

Post graduate distance learning **Master of Business Administration (MBA)**

with six specialities

- » Marketing
- » Production management
- » Logistics management
- » Financial restructuring and insolvency management
- » Health and social care management
- » Leisure and tourism management





Prof. Dr. E. Jürgen Zöllner

» Ladies and Gentlemen,

You don't have to be a prophet to see that not only a traditional university education but also post-graduate qualifications are becoming more and more important. In this situation, distance learning programmes are especially suitable to accommodate work commitments while gaining further job-related academic qualifications. The Master of Business Administration (MBA) course offered by the Koblenz University of Applied Sciences at its RheinAhrCampus in Remagen provides high standard academic training to anyone wishing to study without taking time out of their career commitments.

I wish all students every success with their studies and interesting insights into a sector which will be more and more important for our service society.

A handwritten signature in black ink, appearing to read 'J. Zöllner', written in a cursive style.

Prof. Dr. E. Jürgen Zöllner
Senator for education, science and research

» Contents

| | |
|--|----|
| The MBA distance learning programme | 4 |
| Working with the corporate sector | 6 |
| Study while you work | 7 |
| How long will it be before the next career jump? | 8 |
| Who can enrol? | 8 |
| What does the course cover? | 10 |
| The distance learning MBA foundation modules | 11 |
| The distance learning MBA higher modules | 12 |
| Target groups and career chances | 16 |
| Attractive study fees | 17 |
| Where can I find out more? | 18 |





» The MBA distance learning programme

If you want to keep up with the competition, you have to be able to combine business expertise with management competencies. If you want to beat the competition, you need further education that provides you with unusual and trans-sectoral qualifications.

The RheinAhrCampus MBA distance learning programme is geared to meet the growing demands of the marketplace. It is aimed primarily at professionals with an academic background who want to learn more about business studies in order to advance their career.

The combination of compulsory foundation modules and optional higher modules guarantees practice-based and professional training based on the latest academic standards.

Qualifications that give you a competitive edge

The MBA at RheinAhrCampus does not only provide specialist training but also focuses on social competence and organisational skills. The international orientation of the distance learning course is inherent in the course topics. The higher modules are geared to meet sector-specific requirements. RheinAhrCampus Remagen has thus developed a concept that fully meets the requirements of today's business world.

The MBA distance learning programme has been successfully accredited and is internationally acknowledged.

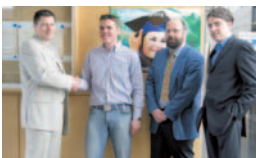




» **Work-based learning through cooperation with the corporate sector**

At RheinAhrCampus we make sure that what you learn is work-based by arranging for a wide range of institutions and businesses as cooperation partners. Most of the staff on the interdisciplinary teaching team are full-time professors at RheinAhrCampus. They will be teaching you their special subject. In some modules, especially the higher ones, your lecturers will be experts from the business world.

A continuous and thorough quality management system guarantees that our teaching methods and the content and didactic standard of our teaching material are effective and up to date.



Our impressive record is proof: a distance learning programme like this is the ideal chance to study while you work.

» Study while you work

The modular distance learning course has been designed so you can carry on working full time while you are studying. Graduates gain a trans-sectoral qualification, providing them with a broad basis that will enable them to take on managerial positions.

You do not have to come to the campus to learn. Most of your work will take the form of self-learning. In addition, there are regular attendance phases that are often used to do case studies. All the attendance phases at Rhein-AhrCampus are on Saturdays, usually three to four times each semester, with an additional two to three days for exams. The attendance phases are designed to give you the opportunity to learn more about your course topics, to ask any questions you may have and to meet and talk with your fellow students, things that you can also do on the IT-supported learning platform. You can meet your lecturers face-to-face during the attendance phases, and you can contact them any time by email.



» How long will it be before the next career jump?

The length of the MBA distance learning programme is five semesters. In the fifth semester you write your master's thesis. Timing is flexible and you can extend or shorten your study period depending on your individual learning pace. You can also take a break from your studies. The teaching language is German, some lectures are in English. Business English training gives you the opportunity to improve your foreign language skills.

» Who can enrol?

You can enrol if you have graduated from a university or university of applied sciences, regardless of the subject you studied, or if you have a comparable academic qualification. In addition, applicants must have had at least



Students during the voluntary attendance phases

one year's practical work experience after gaining their degree. The deadline for applications is 15 January for the summer semester and 15 July for the winter semester. It is also possible to enrol without a degree. In this case, you will need to have at least five years pertinent professional experience, which means that you have held a responsible position, in particular in areas such as personnel and controlling, have experience working in projects or working abroad.

In addition, you will have to pass a qualifying examination. Applications for the qualifying examination can be submitted on 30 November or 30 May each year.





» What does the course cover?

The distance learning MBA course is divided into two parts. The first part (first and second semesters) covers the basics of business studies and management competency at an academic level. In the second part (third and fourth semesters) you specialise in one of six higher modules, which rounds off your core qualifications. These higher modules provide deeper and practice-based specialist knowledge and methodical skills and are related to particularly attractive and future-oriented branches and functions. What makes them particularly appealing is that their content is interdisciplinary: they cover not only business studies but – depending on the module – the fields of technology, jurisprudence or social sciences.





» The distance learning MBA foundation modules

The programme has been designed to prepare graduates to take on managerial positions. It is structured as follows:

| | | |
|---|---|---|
| Foundation modules 1st and 2nd semester | Modul B 01 economics | Modul B 05 accounting/taxation/ investments and financing |
| | Modul B 02 organisational behaviour | Modul B 06 human resources management |
| | Modul B 03 economic and labour law | Modul B 07 information management/ E-business/E-commerce |
| | Modul B 04 business administration/ management | Modul B 08 internationalisation/ cross-cultural competence |





» The distance learning MBA higher modules

The higher modules cover specialist content and are designed to enable students to explore particular fields of work within a specific sector.

The subjects covered in the higher modules will be continually adapted to meet demand.

| | | |
|-------------------------------------|--|--|
| Higher modules 3rd and 4th semester | Modul A 01 marketing | Modul A 04 financial restructuring and insolvency management |
| | Modul A 02 production management | Modul A 05 health and social economy |
| | Modul A 03 logistics management | Modul A 06 leisure and tourism management |





Project work

Module A 01 – specialisation marketing (advanced course units)

- » market research
- » strategic marketing I and II
- » operative marketing I
marketing organisation, supply-side policy
- » operative marketing II
reciprocation policy
- » operative marketing III
communications policy, merchandising
- » international marketing
- » special marketing law

Module A 02 – specialisation product management

- » job design
- » production organisation
- » plant planning
- » plant planning case study
- » production logistics

Module A 03 – specialisation logistics management

- » basics of logistics management
- » technical fundamentals of logistics
- » logistics in companies
- » logistics in the service sector
- » logistics management case study



Module A 04 – specialisation financial restructuring and insolvency management

- » redevelopment strategies and chances to restructure companies in financial crises
- » legal structures during company crises in financial restructuring and bankruptcy
- » management systems for avoiding and coping with crisis
- » communicating during a crisis
- » financing and bank behaviour during financial restructuring and bankruptcy
- » appealing against actions damaging the creditor during crises and bankruptcy
- » financial restructuring and sale of corporations
- » legal risks during company crises and in acquisitions out of bankruptcy

Module 05 – specialisation health and social management

- » basics of health and social economy I
- » basics of health and social economy II
- » managing health and social organisations I (social marketing, social law)
- » managing health and social organisations II (industrial law)
- » financing and remuneration in health and social institutions
- » controlling in health and social institutions



Lecture during an attendance phase

Module A 06 – specialisation leisure and tourism management

- » basic leisure and tourism management
- » tourism policy, sustainable tourism management
- » travel and tourism law
- » quality management in the leisure and tourism industry (the leisure and tourism industry – the economic perspective)
- » marketing for leisure and tourism businesses
- » urban and regional marketing
- » controlling in leisure and tourism companies
- » managing tourist organisations, travel and event management





» Who is an MBA postgraduate course particularly suited for?

The variety of careers in the areas of leisure and tourism, the health and social sectors, financial restructuring and insolvency, marketing, logistics and product management is exceptionally high.

The course is suitable for anyone aiming at or already in a position in middle or senior management. It targets project managers and department heads as well as executives. Based on the degree you already have and the special focus during your course, you will be carefully coached to take on management responsibilities. The qualification also opens the door to employment in the upper grade of the German civil service (*Höherer Dienst*) and can be the first step to a PhD programme.





» Attractive study fees – high quality qualification!

You will find the current study fees on our homepage
www.fernstudien-mba.de.

The study fees include

- » individual guidance in your subject
- » study guide and other teaching materials
- » attendance phases
- » tests
- » correction of written work
- » online learning platform

These fees can usually be deducted as tax-allowable or special expenses. The qualification "Master of Business Administration" is awarded after successful completion of examinations. We would like to refer you to the special qualification gained after the successful completion of an advanced module (work practice specialisation).

Student guidance



» Where can I find out more?

Candidates are admitted each semester.

For more information, please contact:

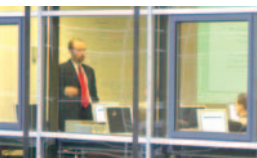
**FH Koblenz, RheinAhrCampus
FB Betriebs- und Sozialwirtschaft**

Gabriele Schwantge (M.A.)
Südallee 2
53424 Remagen, Germany
Tel.: +49 2642 932-413
Fax: +49 2642 932-377
info@fernstudien-mba.de
www.fernstudien-mba.de



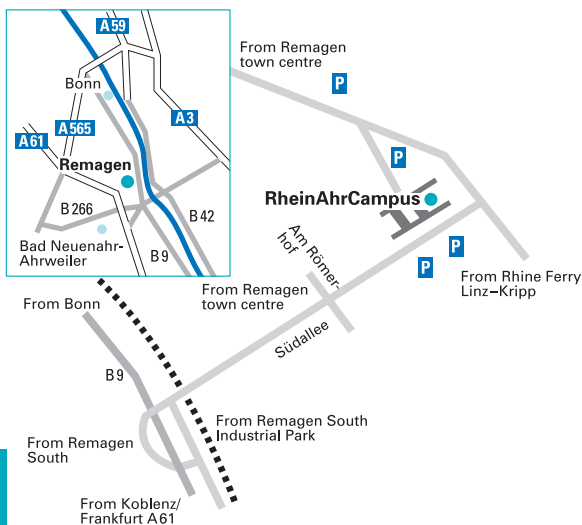
**ZFH – Zentralstelle für Fernstudien
an Fachhochschulen**

Rheinau 3-4
56075 Koblenz, Germany
Tel.: +49 261 91538-0
fernstudium@zfh.de
www.zfh.de





» How to find us



From Cologne

Take the A 55 until the junction Bonn-Nord, then turn onto the A 565 in the direction of Koblenz. Carry on until the exit Bonn-Poppelsdorf, then follow the road. After 2 kilometers the road (Reuterstraße) joins the B 9. Follow the B 9 in the direction of Koblenz and drive through Remagen, exiting at Remagen Süd. Then follow the signs.

From Koblenz

Leave the A 61 at the Koblenz junction and take the A 48 in the direction of Höhr-Grenzhausen/Montabaur. Take the exit Koblenz-Nord and drive in the direction of Bonn on the B 9 until the exit Remagen Süd. Then follow the signs.

Fachhochschule Koblenz
RheinAhrCampus Remagen
University of Applied Sciences

Südallee 2
53424 Remagen, Germany

Tel. +49 2642 932-413

Fax +49 2642 932-377

info@fernstudien-mba.de

www.fernstudien-mba.de

Dezember 2006