



CHINA-EUROPE EMBM

Master of Business Marketing

China-Europe Executive Master of Business Marketing

- 16 months part-time executive program by Freie Universität Berlin in cooperation with Guanghua School of Management at Peking University
- Distance study program with on-site seminars in Berlin and China
- Intercultural learning experience with European and Chinese participants
- Content: marketing & sales from a European perspective, China/European & intercultural studies, as well as doing business in China
- Program language: English
- Personal academic supervision and advising
- More than 30 years of experience in executive management education
- Degree earned: "Master of Business Marketing (MBM)" by Freie Universität Berlin; Certificate "Doing Business in China" by Guanghua School of Management, Peking University
- MBM Alumni Network

Design: Freie Universität Berlin, Center for Digital Systems

Learning in a Changing World

The markets for industrial goods and professional services are constantly in flux. That means it is critically important for businesses to develop and maintain a climate of ongoing learning and proactive conduct among all employees.

Over the past decade, China has developed into a global economic power-house and overtaken Germany to become the world's greatest exporter in 2009. On the one hand, doing business in China is still something quite different than dealing with Western trade partners for Europeans. On the other hand, engaging in economic activities in Europe may be completely novel for many Chinese executives.

To face these challenges from both perspectives, Freie Universität Berlin collaborates with Peking University to offer you a new part-time executive program: The **China-Europe EMBM**. The program relies on more than 30 years of experience in executive management education in the business-to-business realm. Linked by over three decades of partnership, Freie Universität Berlin and Peking University enjoy an outstanding reputation in Germany and China.



Photo: Bernd Wannenmacher

Program Key Facts

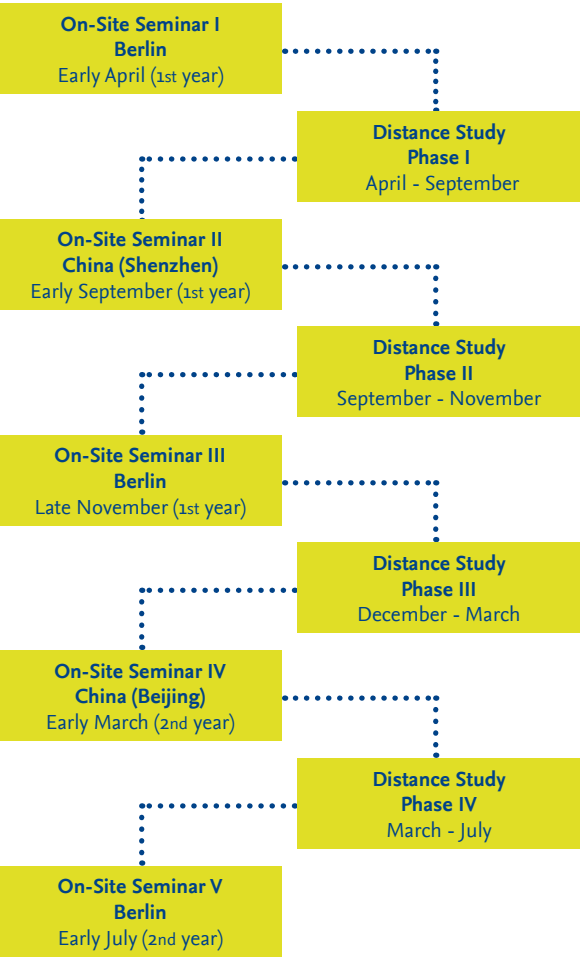
Target Group	European and Chinese executives and junior managers whose activities focus on marketing & selling products and/or services to business customers in a Sino-European environment
Content	• Marketing & sales from a European perspective • Strategy, management and intercultural studies • China/European studies: law, politics, history, and culture • Doing business in China
Admission Requirements	• Prior academic degree • Relevant professional experience (typically not less than one year after first academic degree) • English language certificate (CEFR: Level B2)
Location	• On-site seminars in Berlin and China • Distance study and learning from anywhere
Program Duration	16 months / starting early April (each year)
Degree Earned	"Master of Business Marketing (MBM)" by Freie Universität Berlin; Certificate "Doing Business in China" by Guanghua School of Management, Peking University
Tuition Fees	EUR 22,000 (incl. accommodation, lunch and all course materials; travel expenses are not included)
Application Period	December 1 – January 15 (each year)

Content

The **China-Europe EMBM** program conveys important Sino-European business know-how which you need for successfully marketing and selling goods or services to business customers in both markets: knowledge of marketing & sales from a European perspective, basics in strategy, management, intercultural and China/European studies, as well as doing business in China.

Program Overview

Duration: 16 months, from early April (1st year) to early July (2nd year)



Our Top Principle: Customer Orientation

Solid academic foundation with reference to real-world practice

The **China-Europe EMBM** program includes instruction in systematic academic methods you can use to analyze, plan, and design your current and future range of tasks from the perspective of the overall business. The conceptual design is based on the current requirements of professional practice. Our nearly 30 years of experience in educating working professionals show, that the majority of the master's degree theses written are implemented in practice.

Part-time concept designed for working professionals

The **China-Europe EMBM** is a distance study program for working professionals with integrated on-site seminars, which accommodates the busy life situations and time constraints of executives and junior managers.

Interdisciplinary approach

The program gives you a contemporary understanding of industrial marketing processes and decisions, which you can leverage as the basis for an interdisciplinary approach in your thinking and management as you interface with others. The curriculum combines intercultural studies, elements of business administration, economics, and behavioral science with the specialized knowledge you bring with you from your professional practice.

Intercultural learning experience

Executives mainly from Europe and China study together and thus have ample opportunity to learn from each other by sharing perspectives.

Flexibility

The study program is designed to ensure that you can concentrate on the content that matches your interests and activities. You may also adjust the weekly study workload to accommodate your professional requirements.

Personal academic supervision and advising

To ensure ongoing individual supervision and advising for program participants during the distance study phases, each student has a personal study advisor. Advising is provided during the distance study phases via individual phone advising sessions and by e-mail as well as on an online portal.

Conception

The **China-Europe EMBM** is a part-time, distance study program with integrated on-site seminars in Berlin and China.

On-site seminars

The on-site seminars take place at Freie Universität Berlin and Guanghua School of Management. During the seminars, you will attend lectures that introduce you to a particular topic. Following the presentations, you will have the opportunity to put your newly acquired knowledge into practice. Working in intercultural groups with other students, you will discuss and solve case studies on a topic that has been introduced in theoretical terms. Participants practice teamwork skills, tolerance, and persuasiveness during our seminars through project work, group work, and presentations. Case studies drawn from real-world practice are used to analyze actual market situations and develop concepts that can be used as possible solutions. The program also features a range of presentations by marketing and sales decision makers to ensure that the program content is relevant to real-world practice.

Distance study phases

During the distance study phases you receive study material in regular intervals. The study material consists of textbooks, exercises, and written assignments, which you work through on your own. Each text contains a number of examples tying in with real-world practice. Your work on the written assignments can directly benefit your professional practice even before you have completed the study program. Your dedicated, personal study advisor offers you support during the distance study phases.

Contact

Jingjing Liu • Tobias Grossmann
Arnimallee 11 • 14195 Berlin • Germany
Tel.: +49 30 838-58182 • Fax: +49 30 838-4 58182
E-mail: china-europe-embm@fu-berlin.de

Program Directors

Prof. Dr. Dr. h.c. Michael Kleinaltenkamp
Prof. Dr. Ingmar Geiger

www.wiwiss.fu-berlin.de/en/mbm

