a curriculum for participants with extensive work experience. All participants are assisted by lecturers and coaches who provide tar-

get group specific professional and academic support and guidance. Preparatory seminars are available to candidates with university entrance level equivalent certificates or associate degrees plus respective professional experience.



Further information is available at www.steinbeis-spa.de

2 NEXT STEPS

Recruiting upwardly mobile candidates

- Attractive partners
- Challenging real case projects
- Added benefit of an MBA
- Career perspectives

Preselection of upwardly mobile candidates

- With the KODE® talent diagnostic and development tool
- With the DIN-certified SAPHIR selection process

Matching

- As management assistant

Systematic management of talent development

- Plus successful handling of future-oriented real case projects that retain the intrinsic value of your company

For students

Are you interested in studying at SIBE? Then simply apply online or via e-mail. Please include the following documents:

- Cover letter: either an unsolicited application or an application for an announced opening C.V.
- Certificates verifying higher education entrance qualifications (Abitur etc.)
- First degree of min. Bachelor's level (Alternatively: Current transcript from your college)
- Certificate verifying course(s) of study
- Letters of references from previous employers (concerning job and/or internship experience(s))

After reviewing your application, we will invite you to one of our online assessment centers in order to test your suitability for the SIBE Master's programs. If you successfully pass the day's exams, we will begin looking for suitable Master's positions for you. As soon as the right company has been found, you can begin at the next possible course start (normally every two months). Of course, you can also complete your Master's program with another company (e.g. your present employer) – but you must still pass the SIBE selection procedure.

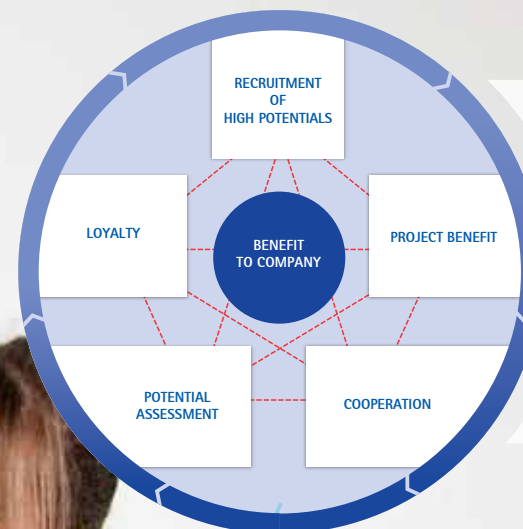
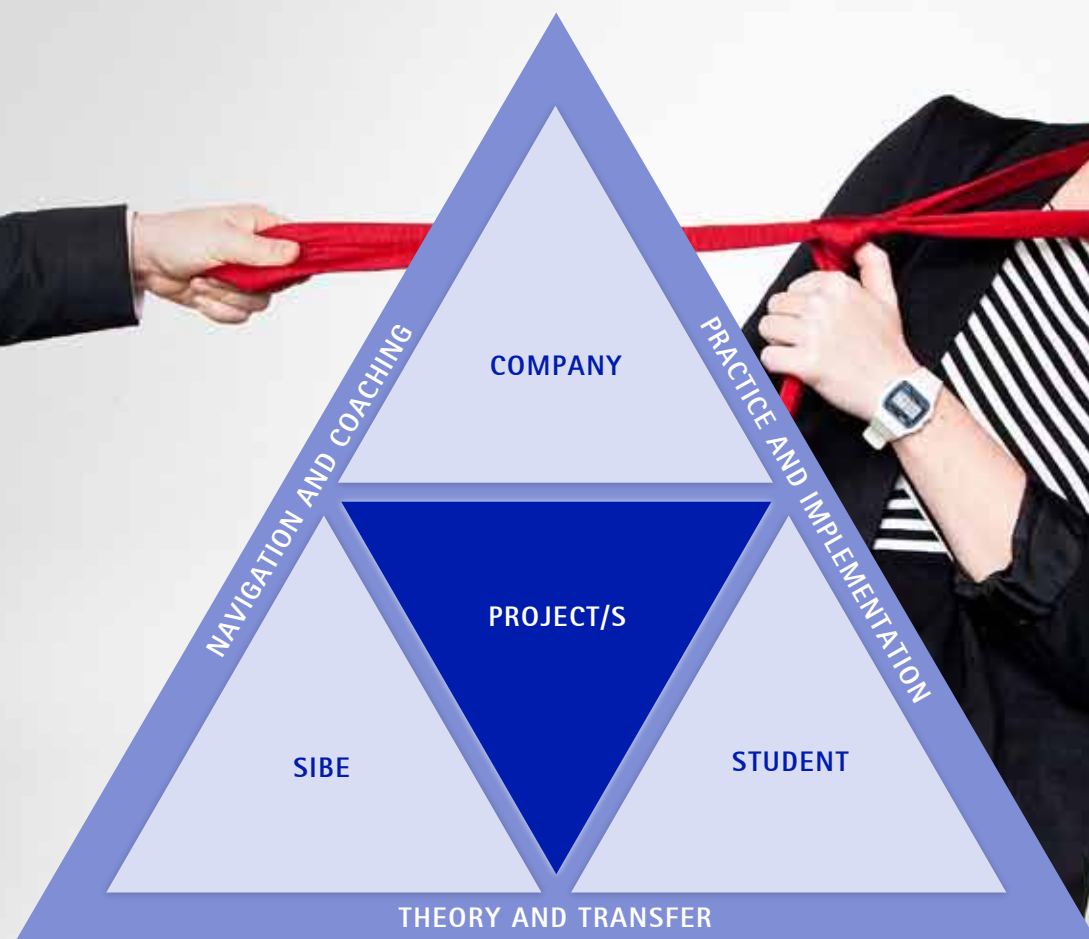
For companies

Do you have a current vacancy? Then send us a completed job profile informing us the task area and desired profile of the student you are looking for. We will immediately begin recruiting appropriate candidates (free of charge*) and send you suitable candidates from our candidate pool as soon as possible. As soon as one of these candidates fulfills your requirements, you can arrange interviews directly and easily. Would you like to promote your own upwardly mobile employees and increase their company loyalty? That is likewise

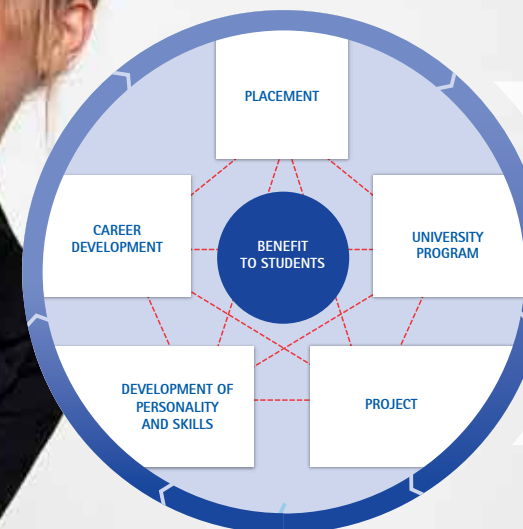
completely possible! Such persons need only pass the SIBE selection process and can then complete the desired Master's program in your company. Depending on the number of students in your company as well as your company's needs, it could be possible to integrate these in our existing courses or to develop corporate courses that are individually tailored to your requirements. If you are interested in pursuing this, simply contact us!

* Basic recruitment for SIBE Masters programs is free of charge and non-binding. If needed, supplementary, fee-based services can be additionally booked.

A win-win-win situation.



SIBE supports companies in their demand for the best employees and management: from the recruitment of upwardly mobile candidates to the development of employees to their lasting commitment to the company. Winning upward mobile employees provides twice the benefit: their general work in your company as well as their specific real case projects.



SIBE places students in professions and thus integrates work and curricula. By concentrating on their independent real case projects, SIBE students greatly develop their skills and personalities over the course of their programs and gain qualifications and practical experience that lay the foundation for their careers.



The partnerships between students and their companies in the TGC combines theory with practice. These synergies create practical knowledge that flows directly into corporate and personnel development demands. The result is the appropriate assessment of potential and talent as well as the development of students' skills and personalities.

4 GET IN CONTACT!



Applicants / Students

Christine Brucker
Applicant Management
Fon: +49 (0) 70 32 - 37 51 13
Mail: Brucker@steinbeis-sibe.de



International Programs

Ardin Djalali, M.A., MBA
Director of MBA and International Programs
Fon: +49 (0) 70 32 - 94 58 - 61
Mail: Djalali@steinbeis-sibe.de



Companies

Diplom-Kulturwirtin Ineke Blumenthal, M.Sc.
Head of Strategic Corporate Relations
Fon: +49 (0) 70 32 - 94 58 - 63
Mail: Blumenthal@steinbeis-sibe.de

4 IMPRINT

School of International Business and Entrepreneurship (SIBE)
Kalkofenstr. 53
D – 71083 Herrenberg

Publisher:

School of International Business and Entrepreneurship (SIBE)
Kalkofenstr. 53
D – 71083 Herrenberg
Tel.: +49 (0) 70 32 - 94 58 - 0
www.steinbeis-sibe.de

Design and Layout:

Julia Lingertat / www.julialingertat.de
Helene Sadilek / www.helene-sadilek.com

For better readability, only the male form is used in this text. Women as well as men are always meant.

Prices, campuses and content of studies
may be subject to change.

List of references for used images and graphics:

All graphics concerning the TGC as well as the individual Master programs: ©SIBE GmbH

S. 4 - 13, 24 - 27, 50 - 51, 114 - 121, 126 - 129, 138 - 139, 152 - 155, 158 - 159, 162 - 163: Julia Lingertat
S. 14 - 17: Bild »Ein steiniger Weg...«: gb-photodesign.de@photocase
S. 20 - 21: Istockphoto
S. 22 - 23: Bild »münzbeutel«: jala@photocase
S. 28 - 29, 48 - 49, 72 - 77, 112 - 113: Bild »Weltreise«: jala@photocase
S. 30 - 31: Bild »luftige geschäfte«: kallejipp@photocase
S. 32 - 37, 54 - 55, 60 - 61: Bild »Wir haben den Pokal«: MMchen@photocase
S. 38 - 39: Bild »Achtung Wildwechsel«: kallejipp@photocase
S. 40 - 41: Bild »there's so much to see...«: designer111@photocase
S. 42 - 43: Bild »10 Seconds to Mars«: kallejipp@photocase
S. 44 - 45: FTI Group
S. 46 - 47: Istockphoto
S. 52 - 53, 78 - 79: Istockphoto
S. 56 - 57: Bild »Gerechtigkeit«: zettberlin@photocase
S. 58 - 59: Bild »liberal justitia«: misterQM@photocase
S. 62 - 65: Julia Schulze
S. 66 - 67: Bild »Business as usual«: kallejipp@photocase
S. 68 - 69: Bild »lernen, lernen, popern«: luxuz::@photocase
S. 70 - 71: Bild »Mann mit Buch«: fmatte@photocase
S. 80 - 83: Bild »Das Herz der Schweiz«: krockenmitte@photocase
S. 84 - 87: Arian Zwegers / Flickr
S. 88 - 101: Bild: Leandro Neumann Ciuffo, Flickr
S. 102 - 105: Marcin Wichary / Flickr
S. 106 - 107: Kevin Cole / Flickr
S. 108 - 111: Bild »Taj Mahal in sunset scene«: klemenr@photocase
S. 112 - 113: Bilder Robby van Moor, miracle design, Iratz, gpoo, tm-md, all Flickr
S. 122 - 125: Bild »Mir fehlen die Worte...«: knallgrün@photocase
S. 130 - 137: Bild »Blauer Brief«: maria_m@photocase
S. 144 - 149: Bild »Lesestoff«: Gortincoiel@photocase
S. 150 - 151: Bild »Platzhalter«: misterQM@photocase
S. 156 - 157: Bild »kir royal«: kallejipp@photocase
S. 160 - 161: Bild »Volltreffer«: klammerfranz@photocase

