

THE INNOVATIVE

Business School

Part-time education for working professionals is a trend that companies and society have to embrace. The same goes for the call to educate people not only in their fields of expertise but also in personal and corporate responsibility. With these aims in mind, we specialise in the fields of management and law, offering both part-time degrees and executive education.



Prof. Dr. Dirk Zupancic

President

Professor of Industrial Marketing and Sales

We work in close partnership with our students and our corporate clients. In our master's programmes, students integrate professional experience directly with coursework. Highly skilled international faculty and attentive staff provide the support students need to complete a postgraduate degree while working full-time. In our General Context Programme, students find inspiration and opportunities for personal growth. Through Executive Education we offer wide-ranging and innovative options: individual Senior Executive Coaching, open enrolment and in-house seminars, webinars, corporate university programmes, certifications, and more. Our partners benefit from our expertise in designing educational formats exclusively for working professionals.

Therein lies our core competency, as manifested in our faculty, guest faculty, services and infrastructure. All our activities are connected to research, and we insist on high-quality research into innovative topics with direct practical application. We present our findings at international conferences and publish in scholarly journals while also targeting a clear impact on business practice.

For us, science and practice must be mutually beneficial. The same applies to our own doctoral programme with the European University Viadrina and our doctoral collaborations with institutions such as the University of Mannheim, University of St. Gallen, University of Bamberg, University of Hohenheim. This brochure will give you an overview of our various endeavours. We look forward to engaging with you at your company, at trade fairs and events – or during a visit to our Campus for Lifelong Learning, the Bildungscampus, in Heilbronn.

Sincerely yours,

Dirk Zupancio

Our School

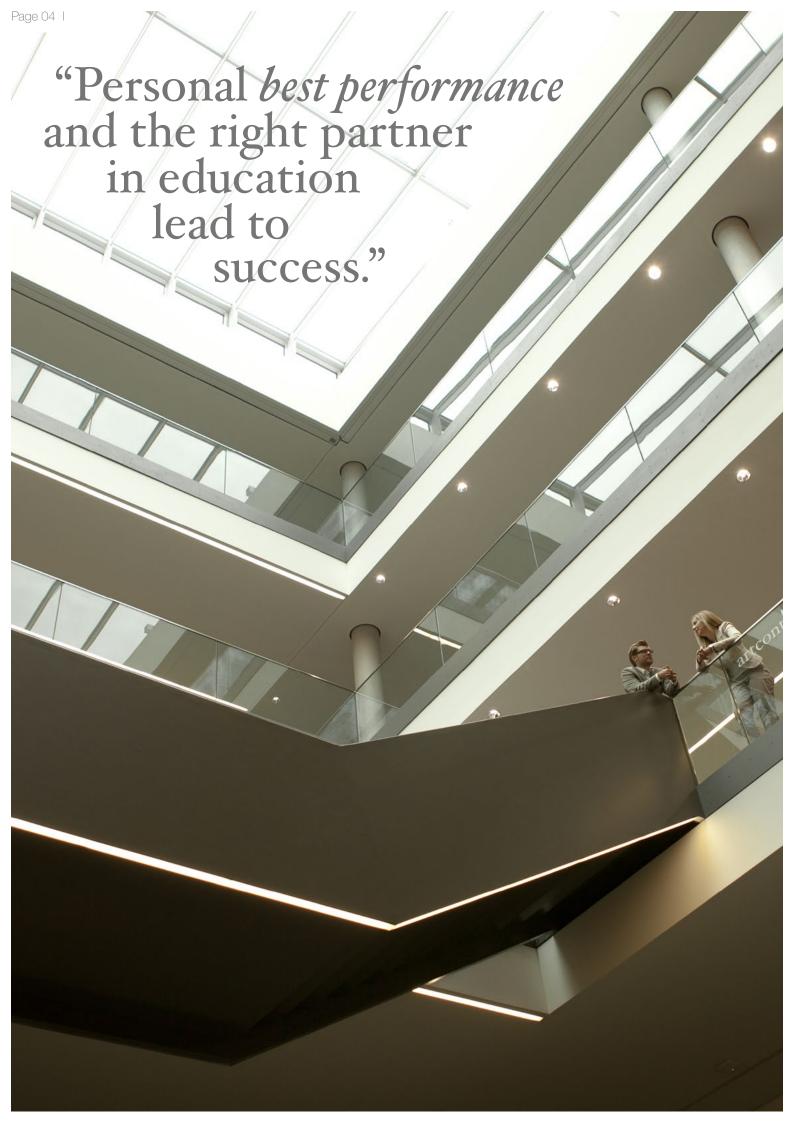
We are an innovative business school specialising in management and business law, located in Heilbronn in the midst of one of Germany's most successful economic regions.

What We Stand For

We educate responsible business leaders. We conduct research into the success factors behind world market leaders and generate knowledge, particularly with regard to our key concerns: innovation, entrepreneurship, and compliance.

Your Future in Focus

We guide entrepreneurs, business leaders and students toward the knowledge and personal strength demanded by the global economy. We support you as you identify the right questions to ask within and on behalf of your company and as you find the best answers.



President's Welcome | Page 02 A Word from the Founder | Page 06

Degree Programmes

Degree Programmes at GGS | Page 09
Everything You Need | Page 10
Here's Why I'm at GGS | Page 12
From Those in the Know... | Page 14
Degrees | Page 16
Master of Business Administration (MBA) | Page 18
MSc in Management | Page 19
The Leeds MSc in Business Management | Page 20
LL.M. in Business Law | Page 21

Join the Team – Renew Your Energy through GGS Sports | Page 22 Responsible Leadership – Heilbronn Management Dialogues | Page 22 Faculty Days – a Unique Tradition at GGS | Page 23 International Study Tours – New Horizons | Page 23

Executive Education

Continuing Education | Page 24 From Those in the Know ... | Page 26

Research

Generating Knowledge | Page 28 Our Faculty Experts | Page 30

Alumni Association for Lifelong Networking | Page 32 General Context Programme | Page 32

"Business success means courage to lead and innovate."

The German Graduate School of Management and Law is a project of great importance to me. To stay ahead in international competition—now more intensively than ever—we have to educate gifted young adults and nurture management talent so that they can realise their full potential as the next generation of business leaders.

The German Graduate School of Management and Law is a university with a business school curriculum that attracts and motivates young people and managers in this region and beyond. It is a place where administrators, professors, lecturers, students and staff work together in a goal-oriented and unbureaucratic manner. Excellence and efficiency are its strengths. As a private business school, GGS takes advantage of the flexibility afforded by the sponsorship of a foundation, a freedom that allows it to develop,

test, and implement new ways of integrating discovery, knowledge, learning, and practice. A business school with an innovative and international attitude, GGS is a place of intercultural learning and understanding. Here we promote not only the coming generation of business leaders but also the economically vibrant region of Heilbronn-Franken.

Dieter Schwarz





Degree Programmes at GGS.

All degree programmes at GGS offer rigorous, thorough and practice-oriented education in the fields of management and business law. In addition to the primary subjects of study, your personal development receives close, individualised attention.



Your Success is Our Goal

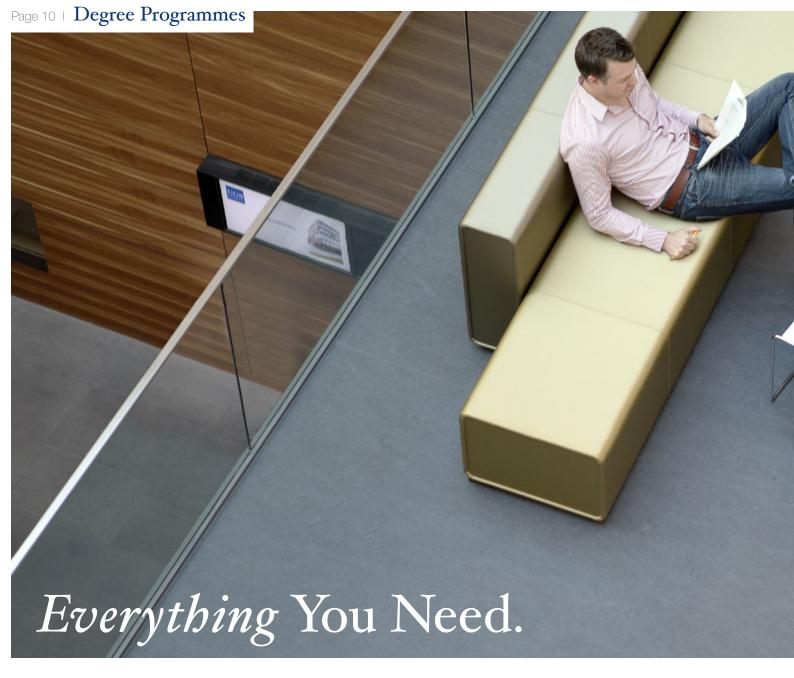
If you are a university graduate (cooperative university, university of applied sciences, or university), if you are looking for a master's degree that fits with your full-time job, and if you know the value of perfect support given by highly qualified professionals, then we master's degree under optimal are the ideal partner for you. Our international faculty from leading business schools prepare you for new challenges and guide your development as a responsible business leader who sees well beyond regional boundaries.

Programme Format and Design

The weekend format with occasional one-week modules allows for an ideal synergy between work and study. Take advantage of our small class sizes, where faculty can pay close attention. Pursue your conditions.

Mentoring and Feedback

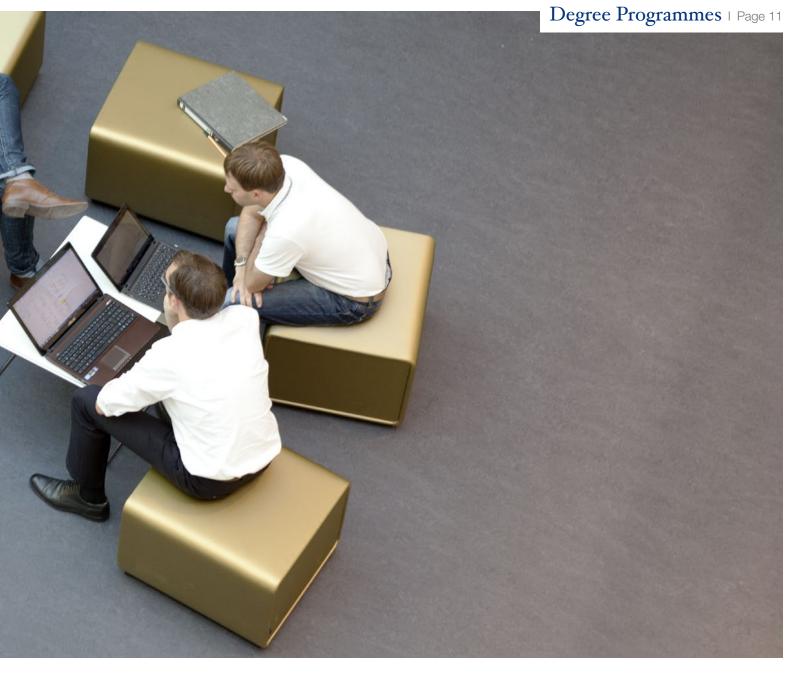
Continual advising and regular feedback on your academic progress and achievements are at the core of the programme. Our faculty pay close attention to your development, and our ever-growing Alumni Association is at your side. We are all focused on the same goal: your personal growth and your mastery of important leadership and decision-making skills.



We're there for you ready to share the latest from research and practice, to offer advice and support, and to direct you toward the information you seek. **Our online eLearning** platform and eLibrary, and of course direct contact with us, will keep you in the loop. We are there for you when you have questions or need assistance, whether it's something about your studies or a matter of the day-to-day.

Real Life Learning

You will be able to integrate your own job situation directly into our course content throughout the programme. In small groups you will have the opportunity to discuss your own work experience. As you hear about the challenges faced by your classmates, you will find insights and analyses that you can apply to your own work. Together we solve the real challenges you face.



Expertise

Take advantage of the academic and practice-oriented expertise of our professors, guest professors, and lecturers, who will tailor their teaching to your needs. Place your own potential in their hands as they accompany and support you in your development as a responsible business leader.

Visiting Faculty

Through our close international relationships you will have access to a range of highly qualified experts from leading universities around the world. Well over 50 guest professors and lecturers offer an extraordinary wealth of knowledge and experience.

Work-Study-Life Balance

We know the importance of a healthy work-life balance and will help you reconcile your career and your personal life. A successful professional career is like a marathon. Since sports are an integral part of a work-life balance, our extracurricular activities not only include lectures, social events, Faculty Days, and General Context events, but also a wide range of sports activities.

Staying Connected

Join the dynamic GGS
Alumni Association and stay connected with your peers and faculty well beyond your degree programme.
Keep your edge, use your contacts, and converse with faculty, students and graduates. Attend regular events, make new friends, and enjoy the company of like-minded peers.

1. Success and Responsibility Master's degrees for

successful business leaders who seek to develop both expertise and social responsibility.

2. Part-Time Programmes

for Working Professionals An ideal synergy between your job
and your studies is made possible through weekend courses.

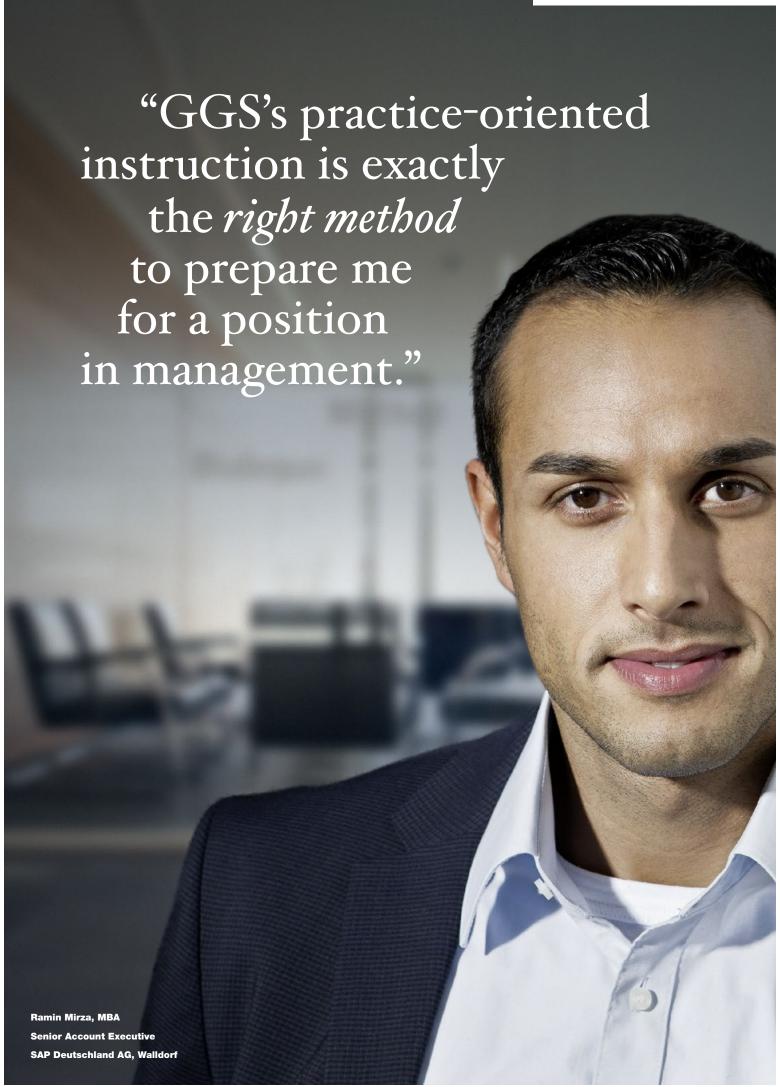
It's our specialty, and people notice it from the first day.

3. International Best Practices

GGS faculty and guest faculty from international universities adhere to the teaching standards of top business schools.

- 4. Interdisciplinary Our faculty's expertise brings management and law together, and we can tailor interdisciplinary offerings that meet current business demands.
- 5. Innovative We innovate through research, fresh programme design, and novel methods of teaching and learning.
- 6. Scholars hips Generous scholarships from the Dieter Schwarz Foundation facilitate the financing of your education.
- 7. International Study Tours Company visits, talks and discussions at top international universities, as well as unforgettable encounters with other countries and peoples.
- 8. Modern Teaching Methods Interactive learning in small groups based on challenges and tasks encountered by students on the job (Real Life Learning).
- 9. Work-Life Balance A broad array of services to help you keep on top of your studies, your job and your life.
- IO. Alumni Association A vibrant career network and more:

 exclusive lecture series, excursions and international study tours, gatherings, and dialogues on management.



Ana Cristina Zimmermann, MBA Head of Marketing & Sales Fripac-Medis GmbH, Spiegelberg

"My degree from GGS has been critical to my career development. My company entrusted me with responsibility early on. Now, thanks to my MBA, I'm moving into a leadership position. My studies at GGS prepared me perfectly for this step."

From Those in the Know...



Karl-Heinz Schwarz CEO

WITTENSTEIN AG, Igersheim

"Training and professional development for our employees are very important because we need an increasing number of well-educated staff to support our company's growth. Beyond that, Lifelong Learning is part of everyone's personal and professional future. We are delighted to be building our cooperation with GGS. We are pleased to support staff members who have spent a number of years on the job and now seek a master's degree. With GGS as a partner, these students are in the best hands."



Prashant S. Pawar, MBA

"The MBA program offered by GGS is 100% in English, and specialization options provided perfectly suit my expectations. Learning methods are tailored to the needs of working professionals, and most important for any student are the faculty members, I can only say, 'awesome'. All professors whom I have met so far are expert in their respective areas and provide a great deal of support to ensure that the topic is well understood by the students."

Heike Hodapp, MBA

"If I could decide all over again, I'd still choose the MBA programme at GGS. The format fit perfectly with my full-time job. GGS's international faculty were excellent, and the exchange among students from different fields and industries added tremendous value on both the academic and the personal level."





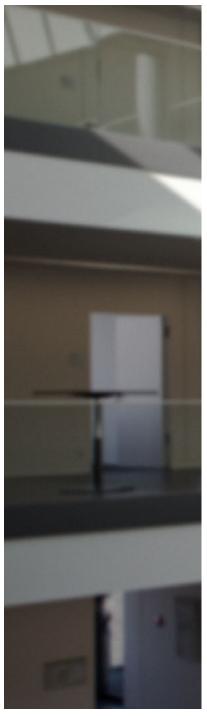




Manuel Friedmann, MBA Real Estate Director Kaufland Foundation & Co. KG, Neckarsulm

"I especially like the energy and start-up feeling at GGS.

Management and the whole team are highly motivated and dedicated. The top-level accreditation, the promising opportunities, the excellent facilities and naturally the teaching style here all help me to prepare for the next management tasks and to gain a better understanding of my business environment."





Degrees:

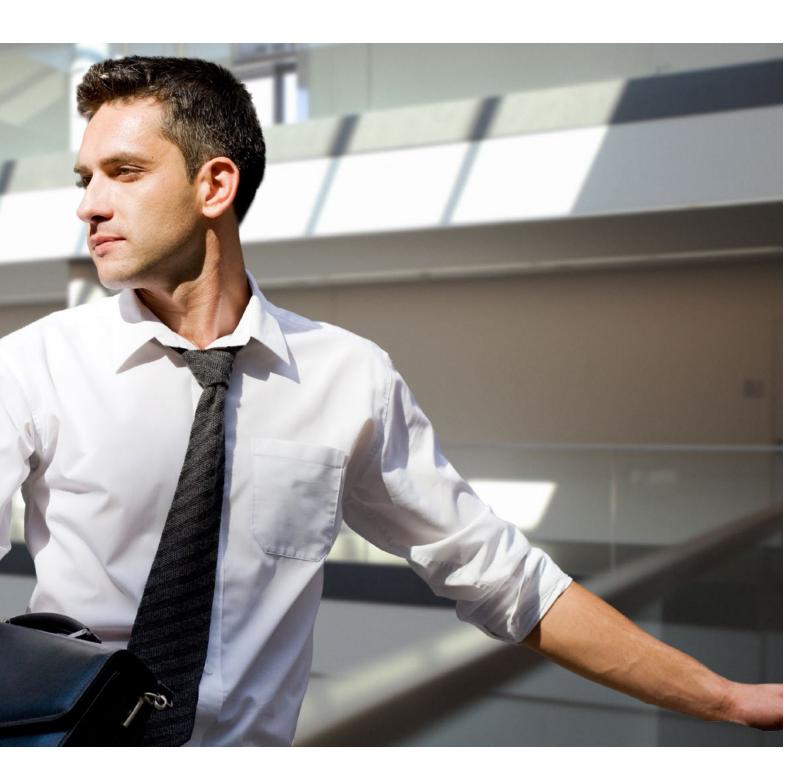
Our **MBA** (Master of Business Administration) is open to graduates with a first degree (bachelor's or equivalent) in any subject area and at least three years of work experience. It is designed for people who want to take on new management responsibilities.

Your pathway to becoming a business leader with special know-how is the MSc in Management – Retail Logistics, Service Management or Technology and Innovation Management, and you can start right after your bachelor's.

The Leeds MSc in Business Management, offered through our partnership with the Leeds University Business School, is an excellent option for students who wish to continue at the master's level directly after their bachelor's degree without prior work experience.

The **LL.M.** in **Business Law** is for non-lawyers who confront the complex interplay of business and legal matters in the corporate environment and seek further qualification to meet these challenges.





All degree programmes reflect our high quality standards and are certified by major accreditation organisations. GGS master's degrees are accredited by FIBAA, the MSc programme by AACSB, AMBA and EQUIS. Additionally, further international accreditations are underway, and the German Council of Science and Humanities exercises continual oversight.

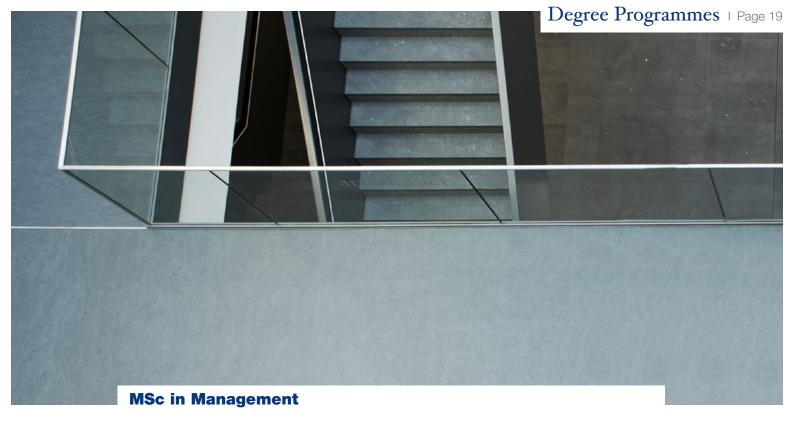


Leaders and entrepreneurs aren't simply born as such. The MBA degree will unleash energies in you and in your company that you didn't even know were there – all to the benefit of your customers and yourself. The MBA programme, designed to complement a full-time job, will equip you for challenging management tasks, sharpen your entrepreneurial awareness, and develop your strategic approach to situations. Together we will tap your innovative potential and refine your decision-making skills. With these advanced skills, you will be able to recognise conflict before it escalates and better manage crisis situations. You will expand your personal and professional networks. And you will accomplish all this without limiting your creativity or losing sight of your professional commitments.

The optional **International Summer Academy** takes an intensive look at current management issues and brings you together with students from our international partner schools.

Programme	MBA
Target group	Graduates of universities, universities of applied sciences and cooperative universities in any field of study with at least 3 years' work experience (in exceptional circumstances requirement can be reduced to 2 years)
Format	Part-time for working professionals, 18 weekends (Friday to Sunday), four one-week residencies (Saturday to Thursday)
Language	English
Faculty	GGS regular faculty and visiting faculty from international business schools
Accreditation	FIBAA
Duration	24 months incl. master's thesis
Intakes	Two per year (April and October)
Students admitted	Max. 25 per intake
Location	Heilbronn





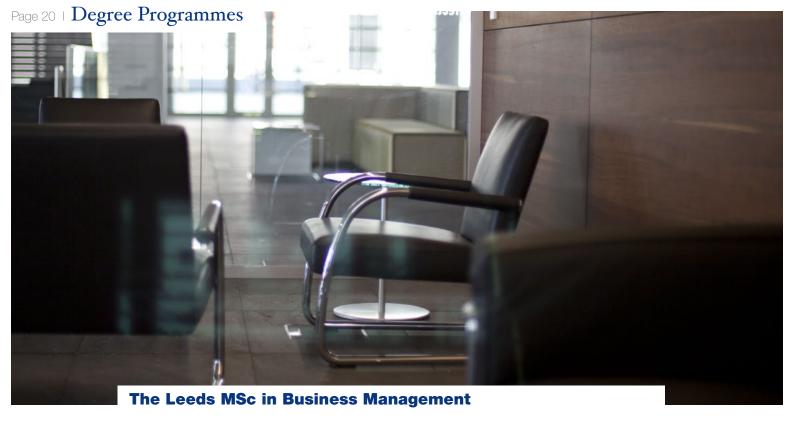
Expand your skills to become a business leader with special know-how. Through the MSc in Management, you will deepen your specialisation in your chosen focus and obtain a prestigious master's degree in the process. In addition to your specialisation, you will also develop your knowledge of General Management. Earn the degree as a working professional, straight after your

bachelor's with no prior job experience, and develop your skills with the guidance of our experienced faculty.

We are certain that with your new know-how and personal development, you will be ready for new career challenges.

Programme	MSc in Management – Retail Logistics Service Management Technology and Innovation Management
Degree	Master of Science (MSc)
Target group	Graduates with bachelor's degrees in business, economics, industrial engineering, business information systems, or similar
Format	Part-time Thursday thru Saturday
Language	German, max. 15 % English
Faculty	Faculty from GGS and other business schools
Accreditation	FIBAA
Duration	24 months incl. master's thesis
Intake	Once per year in October
Students admitted	Max. 35 students per course
Location	Heilbronn





If you are looking for an international graduate degree directly upon completion of your bachelor's at a university, then the Master in Business Management is where you belong. In cooperation with the Leeds University Business School (LUBS), we offer leadership high potentials a master's degree to match their future promise. Expand your horizon with management knowledge and

analytical skills under the tutelage of highly qualified LUBS faculty. During the Leeds Week, packed with academic and social activities, you will discover British firms, learn the challenges faced by British managers, and present and discuss your findings in a plenary session with academics and industry experts.

Programme	The Leeds MSc in Business Management
Degree	Master of Science (MSc) from the Leeds University Business School (LUBS)
Target group	Management high potentials with a professional undergraduate degree (e.g., bachelor's), without prior job experience
Format	Part-time, 11 modules, 21 weekends
Language	English
Faculty	Faculty of the Leeds University Business School
Accreditation	AASCB, EQUIS and AMBA
Duration	21 months incl. master's project
Intake	January
Students admitted	Max. 25 per year
Location	Heilbronn









Business executives face numerous situations with legal implications and must be prepared to make informed decisions. Become aware of the legal impact of your decisions before you have to make them. Develop the skills in risk assessment and problem solving that you need in your executive role to address legal problems effectively. With the LL.M. we offer an internationally recognised credential that is available to non-lawyers as well as business attorneys.

The programme will equip you to work more effectively with internal and external advisors

so that you can evaluate legal questions and risks faced by your executive team. Additional topics of study include negotiation and conflict management skills.

Programme	LL.M. in Business Law
Degree	LL.M. (Master of Laws)
Target group	Graduates of universities, universities of applied sciences and cooperative universities in all fields of study with at least one year's work experience
Format	Weekend format for working professionals
Language	German, with occasional units in English
Faculty	Professors from GGS and other internationally renowned universities as well as expert practitioners
Accreditation	FIBAA
Duration	24 months incl. master's thesis
Intake	October
Students admitted	Max. 25 per year
Location	Heilbronn



Join the Team - Renew Your Energy

A healthy work-life balance means taking time to rejuvenate after the demands of your studies and your workday so you can prepare yourself for new challenges. Whether it's the dragon boat races, the Trollinger Marathon, or the City Triathlon, you will find something in our programme that's right for you. Join the GGS-Masters Team and experience team spirit in a whole new way.

"We enjoy success together."





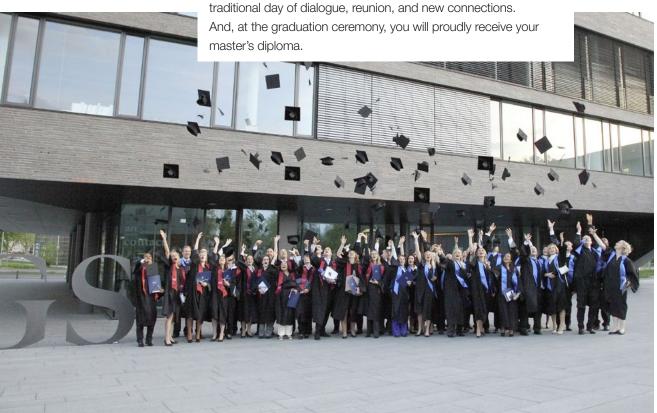


Responsible Leadership – Heilbronn Management Dialogues

Liz Mohn, Wolfgang Grupp, Franz Fehrenbach, Oliver Kahn, Reinhard K. Sprenger, Götz W. Werner and Richard David Precht are just a few of the presenters who have addressed compelling management topics in the Heilbronn Management Dialogue series. Selected guests attend these exclusive events and enter into dialogue with our prominent speakers about what it means to lead responsibly in organisations and in society.

Faculty Days - a Unique Tradition at GGS

Join classmates, alumni, GGS professors, visiting international faculty, and staff of the German Graduate School of Management and Law for our annual Faculty Days gathering. Workshops, networking, and celebration are the main events during our





International Study Tours -New Horizons

During our International Study Tours we leave familiar locales behind and go to places of discovery and encounter in the business world. Pack up and take off with GGS on a memorable international trip. Observe other countries and experience new cultures. Visit renowned universities and steal a look behind the scenes at local companies. Get to know your travel companions and take advantage of the opportunity for in-depth interdisciplinary

discussion and networking. Whether it's China, the USA, Brazil, India, South Africa or Turkey – it's an annual highlight that students and alumni won't want to miss.

Executive Education

Entrepreneurs and business leaders find themselves in an increasingly dynamic and demanding environment. We believe that solid continuing education in management and law plays a decisive role in the success of firms and organisations. Therefore, in addition to our degree programmes, we offer executive education.

We offer a wide range of courses to meet the needs of companies, managers, and junior executives including open-enrolment programmes and customised programmes tailored to your company. Our faculty and executive education partners are selected specifically for these programmes. Using the best pedagogical strategies, our courses emphasise practical applications.

A Few Examples:

The compact, intensive seminar "B2B-Marketing and Sales" or the "Young Leadership Certificate" for high potentials.

GGS Online Seminars take a one-hour in-depth look at a series of topics, such as "Top Performance in Sales" and "Intercultural Competence" as well as legal topics like "Information Management for Lawyers" and "Whistleblowing between Labour Law and Protection of Privacy".

A company-specific programme for the BERA Corporate University. GGS faculty and BERA staff work together to provide regular modules in labour law, controlling, marketing and other topics in general management.

A further in-house programme is Läpple Talent Management. Selected high potentials from Läpple and its subsidiary Fibro receive talent development training for future leadership roles in the company.

We maintain partnerships with renowned universities and serve as a location and partner for continuing education courses. One example is the Sales Manager Diploma HSG (Diplom Vertriebsmanager HSG), a collaboration with the University of St. Gallen. Our collaborations with other universities are based on shared research projects and ensure a high quality standard. Our executive education offerings are rounded out by a broad spectrum of talks, management dialogues, and presentations on current topics of interest



Stefan Peter

CEO

Papyrus Deutschland GmbH & Co. KG, Ettlingen

"Using its innovative educational design, GGS identified the necessary competencies and systematically built a training programme to get the whole company working in a salesoriented way. Modular course structure, varying methods and teaching formats, top-notch experts, and highly individualised support make GGS an ideal education partner for us."







Dr. Peter Spahn Speaker of the Board LÄPPLE AG, Heilbronn

"We have benefitted from our collaboration with GGS on a number of levels: Not only through growth in knowledge directly from the seminars but also through developing our understanding of company-internal networks. Using a competency model, GGS tailored an educational plan to fit us perfectly. As a Mittelstand firm, we were looking for a pragmatic and service-oriented educational collaboration. By giving us demanding content in a productive way, GGS proved to be an outstanding partner."

Ralf Peter Beitner Chairman of the Board Kreissparkasse Heilbronn

"Our employees are our most valuable resource.

They are responsible for creating and managing relationships with our customers. That's why we invest intensively in their professional development. GGS provides everything we expect from a modern educational partner – extensive knowledge, individuality and practice-relevance all supported by the latest in scholarship. Our success in executive education shows that GGS is the right partner for us."





Dr. Thomas Jendges

CEO

SLK-Kliniken, Heilbronn

"We are very satisfied in our collaboration with GGS.

Particularly for our pilot project in executive development, we benefitted from the great flexibility offered, for example in the selection of faculty instructors. The faculty worked closely in both content and organisational matters to meet the individual needs of the participants as well as our requirements as clinic operators. Positive feedback from our participants supports our intention to expand the programme with GGS."



Bernd H. Rath CEO

BERA GmbH, Schwäbisch Hall

"Running a corporate university as an individualised form of professional development is often reserved for large corporations. Yet the BERA Corporate University developed in collaboration with GGS offers us multiple advantages: our corporate university is customised to meet the increasingly complex demands of our industry as well as the individual needs of our staff. Master's-level material is addressed through practice-oriented instruction, all the while developing awareness of company-internal networks."



Getting to the Bottom of Things: How Do (World) Market Leaders Endure?

Stay curious, always look for new insights, discuss your work with others, and implement your results: Whoever keeps these practices will have lasting success. This holds especially true for research into the disciplines of management and law with their constantly changing contexts. Following these principles, we conduct research to learn what enables firms to achieve long-term market dominance. We focus in particular on the impact of innovation, entrepreneurship, and compliance. Top-notch academic journal publications and intensive interaction with practitioners attest to our values: Research should be rigorous and relevant, ambitious in method, and applicable.

Focus Themes for GGS Research: Innovation, Entrepreneurship, and Compliance

We conduct intensive research on innovation management. The development of inter-firm networks and their impact on the effectiveness of innovation processes plays a central role. Through critical dialogue with the world's leading experts and constant discussion with leading innovators, our colleagues are steadily advancing in their work and gaining renown. The same is true for our research activities into entrepreneurship and compliance system design. A number of other undertakings have the attention of both scholarly and business communities: The GGS Investment Lab conducts research into corporate venturing and growth financing, the Equity Forum serves as an exchange platform for researchers and practitioners, and GGS research projects look into how firms handle compliance requirements.

Advancing the Next Research Generation

Long-term investment in research has a pay-off for us. That's why we actively promote the next generation of researchers. Our doctoral students from our joint programme in "Dynamic Capabilities and Relationships" with Europa University Viadrina as well as our research associates find optimal conditions for their research undertakings. International conferences and doctoral colloquia in Germany and abroad combine with individualised methods training and intensive interaction with our professors.

ompliance and foreign trade

Corporate The

Globalisation strategies in SMEs: Success factors for

Legal conditions for innovative transport services

Diversity Management in M

Trust between investors and company leadership

Legal strategies to protect Compliance and

Situational leadership in sales



Prof. Dr. Tomás BayónProfessor of Marketing and Service Management
Academic Dean



Dr. Jochen Becker, CFAAssistant Professor of Marketing and Financial Communication



Innovation success through company networks

Co-CEOs in start-up firms

Prof. Dr. Alexandra von Bismarck Professor of German and European Business Law, Intellectual Property and IT Law



Prof. Dr. Benjamin von Bodungen, LL.M. (Auckland)

Professor of German and International Trade and Civil Law, Finance and Tax Law



Dr. Regina-Viola FreyAssistant Professor of Human Resource
Management and Marketing



Prof. Dr. Gerd J. HahnProfessor of Operations Management and Process Innovation



LL.M. (Yale)
Professor of German and International
Private and Corporate Law
Academic Director of the LL.M.

Prof. Dr. Martin Schulz,

in Business Law



Prof. Dr. Christopher StehrProfessor of
International Management



Prof. Dr. Heinz-Theo WagnerProfessor of Management
and Innovation



Prof. Dr. Dirk ZupancicProfessor of Industrial Marketing and Sales
President

Venturing: creation of dynamic capabilities world market leaders

ittelstand companies Dysfunctional behaviour in service interactions

innovations legal risk management



Dr. Jessica Di BellaAssistant Professor of Entrepreneurship and Startup Management



Prof. Dr. Daniel Benkert
Professor of Civil Law,
German and International Labour
and Business Law



Prof. Dr. Andreas EckhardtProfessor of Human Resource
Management



Prof. Dr. Kai Förstl
Professor of Supply Chain Management
and Logistics
Academic Director of the MSc in
Management



Prof. Dr. Elisabeth MüllerProfessor of Entrepreneurship and Family Firms



Prof. Dr. Claus PegatzkyProfessor of German
Public Business Law,
German Regulatory Law
and European Law



Prof. Markus Vodosek, Ph.D.Professor of Strategic Management and Leadership
Academic Director of the MBA



Dr. David WagnerAssistant Professor of Digital Strategy and Innovation

Additional Research Topics

Innovation through leadership

Entrepreneurial marketing as a dynamic capability

Tendering process in industrial sales

The Sales Driven Company: Sales orientation as a strategic success factor

Personality and career success

Sponsoring and ambush marketing

Leadership personalities and company worth

Intercultural openness of firms

Region and location development: Factors in attracting executives

Long-term business success through CSR

Global Leadership Skills as a strategic resource

Commentary on and reform of Community Trade Mark Regulation

Position and rights of in-house counsel

Legal management as success factor

Collateralisation of transport equipment

Knowledge management for lawyers



We Keep You Connected.

Alumni Association – Lifelong Networking

Get Connected

Join the Alumni Association while you're a student at the German Graduate School of Management and Law to make the most of this international network of faculty, students, graduates, and members of the ever-expanding GGS community.

Get Support

Meet like-minded people and share your experiences.

Develop, support, and take advantage of the exchange among alumni and current students as you pursue your degree and especially beyond your time as a student at GGS.

Build on Respect

With the Alumni Association's own Networking Platform and its underlying code of conduct, we offer you a system based on friendship, pioneering spirit, respect, and mutual support – the foundation for the development of responsible leadership.

General Context Programme

We offer numerous seminars that go well beyond the primary area of your degree programme. Here you can focus on personal development, on learning to deal with stress, and on keeping a healthy mind and a healthy body. We'll work on your judgment skills and expand your perception of your own professional interactions. All in interactive exchange among students and alumni, moderated by experienced instructors. The General Context Programme will keep you in shape to meet future leadership challenges with élan and confidence.

"We educate responsible business leaders."





www.ggs.de

German Graduate School of Management and Law

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