

Inhaltsvorstellung

Executive MBA

in Communication and Leadership



Eine Qualifizierungsprogramm der Technischen Universität München,
mitbegründet von Bertelsmann Stiftung, Heinz Nixdorf Stiftung und Daimler-Fonds

Subjects (1/3)

▪ **Business Strategy**

SELECTED COURSEWORK: Business Simulation, Corporate Strategy, Innovation Management, Risk Management, Strategy Management, Supply Chain Management

SELECTED LECTURERS: Prof. Dr. Thomas Hartung (Universität der Bundeswehr), Prof. Dr. Joachim Henkel (TU München), Prof. Dr. Rainer Kolisch (TU München), Dr. Ralf Klotzbücher (BMV - München), Manfred Hasenbeck (BurdaYukom Publishing GmbH), Wolfgang Mildner (PolyIC GmbH & Co. KG), Klaus Rütt (TUI AG)

▪ **Corporate Communications Management**

SELECTED COURSEWORK: Corporate Social Responsibility, Crisis Communication, Internal Communication, Planning Corporate Communication, The Communication Orchestra, Value Creation and Communication

SELECTED LECTURERS: Prof. Dr. Manfred Bruhn (Universität Basel), Prof. Dr. Bernd Schuppener (Hering Schuppener GmbH), Prof. Dr. Klaus-Peter Wiedmann (Universität Hannover), Dr. Matthias Fritton (Dresdner Bank), Dr. Alexander Güttler (komm.passion GmbH), Dr. Christoph Walther (CNC - Communications & Network Consulting AG), Béla Anda (AWD AG), Emilio Galli-Zugaro (Allianz AG)

▪ **Economics**

SELECTED COURSEWORK: Macroeconomics, Microeconomics, Strategic Behavior

SELECTED LECTURERS: Prof. Dr. Robert Frh. von Weizsäcker (TU München), Dr. Bernd Süßmuth (TU München)

▪ **Finance, Accounting and Controlling**

SELECTED COURSEWORK: Capital Markets and Financial Communication, Corporate Finance and Valuation, Financial Statements and the Management Report, Management Accounting

SELECTED LECTURERS: Prof. Dr. Klaus Möller (Universität Göttingen), Prof. Dr. Martin Wallmeier (Universität Fribourg), Dr. Michael Dobler (LMU München), Dr. Silvia Hettich (Allianz AG), Dr. Herbert Schmidt (BWV - München), Bernd Mühlfriedel (12snap AG)

Subjects (2/3)

▪ Human Resource Management

SELECTED COURSEWORK: Creative Talent Management, Human Resource Management, Recruiting and Personnel Development Strategy

SELECTED LECTURERS: Dr. Bernhard Rosenberger (Rosenberger&Rosenberger), Dr. Christina Rothhaar (IAK - Institut für Angewandte Kreativität), Ernst Baumann (BMW AG), Mark Wössner (CITI-Group)

▪ International Management

SELECTED COURSEWORK: Business in Eastern Europe, Doing Business in Asia, International Business, Macroeconomical Environment in Asia

SELECTED LECTURERS: Prof. Dr. Ainars Dimants (Turiba Business School Latvia), Prof. Dr. Steven Dong (Tsinghua University), Prof. Dr. Xiguang Li (Tsinghua University), Prof. Dr. Patricia Riley (USC Annenberg School), Luc Albert (Swiss Re Germany AG), Alan Wheatly (Reuters)

▪ Knowledge and Information Management

SELECTED COURSEWORK: Information Management, IT Governance, Knowledge Management, New Technologies

SELECTED LECTURERS: Prof. Dr. Rudy Hirschheim (Louisiana State University), Prof. Dr. Helmut Krcmar (TU München), Prof. Dr. Florian von Wangenheim (TU München), Dr. Jan-Marco Leimeister (TU München)

▪ Law and Normative Standards

SELECTED COURSEWORK: Business Ethics, Business Law, Corporate Disclosure and Corporate Governance, Intellectual Property Law

SELECTED LECTURERS: Prof. Dr. Uwe Meyer (Rechtsanwalt), Prof. Dr. Axel von Werder (TU Berlin), Dr. Andreas Grabenstein (persönlichkeitðik), Dr. Matthias Lausen (Lausen Rechtsanwälte), Dr. Thomas Zeilinger (persönlichkeitðik)

Subjects (3/3)

▪ Leadership Excellence Management

SELECTED COURSEWORK: Corporate Leadership and Leadership Systems, Leadership and Corporate Culture, Self-Leadership and Leadership Communication, Structural Change and Leadership Development

SELECTED LECTURERS: Prof. Dr. Dr. h.c. mult. Wolfgang A. Herrmann (TU München), Prof. Dr. Edward G. Krubasik, Prof. Dr. Prof. h.c. Dr. h.c. Ralf Reichwald (TU München), Dr. h.c. Rudolf Gröger (O2 Germany), Dr. Dirk Osmetz (Musterbrecher® Managementberater), Dr. Markus Sulzberger (UBS AG)

▪ Marketing Strategy and Customer Orientation

SELECTED COURSEWORK: Brand Management, Integrated Marketing Communication, Marketing Fundamentals, Relationship Marketing, Social Marketing

SELECTED LECTURERS: Prof. Dr. Manfred Bruhn (Universität Basel), Prof. Dr. Hans-Dieter Dahlhoff (Universität Kassel), Prof. Dr. mult. Heribert Meffert (Westfälische Universität Münster), Dr. Thomas Gaulty (CNC - Communications & Network Consulting AG), Dr. Markus Pfeiffer (Vivaldi Partners), Bernhard Schneider (BMW AG)

▪ Negotiations and Media Competence

SELECTED COURSEWORK: Media Theory, Media Training, Negotiations

SELECTED LECTURERS: Dr. Josephine Hofmann (Fraunhofer-Institut für Arbeitswirtschaft und Organisation), Dr. Holger Sievert (komm.passion GmbH), Eckard Wruck (Lechwerke AG)

▪ Organizational Communication and Change

SELECTED COURSEWORK: Change Communication, Change Management, Mergers and Acquisitions, Organizational Change, Restructuring and Liquidation

SELECTED LECTURERS: Prof. Dr. Hans Pongratz (LMU München), Prof. Dr. Rainer Trinczek (TU München), Dr. Hans-Joachim Gergs (Audi AG), Dr. Christian Lawrence (Münchner Rück AG), Anabel Houben (C4 Consulting), Werner W. Klingberg (Deutsche Bahn AG)

▪ Teambuilding and Motivation

SELECTED COURSEWORK: Communication & Feedback, Adventure-Based Learning, Outdoor Experience

SELECTED LECTURERS: Adi Luger (Sportphilologe), Claudia Paul-Helten (TU München)