MAINZ GUTENBERG SCHOOL OF BUSINESS

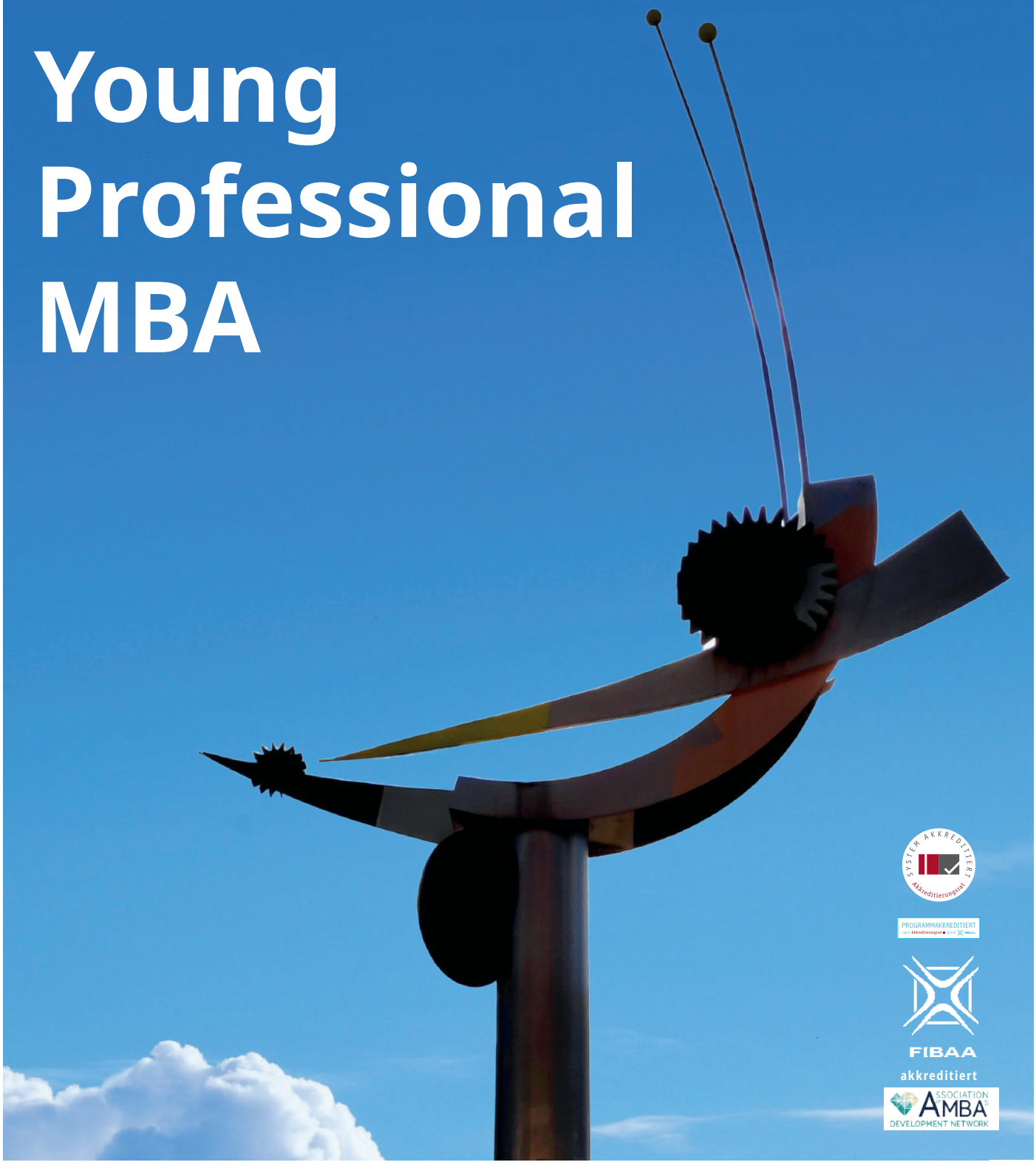
SGH Warsaw School of Economics

JG|U

Continuing education in management at Johannes Gutenberg University Mainz

Young Professional MBA

Academic year 2021 to 2023



SYSTEM AKKREDITIERT Akkreditierungsrat

PROGRAMMAKKREDITIERT nach Akkreditierungsrat durch FIBAA

FIBAA akkreditiert

ASSOCIATION AMBA DEVELOPMENT NETWORK

The requirements for admission to the Young Professional MBA course at GSB are:

- **An undergraduate degree or equivalent*,**
- **Three years' work experience, and**
- **An admissions interview, the result of which confirms the applicant's suitability for the degree course.**

*Applicants without an undergraduate degree or who have a qualification issued by a German careers academy (BA) or business college (VWA) can instead take an aptitude test to demonstrate they possess the requisite intellectual and technical skills and corresponding professional expertise.

MISSION STATEMENT

Prof. Dr. Andrej GILL
Academic Director of
Gutenberg School of Business Mainz

Prof. Dr. Franz ROTHLAUF
Academic Director of
Gutenberg School of Business Mainz

Johannes Gutenberg University Mainz (JGU) has been offering part-time continuing education courses in management for executives since 2001, making it one of Germany's oldest and most renowned academic providers in this area. We have decided to build further on the success we have achieved with the Executive Master of Business Administration degree program. To this end, the Gutenberg School of Business Mainz (GSB) has been established which will consolidate the university's many years of experience in providing continuing education to those in professional and executive positions.

The common objective of the Young Professional Master's degree courses is to enable participants, while continuing their careers, to develop professionally, to assume management and leadership responsibilities in businesses and public institutions of various sizes, and to empower them to make responsible decisions on a theoretically sound basis. The course has been expressly conceived to impart more than just skills and expertise. The aim, rather, is help participants develop individually, make them willing and able to take on responsibility and thus assume accountability for their own decision-making. GSB's target group includes young professionals, specialists and executives working for commercial enterprises and public institutions, the self-employed, physicians, and freelancers. Thanks to JGU's long and successful history of providing business education, GSB has in effect an excellent ready-made reputation and can draw on the university's many years of expertise in teaching MBA courses. The high quality of the teaching on offer is reflected in the fact that the course is accredited by the FIBAA and the German Accreditation Council, the country's most important national accreditation bodies. GSB is also system-accredited by JGU. In addition, it is a member of the International Association of MBAs (AMBA), the leading international association of business schools, which is dedicated to the maintenance of excellent quality in management training. To further ensure the practical relevance of the course content, GSB is in permanent contact with outstanding figures in the business and social spheres. The aim is to ensure a continuous and consistent enhancement of the course, making sure it is geared to the needs of employees and employers to the greatest possible benefit of all involved parties.

The unique features of GSB

Lecturers and course content

We believe that the most important criteria for the success and benefit of any course of study are the quality of the lecturers and the material they teach.

We are pleased to say that we have been able to recruit and permanently retain excellent lecturers for GSB.

Our lecturers come from a wide variety of universities and institutions, are all specialists in their subjects, and have taken the decision to teach in Mainz because they wish to pass on their knowledge and experience to our course participants. We are convinced that what distinguishes a first-class MBA program is the ability of its lecturers to convey the current status of scholarship and research in their subject, combined with their practical experience of current issues. We endeavor to draw on practical examples from the participants' own actual professional experience to illustrate connections between course content and professional practice. All our lecturers are able to effectively employ this close interaction of theory and practice in their modules and already have extensive experience in teaching professionals on a part-time basis. The outstanding quality of the lecturers and the content of the modules they teach is attested to both by the feedback provided by participants and by the exceptional results of evaluations of seminars and courses.

The concept of the course modules

We are convinced that personal development and, as a consequence, subsequent professional success primarily require close and intensive interaction between participants and module lecturers. Our degree courses therefore require a high level of attendance in Mainz, during which content and skills are actively taught and discussed during group work. Modules are also structured so that attendance is principally required at weekends to minimize disruption to participants' professional commitments.

To ensure the insight participants acquire in the modules they take is presented in a practical context, we strive to closely link academic and practical activities. For instance, we give participants the option of working on assignments on specific topics related to their own professional activities. The master's thesis they are required to write at the end of the course will also generally address an issue related to their professional experience. In the optional project reports, participants are also provided with the opportunity to transfer theory into practice. The result is a course that enables the participants to directly apply the knowledge they have acquired during their careers.

Education of specialists and executives at GSB

The goal of GSB is not to produce specialists in a particular field but to enable young professionals, experts and executives to develop into individuals able to meet the diverse challenges faced by managerial personnel working in all sectors. To achieve this, during the course participants are given insight into enterprises from the managerial perspective, so they can perceive them as functional, communicative and interdependent entities that are simultaneously single components in a global economic policy system. The course material has been structured so that participants will come to recognize the core elements of any organization and its management. It will thus provide a comprehensive overview of the combined interrelated effects a business or enterprise can exert. Nevertheless, good management and leadership training requires more than just knowledge transfer and dissemination of concrete guidelines on how best to act. To be a successful manager it is also necessary to be a successful leader, and leadership is inseparably linked with the personality of executives. To be competent, any executive must be particularly aware of his or her responsibility to society as a whole. Hence, good management and leadership training cannot be divorced from an individual's personal development; executives must be able to take responsible decisions, aware of how these might influence their organization, its employees, society, and the environment. We aim to educate team players whose working methods and management style are communicative, cooperative, and based on mutual trust. The decisive factor here is to foster in participants a corresponding mindset during the course. They don't just acquire this mindset by intensive study of leadership as a subject in the individual modules of the course; this is also achieved by means of exchange, cooperation and discussion with lecturers and fellow participants within the individual modules, as well as with the GSB management and high-profile specialists they meet during the course.

Course contents

To foster the leadership and management skills described above, GSB has designed MBA programs that are tailored to the specific needs of professionals at different stages of their careers. These master's degree courses cover all of the core elements of management training, each embedded in a generalized management program with a broadly structured curriculum.

Study at top international universities abroad

The program provides participants with the opportunity to gain an insight into other cultures and to round off their education with at least one study visit to one of our partner universities (Shanghai, Adelaide, Warsaw and Austin). In contrast with many other MBA programs, the costs (accommodation and tuition) for the obligatory stay abroad are already covered by the tuition fee.

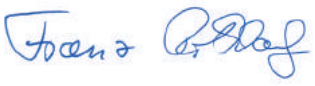
Extensive network of participants, alumni and practicing partners

Among the particular attractions of GSB are the regular "fireside chats" it organizes with high-level representatives from business, politics and culture. This enables participants to build up a personal network that extends beyond fellow participants from their own academic year, which they can continue to draw on during their careers following completion of the course. The large and active alumni network plays a similar role. It includes members from many sectors and – on account of the long history of JGU in manager and executive training – many leading individuals at various stages of their careers. We are pleased that the guiding principles and concepts that have shaped our course (first class lecturers, excellent partner universities abroad, practice-oriented content, high attendance and interaction, provision of a suitable balance between academic and professional work and individual mentoring) have proven their worth over many years and are constantly being copied by other MBA course providers.

Our graduates have experienced first-hand the high quality of the education we provide at GSB, and this makes them our greatest advocates. We can therefore dispense with expensive advertising and image campaigns and, instead, offer potential participants an appealing and tailored course at a very attractive price. We expect our course participants to actively contribute to their modules and to take an interest not only in their own progress but also in that of the group as a whole. In our selection process, we place an emphasis on excellence, mental agility and personal maturity. We aim to form groups of participants each academic year in which are combined a wide variety of interesting personalities, academic backgrounds and professional experience, who can inspire and learn from each other. Each cohort in the various degree courses, we hope, will view themselves as a team, who can together face the demands of studying part-time while still being professionally active, and who, despite all the hard work involved, will enjoy their time at JGU. There is no doubt it will not be easy, but at the same time you will be able to enjoy the sense of achievement associated with acquiring a university MBA degree of international standing and the opportunity to experience the *joie de vivre* and hospitality of the vibrant city of Mainz.

Best wishes

Prof. Dr. Andrej Gill **Prof. Dr. Franz Rothlauf**



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JOHANNES GUTENBERG UNIVERSITY MAINZ

The University of Mainz

was originally founded in 1477, closed by Napoleon in 1798, and re-founded in 1946. The university now bears the official title of Johannes Gutenberg University Mainz. Its namesake was one of the most important residents in the city's history and it thus has a considerable reputation to emulate. JGU has a modern infrastructure, is flexibly organized, is openly and purposefully managed, and can boast excellent research and teaching staff. The fields it researches and the courses it offers are continuously evolving. It analyzes the technological, economic, cultural and social developments of our time to develop both purpose- and result-oriented research projects and innovative, interdisciplinary, and internationally-oriented study courses.

GSB is affiliated with the Faculty of Law, Management and Economics,

the largest faculty of the university. Its long tradition of combining legal and economic scholarship is now standard practice in modern university education. Its concept provides for the combination of skills and the generation of synergies. Research and teaching in the faculty are broadly based with a focus on economics in the fields of political consulting and the management of digitalization. In 2019 the faculty was ranked as "excellent" by the German business magazine Wirtschaftswoche for the outstanding quality of its research and teaching and also as "excellent" by the German CHE University Ranking System in 2017 and 2018.

GSB also consistently implements its policy of continuous improvement of the quality of the education it provides. On the one hand, it employs only the best lecturers in their fields as teachers. This guarantees that the subject matter is always taught by highly qualified individuals and is always cutting-edge. On the other hand, its range of modules is consistently and continuously geared to the changing economic and social issues of the day in order to meet the current and future-oriented needs of employees and their employers. To this end, and to ensure the greatest possible practical benefit of the course for all involved, staff and directors at GSB are in constant contact with both academics in the field and with leaders in business and society.

Prof. Dr. Georg KRAUSCH
President of JGU Mainz

"As a resource, knowledge plays a decisive role as a generator of economic growth and social development. The MBA program for executives at Johannes Gutenberg University of Mainz is a prime example of best practice in this connection: For more than 15 years, this continuing education degree course has been attracting success-oriented young executives from all over the world to Mainz, thanks to its topicality, the high degree of innovation of its teaching, its international network, and the opportunities it provides participants to directly transfer what they learn into practice. What it offers is a perfect response to the everincreasing differentiation of the global labor market and the need for constant adaptation of professional qualifications and experience."

SGH WARSAW SCHOOL OF ECONOMICS

Malu DREYER
Minister President of Rhineland-Palatinate

"The aim of the part-time continuing education offered by GSB at Johannes Gutenberg University Mainz is to provide participants who are professionally active – as executives in companies and public institutions as well as freelancers and self-employed individuals – with the necessary skills to thrive in the international marketplace. However, effective management capabilities are not solely dependent on business expertise. These are actually engendered by the specific mindset fostered by the GSB. Such an approach is important, because we need executives who will take on responsibility not only for their organizations and workforces, but also for society as a whole. I wish GSB continued success in the future. I can emphatically recommend the programs it offers to businesses and public institutions that are looking for ways to provide their managerial staff with the necessary skills."

Warsaw is both the capital and the largest city in Poland. With a population of almost two million, Warsaw is one of the fastest growing cities in Europe – the current economic boom is apparent everywhere. The city is the primary hub of tertiary level education and research in the country and is thus the place of employment of many academic staff with outstanding qualifications in their particular fields.

As Poland's most important academic center, Warsaw is home to almost 300,000 national and international students. Warsaw also offers a wide variety of recreational opportunities for its residents and for tourists.

SGH Warsaw School of Economics

SGH Warsaw School of Economics (SGH) is one of the most prestigious universities in Warsaw and is Poland's oldest and most renowned institute of higher business and management education. It was founded in 1906. Its purpose is to provide continuous education to economists and business leaders. SGH is celebrated for its long tradition, the flexibility of its programs to suit the needs of students, its educational standards, and the success of its graduates.

Johannes Gutenberg University Mainz and SGH have enjoyed a long association. This relationship forms the basis for the partnership of GSB and SGH. SGH offers a tailor-made study week for participants on our Young Professional MBA courses, offering modules dealing with the subjects of marketing and sales. In addition to the academic program, participants will have the opportunity to gain intercultural skills.

GSB YOUNG PROFESSIONAL MBA

THE 8 GSB YOUNG PROFESSIONAL MBA KEY FACTS

01 Is a general management course

02 Entails two years of study

03 Is designed for participants who continue to be professionally active and offers lessons at weekends

04 Is intended for young professionals

05 Offers practice-relevant modules and case studies

06 Prepares participants for a career at the executive level

07 Extends basic theoretical knowledge and combines it with practically applicable insights to enable graduates to meet the challenges or working in the international sector

08 Aims to help participants develop a broad-based understanding of the complex interrelationship of macroeconomic processes – both in the context of individual organizations and in relation to the global economy

The course is specifically designed for professionally-active participants who wish to study part-time. For the most part, attendance of classroom lessons in Mainz is required only at the weekends in order to minimize potential disruption of participants' professional commitments.

The course has a duration of two years and involves the award of 90 ECTS credits. It comprises an induction week, eight modules, a practice-related project report, a period of study abroad, and a graduation thesis. Each module involves six teaching days spread over two consecutive weekends from Friday afternoon to Sunday afternoon.

The exact course times are Fridays from 14:00 to 19:00, Saturdays from 9:00 to 18:30 and Sundays from 9:00 to 13:30.

The course commences with an induction week during the summer semester. This is followed by modules one to four from April to July. The first semester concludes with a week of study abroad at Warsaw School of Economics.

The second semester of the course involves preparation of a practice-oriented project report; this will be undertaken in teams from October to February and reports are to be subsequently presented. Modules five to eight are held from April to July.

After all modules have been successfully completed, participants are required to write a concluding master's thesis. The period allowed for this runs from September to January. At the end of the fourth semester, participants are awarded their certificates in a graduation ceremony at the end of March.

Lecturers

Course lecturers are professors of economics, law and social sciences, managers with teaching experience, and professional trainers. No one faculty can provide the professional and teaching expertise required for wide-ranging general management programs at such a high level. This is the reason why only a relatively small number of the course lecturers are directly employed at Johannes Gutenberg University in Mainz. Most lecturers come from other public and private institutions of higher education or from the world of business. We take pride in the fact that we have been able to attract the best in their respective fields for the degree course.

Teaching

In the teaching units, lectures alternate with interactive group work and discussions. Participants will consider case studies and be involved in planning and role-playing exercises, and these will be employed whenever it is necessary to practice communication and teamwork skills. As a rule, approximately one third of teaching time will be devoted to the study of academic materials, one third to the analysis of examples of practical problem solving using the insights imparted and one third to applying this to specific issues related to the participants' own specializations or businesses. All modules are evaluated by participants.

Language

The Young Professional MBA degree course is taught in English. All work required to acquire evidence of academic achievements must also be completed in English. The aim of requiring participants to consistently use English is to enable them to become proficient in the language in addition to obtaining specialist knowledge. They will thus subsequently be able to communicate more effectively during professional routine - particularly with regard to the various organizational processes. This will benefit them in an international business environment and fully prepare them to assume responsibilities in the global marketplace.

Academic assessment

Participants will be required to successfully complete some form of academic assessment for each module. The degree course involves continuous assessment throughout. The academic assessment can take various forms, depending on the contents of the modules participants choose to take. Modules may require participants, for instance, to sit a 90-minute written test, to write an assignment of 15–20 pages, or to prepare and give a presentation. At the end of the course, participants will be required to write a 50-page master's thesis. The final grade awarded at the end of the degree course will be based on the grades awarded for the various modules, the project report and the master's thesis.

COURSE PROGRAM:

Two years – Study start in March – Opening week –
21 weekends – One study week at SGH Warsaw School of Economics in Poland –
430 hours in Mainz master's thesis

March
Mainz: Opening week

April to July
Mainz: Modules 1–4
- Accounting
- Strategy
- Finance
- Soft Skills

September
Study week at SGH Warsaw School of Economics (Poland)

October to February
Study Project and Presentation

April to August
Mainz: Modules 5–8
- Operations
- Empirics and Data Sciences
- Project Management
- Human Resource Management

September to January
MASTER'S THESIS

March
END

1st year

Opening week

Kick-Off	Mar. 1, 2021
Business Model Analysis | Dr. Yann Girard	Mar. 15-16, 2021
Future Trends | Dr. Axel Haus	Mar. 17, 2021
Economics| Dr. Jakob Schwab	Mar. 18, 2021
Law | Dr. Alexander Sajnovits	Mar. 19, 2021
Organizational Issues | Dr. Stefanie Best-Klossok	Mar. 26, 2021
Scientific Work and Scientific Methods | Dr. Martin Huschens	Mar. 26-28, 2021

MODULE

1. Accounting | Prof. Dr. Oscar Stolper

Apr. 9-11, 2021

Apr. 16-18, 2021

2. Strategy | Prof. Dr. Florian Hett

May 7-9, 2021

May 14-16, 2021

3. Finance | Prof. Dr. Christian Eufinger

Jun. 4-6, 2021

Jun. 11–13, 2021

4. Soft Skills

The Talking Body – Bodylanguage for Young Professionals | Nicolas Bertholet	Jul. 2-4, 2021
The "I" in Teamwork | Katja Müller, Dr. Pam Kowalski	Jul. 9-11, 2021
Presentation and Communication Techniques | N.N.	Jul. 16-18, 2021

Study visit to SGH Warsaw School of Economics (Poland)

Kick-off	Aug. 21, 2021
Study Visit to SGH (Poland)	Sep. 4-11, 2021
Follow-up	Sep. 18, 2021
Presentation	Oct. 30, 2021

Study Project | Dr. Josef Korte

Kick-off	Oct. 2, 2021
Study Project	Oct. 2, 2021 – Feb. 2, 2022
Interaction with Supervisor	Nov. 13, 2021 Jan. 8, 2022
Presentation	Feb. 18-20, 2022

2nd year

MODULE

5. Operations

Prof. Dr. Christoph M. Flath

Apr. 1-3, 2022

Apr. 8-10, 2022

6. Empirics and Data Sciences

Prof. Dr. Jella Pfeiffer

Apr. 29 - May 1, 2022

May 6-8, 2022

7. Project Management

Dr. Tobias Waldenmaier

May 27-29, 2022

Jun. 3-5, 2022

8. Human Resource Management

Dr. Daniel Herbold

Jun. 24-26, 2022

Jul. 1-3, 2022

Assignment of Master's Thesis subjects	Sep. 7, 2022
Deadline for submission of Master's Thesis	Jan. 31, 2023
Presentation Master's Thesis	Feb. 4-6, 2023
Farewell Ceremony	Mar. 31, 2023

1ST YEAR

Opening Week

Business Model Analysis

This course 'Business Model Analysis' aims to provide a fundamental toolkit for business and management students in order to be able to analyze different market situations, to identify business problems, to evaluate different strategic actions and to develop a business strategic from a managerial perspective.

After a theoretical introduction, the students will apply these theoretical concepts to solve a real-world problem. In different groups students analyze a specific managerial problem from an entrepreneurial perspective, develop different remedy strategies and discuss the recommended business strategy with their peers.

Dr. Yann Girard, Oxford Economics

Future Trends

In this course, students will apply fundamental economic theories to future trends. How are megatrends such as big data, artificial intelligence, cloud computing, sharing economy, and circular economy changing the business world? What does it mean for the companies and the economy that productivity growth has been declining in recent years? Are low interest rates a curse or a blessing for companies and what are the differences between industries? These kind of questions will be answered by means of case studies and practical business examples.

Dr. Axel Haus, Solactive AG

Introduction to Economics

This course gives an introduction to the stylized perspective of the science of economics on how individuals and firms behave, how markets function, what they need in order to do so and what economic policy can do when they don't. The students will also learn about the benefits and challenges of economic globalization and analyze trade-offs beween reduced inequality and efficiency. Some applications in digital economics will be discussed.

Dr. Jakob Schwab, German Development Institute

Introduction to Law

The course is an introduction to the most important questions of business law. It deals with the main features of sales law and commercial law, the drafting of contracts and the court system in Germany. It also provides an overview of the main legal aspects of company law.

Dr. Alexander Sajnovits, Johannes Gutenberg University Mainz

Scientific Work and Scientific Methods

In this course students will learn how to write a scientific thesis (assignments, master thesis). To this end, they will learn how to identify a research question, structure their thesis and find a central topic, as well as how to retrieve, evaluate and use literature efficiently. In addition to that the course explains which criteria have to be met in a good scientific thesis and how plagiarism can be identified. These criteria are specified using hands-on examples and case studies. The second part of the lecture deals with the fundamentals of certain scientific research methods (quantitative literature review, interviews, randomization, questionnaire design, descriptive data analysis with R). Students will learn basic rules and scientific design principles of these methods.

Dr. Martin Huschens, DB Cargo Logistics

Module 1: Accounting

Accounting is one of the core functions for almost any business. In this course, you will cover the key concepts of accounting in a nutshell and with a view to level the playing field in your interactions with accounting experts. How are financial transactions being recorded and reported? How do you extract valuable information from a company's financial statements as an external stakeholder? How do you use accounting information to make informed business decisions and forecasting inside the corporation? We will answer these and other key aspects of accounting using relevant problem-solving tools and real-world cases wherever applicable.

Prof. Dr. Oscar Stolper, Philipps University Marburg

Module 2: Strategy

This course illustrates how economic reasoning can lead to smarter and better-informed real-world management decisions. Building on the tools of game theory it shows how strategic thinking provides practical answers to critical business problems. Participants will learn to identify strategic situations in their own daily business environment and to detect strategic similarities across seemingly unrelated settings. Finally, the course provides the conceptual foundations for adapting a data-driven approach to strategic decision-making.

Prof. Dr. Florian Hett, Johannes Gutenberg University Mainz

Module 3: Finance

This course provides a holistic approach to financial management. The first part of the course focuses on working capital management, that is, how to manage the financing of companies efficiently such that their operations run smoothly. This part will provide you a thorough understanding of the financial consequences of the various day-to-day decisions taken across the company. The second part of the course revolves around more strategic, long-term, financial issues. We will apply different valuation techniques to evaluate investment projects, as well as, value firms and stocks. Moreover, we learn how the firm's capital structure impacts its value. In the last part of the course, we will discuss advanced topics in corporate finance like dividend payout decisions or the value created (or destroyed) by initial public offerings (IPOs).

Prof. Dr. Christian Eufinger, IESE Business School | University of Navarra

Study week at SGH Warsaw School of Economics (Poland)

The spread of digital technologies as well as the increasing competitive pressure have dramatically expanded the role of marketing in organizations. This module provides participants with a solid foundation of marketing concepts as well as enables students to understand state of the art marketing strategy tools. A particular emphasis will be put on analyzing consequences of different marketing strategies on companies, competitors as well as customers.

2ND YEAR

Module 4: Soft Skills

1. The Talking Body - Bodylanguage for Young Professionals

Successfully giving presentations and leading teams are important competences for young professionals. Crucial steps to achieve this success are a conscious and impressive appearance (stage presence), an authentic and clear voice and a positive body language. This workshops allows the participants to work on their confident and authentic appearance, as well as to develop a healthy, sustainable use of voice by learning techniques for body, breath, and speech, whereby rhetorical skills will also improve. The development of one's own character, training for an impressive appearance, and a sensible handling of pressure and stress are also in the center of this two days' workshop.

Nicolas Bertholet, Acting-Ensemble Member, Speaker (ARTE and SR) and Coach (Goethe University Frankfurt)

2. The "I" in Teamwork

Effective teams have clear interpersonal and group-level communication based on mutual respect. Participants of this course learn how to first create a foundation of trust and then build and sustain a dynamic arena in which diverse groups can openly discuss ideas, strategy implementation and potential conflicts along the way. Students explore time-tested and innovative theoretical models to stimulate self-organization as well as conscious leadership mindset and behavior shifts. This highly experiential two-day course provides hands-on practice in using skills and tools to expand emotional and social intelligence and the capacity for agile and collaborative teamwork that are required of leaders in today's VUCA world.

Katja Müller, Leadership & Team Trainer, Sound System GbR, Heidelberg
Dr. Pam Kowalski, Leadership & Team Trainer, Friedrichsdorf

3. Presentation and Communication Techniques

The effect of information depends on the way it is transported. In this part of the course, the participants are familiarized with different presentation and communication techniques and apply them in a context-related manner.

N.N.

Study Project

In this course, we will get it all applied. Using the Case Study method, we will dive into real business problems, get into the heads of decision makers, and try to understand what the best possible decision for our organization could be. After learning about the method and its applications, we will work in teams to analyze, debate, and present cases from a range of areas. Strategic and operational business decisions, policy issues and even ethical questions will have to be taken on. Common to them: Hard questions, deep analyses, and bold decisions. As in real life.

Dr. Josef Korte, Founder of bonify

Module 5: Operations & Information Management

This module provides a general introduction to operations management covering the production and delivery of goods and services. You will learn to observe and analyze an organization from a systems as well as a process-perspective. Thereby, you will learn to design, operate, and improve the systems that deliver goods and services through OM models including lean management, forecasting, optimization and decision analysis. Ultimately, this course aims to familiarize students with the major operational issues that confront managers, and provide them with the basic language, concepts, insights, and analytical tools to deal with these issues.

Prof. Dr. Christoph M. Flath, University of Würzburg

Module 6: Empirics and Data Sciences

This course focuses on how to collect and analyze data to help solve business problems. In the first part, it explains different data sources and data types and shows how digitalization can help in collecting this data. Participants will also learn the basics on study design for in-depth analysis of specific business problems using empirical research. In the second part, methods for describing and analyzing data are presented, including standard but also modern data science approaches in machine learning.

Prof. Dr. Jella Pfeiffer, Justus-Liebig University Gießen

Module 7: Project Management and Digital Transformation

Digitalization is one of the central strategic challenges for established companies. "Project Management & Digital Transformation" is a fast-paced, case-driven introduction to effective management and implementation of digitalization projects in large organizations. This course provides the necessary understanding of how to use projects to bring about digital transformation and equip students with the necessary tools to set them up and run them successfully. We will touch on classic as well as digital project management tools and apply them to real life problems.

Dr. Tobias Waldenmaier, Mercedes-Benz Digital Business Development

Module 8: Human Resource Management

This course will enable students to understand Human Resource Management as a key instrument in shaping corporate success. The course covers both classic HR topics such as compensation, recruiting and performance management as well as subjects that have become more important on company's HR agendas more recently such as people analytics, talent management and insights from pschology and behavioral economics. In tackling these topics, the course takes a mutlidisciplinary perspective, combining academic foundations with implications for practice and industry case studies.

Dr. Daniel Herbold, Fresenius Medical Care

ONLY THE BEST IN THEIR FIELD TEACH IN THE YOUNG PROFESSIONAL MBA

Nicolas Bertholet,

born in 1980, is an actor, speaker and coach. He studied acting at the "Schule für Schauspiel" in Hamburg, where he graduated with honors in 2006. He worked as freelancing actor at several german theaters, e.g. the "Stadttheater Dortmund", the "St. Pauli Theater Hamburg". Since 2008 he is ensemble member of the children and youth theater "Überzwerg, Theater am Kästnerplatz". Moreover, he works as coach for presentation techniques at the Goethe-University Frankfurt since 2010 and works for ARTE and "Saarländischer Rundfunk" as speaker. Additionally, he is trainer for Taiji Chuan Chen and works in teacher training.

Prof. Dr. Christoph M. Flath,

holds the Chair of Information Systems and Management at the **University of Würzburg**. Prior to his appointment he obtained a doctorate in Information Systems from Karlsruhe Institute of Technology. In his undergraduate and graduate studies he studied Industrial Engineering and Management in Karlsruhe and the University of Toronto. Professsor Flaths research focuses on the potential of cyber-physical and techno-economic systems with applications in smart cities, manufacturing and service industries. His research has appeared in major international journals including Journal of Operations Management, Production and Operations Management, Transportation Science and Journal of Information Technology.

Dr. Yann Girard,

is economic consulting director at **Oxford Economics**. He is an expert in digital economics and industrial organization. He is an experienced project manager and consults public and private clients on economic issues. Prior, he worked at the German Competition Authority (Bundeskartellamt), DIW Econ – the economic consulting firm of the German Institute for Economic Research (DIW Berlin) – and Scout24, a leading market platforms in Germany for real estate and vehicles. Yann Girard has received his Ph.D. from Goethe University-Frankfurt/Main, Germany, and holds a Diploma in Economics (Johannes Gutenberg University-Mainz, Germany) and a Master in Business Administration (Colorado State University, USA).

Dr. Axel Haus,

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Dr. Daniel Herbold,

possesses multiple years of experience as an HR professional in consulting and industry jobs as well as in academia. His multi-industry expertise includes global HR projects, compensation and performance management systems, global job architectures and HR strategy in M&A. Currently, he is a Manager in the Global Human Resources department at **Fresenius Medical Care**. Prior to that, we was working in the People Advisory Services department at EY and as an Assistant Professor of Business and Economics at a business school in Madrid (CUNEF). Dr. Herbold did his Ph.D. at the Chair of Human Resource Management at Goethe University Frankfurt and is regularly holding seminars and guest lectures on various HR topics at the Universities of Mainz and Goethe University Frankfurt.

Prof. Dr. Florian Hett,

is a professor of Digital Economics at **Johannes Gutenberg University Mainz**. He is also a member of the Committee for Organizational Economics in the German Economic Association, an associate of the Center for Leadership and Behavior in Organizations as well as the Frankfurt Laboratory for Experimental Economic Research and a principal investigator in the Household Finance area of the Leibniz Institute for Financial Research SAFE. He is an expert in experimental data science, finance, as well as behavioral and social economics and has published in the profession's leading academic journals, including the Journal of Financial Economics and the Economic Journal. He regularly cooperates with firms and organizations to understand how individuals behave in digital environments.

Dr. Martin Huschens,

holds both a PhD and master's in Information systems and Business Administration from Johannes Gutenberg University Mainz. Since September 2018 he works as Data Scientist at **DB Cargo Logistics** in Kelsterbach. He also serves as a deputy professor for Information systems at the Hochschule Mainz.

Dr. Josef Korte,

previously, he founded **bonify**, Germany's first and largest independent credit scoring information and financial advice platform. Prior to that, he was an Engagement Manager with McKinsey & Company, serving clients from across Europe and Africa on questions of finance, risk management, and economic growth. Josef holds a PhD in Economics and Finance from Goethe University Frankfurt. His research focuses on risk and regulation in the financial sector.

Dr. Pam Kowalski,

born in 1967 in California USA, holds a bachelor's in psychology from the University of California, Santa Cruz, and both a PhD and master's in social and Behavioral Sciences from the Johns Hopkins Bloomberg School of Public Health. After many years working in international development and with the US government, she started her own training firm in 2011 just outside **Frankfurt/Main**. She is a professional certified leadership coach and trainer and a faculty member of Co-Active Training Institute. Her areas of focus include social and emotional intelligence, building effective teams and conscious leadership.

Katja Müller,

with three Master´s and one Post-Master`s Degree she combines a strong academic background in Psychology and Education with advanced knowledge in experiential learning, coaching and leadership development. According to ICF standards, Katja is a certified Leadership (CPCC and ACC) and Team Coach (ORSC). While teaching psychology for over 13 years, she started her own coaching and leadership development company in 2011 and as a faculty member of Co-Active Training Institute she globally trains other coaches. She also serves as a bilingual Executive and Team Coach and Workshop leader for the high potentials of KPMG, Porsche, Cisco and the Executive MBA programs of the Mannheim Business School. Her areas of focus include emotional intelligence, building effective teams and empowering people to own their unique and soulful leadership style and impact, and to be the best version of themselves from the inside out.

Prof. Dr. Jella Pfeiffer,

is professor for digitalization, e-business and operations management at the **Justus-Liebig University Giessen**. She finished her doctorate and habilitation at the Johannes Gutenberg University Mainz. She also worked at the Karlsruhe Institute of Technology (KIT) where she managed the Karlsruhe Decision&Design Lab (KD^2Lab). She studied and taught at universities like Harvard, HEC Lausanne and Sauder Business School in Vancouver. She is a leading expert in empirical research, eye-tracking and the application of data science methods to business problems. She often applies these methods in the field of decision-making, decision support systems and consumer research. Her works are published in leading journals including Information Systems Research, Journal of Management Information Systems, Journal of the Association of Information Systems and European Jorunal of Operational Resesarch.

Dr. Alexander Sajnovits, M.Sc. (Oxford),

is a postdoctoral researcher and lecturer at the Law Faculty of the University of Mainz. His research focusses on company and capital markets law. Prior to his current position, Alexander worked as a lawyer for a leading German law firm in Frankfurt. Alexander graduated in 2012 with his first legal state examination and passed the German bar exam in 2015. He holds a Ph.D. (Dr.iur.) from the University of Mainz and a Masters in law and finance degree from the University of Oxford.

Dr. Jakob Schwab,

is an economist and a researcher in the Research Programme "Transformation of Economic and Social Systems" at the **German Development Institute** (Deutsches Institut für Entwicklungspolitik, DIE), where he advises German and international policy makers on matters of development and international economics. His research covers topics of development economics, international trade, investment, income mobility, and the digital economy. He has received his Ph.D. from the Gutenberg University of Mainz / GSEFM Frankfurt. He is a research fellow at the Global Justice Program at Yale University and a member of the T20 Task Force on Trade, Investment, and Tax Cooperation, and the World Economic Forum Task Force on Trade, Investment, Competition Policy and Tax.

Prof. Dr. Oscar Stolper,

has chaired the Accounting & Finance Institute at **Marburg University** since 2014. His major research focus lies on analyzing the decision behavior of private households in their role as financial market participants. At this, he regularly collaborates with researchers from other universities such as the Copenhagen Business School and the University of Sydney as well as institutions such as the German Central Bank. His work has received significant funding by relevant science foundations. He is frequently invited to present at leading academic conferences and publishes in leading journals in the field. Oscar Stolper is member of various academic associations.

Dr. Tobias Waldenmaier,

works as Senior Digital Strategist and Project Lead within **Mercedes-Benz Digital Business Development**, where he helps business units shape the future of mobility by leveraging the power of data analytics and datadriven business models. In a prior capacity, he advised German blue chip companies in the fields of corporate finance, risk management and M&A. His academic interests cover Financial & Behavioral Economics, Industrial Organization and applied Econometrics. Tobias holds a PhD in Economics and a MSc. in Quantitative Economics, both from Goethe University Frankfurt am Main, Germany, as well as an undergraduate double degree in International Business Administration from ESB Reutlingen, Germany and Universidad Pontificia Comillas (ICADE) Madrid, Spain.

ADMISSIONS

Individuals wishing to be admitted to the Young Professional MBA program are required to submit their applications in advance.

In addition to submission of the completed application form, applicants should also provide:

- A summary of their academic and professional background
- A copy of their institute of higher education diploma
- Evidence of proficiency in the English language; this can provided in the form of proof of at least five years study of the language at school with a final grade of "sufficient" or 5 points, or alternatively a "Test of English as a Foreign Language" (TOEFL IBT) certificate with a score of at least 87, or alternatively a "B2: First Certificate in English" Cambridge certificate
- Also, if applicable, a letter of recommendation provided by the employer.

The letter of recommendation should also provide information on any financial and time-related support provided by the employer to the applicant.

Admission procedure

After a review of the application documents, candidates who meet the formal admission requirements will be invited to an interview. The interview, lasting approximately one hour, will be primarily focused on determining whether the applicant has the necessary professional, personal, integrative and intellectual skills to successfully complete the degree course. A transcript of the interview will be prepared. Following the admissions interview, applicants will receive direct notification whether they have been admitted to the degree course, together with an explanation of the reason for the decision.

The application deadline for admission to the Young Professional MBA degree course for the summer semester of 2021 ends on **January 31, 2021.**

Please address inquiries either to

Dr. Stefanie Best-Klossok,

Prof. Andrej Gill or

Prof. Franz Rothlauf

Requirements

Institute of higher education degree

The subject in which the institute of higher education degree was obtained is irrelevant. The purpose, structure and content of the Young Professional MBA degree course clearly go well beyond a foundational business studies course. Graduates of such courses will find the MBA degree course is not intended to refresh and deepen their existing knowledge, but rather to teach entirely new material, methods and perspectives. The Young Professional MBA degree course is thus also suitable for graduates with degrees in the natural sciences, humanities and social sciences.

Applicants without an undergraduate degree may be admitted to the degree course if they can prove in an oral aptitude test at an admission interview that they possess exceptional abilities and an exceptional level of motivation.

Professional experience

All applicants must be able to demonstrate they have at least three years of professional work experience. In addition, during the admissions interview the professional capabilities of applicants will be evaluated. In view of the material to be studied and the form of the degree course, participants will not require academically acquired specialist knowledge but, instead, will need to be familiar with professional practice in commercial organizations or public institutions.

Tuition fee

The tuition fee for the course is €16,000.

This fee covers the costs of all teaching and learning materials as well as the cost of the stay at SGH Warsaw School of Economics (accommodation and tuition). However, costs of travel to and from and accommodation in Mainz are not included.

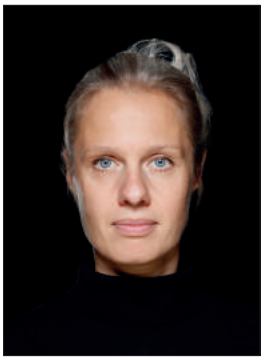
The fee can be paid as a single payment, in two annual installments or in four biannual installments. Once a participant has been admitted to the degree course and the enrolment documents have been provided, a payment of €2000 will be due. This will be offset against later installments.

Participants enrolled in the degree course can use all local public transport of the Rhine-Main Transport Association and the Rhine-Nahe Local Transport Association free of charge.

In Germany, the tuition fee can be offset against tax in full as operating expenses or tax-deductible continuing education expenses.

We offer reduced rates to members of JGU Mainz.

DEGREE COURSE MANAGEMENT



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