



Centre for European Business Studies Programme

for Indo-European Business Experts



funded by the European Commission
and jointly promoted by





My name is Prof. Dr. Dennis De, I am the founding director of the Centre for European Business Studies or CEBS in short. I gladly introduce you to the centre.

CEBS was founded in November 2009 with initial funding from the European Commission. It belongs to the growing network of EU Study Centres across India. ESB Business School, Reutlingen University, Germany, leads CEBS. S.P. Jain Institute of Management & Research (SPJIMR), Mumbai, is the parent institution of CEBS in India.

The partnership between Reutlingen University and SPJIMR goes back many years. It has led to generations of students exposed to both India and Germany. CEBS builds on this tradition and intends to foster and strengthen the relationship between both nations and India and Europe on the whole.

The centre in this respect engages in a range of activities geared towards supporting industry, academia and aspiring scholars. These include seminars on Doing Business in Europe and India, Indo-European training in Logistics and Supply Chain Management, online-courses on Indo-European trade and a specialised study program in the course of which the students study in India and Germany.

I am particularly proud of the flagship program of the centre and the graduates it leads to. Upon successful completion of the Post Graduate Certificate in International Management (PGCIM) Program from SPJIMR, we at ESB Business School, have offered to accept credits of the SPJIMR 8-month program towards our MBA in International Management program in Reutlingen. After successful completion of the program students will be getting an MBA degree from Reutlingen University, Germany. With that and the German they learn in parallel, they are best equipped to excel in both worlds and support companies to succeed and grow in Indo-European business in both Europe and especially Germany and India.

You are most welcome to get in touch with us and visit our offices either at SPJIMR in Mumbai or at ESB Business School in Reutlingen, which being just below Stuttgart is in centre of corporate Germany.

Prof. Dr. Dennis A. De

Director

Centre for European Business Studies

Reutlingen – Mumbai





India and European Union (EU) are large trading partners and India's stature is expanding in the global arena. Therefore, business relations and knowledge transfer between Europe and India have become areas of great interest and potential. With financial support from the EU, the ESB Business School has founded the "Centre for European Business Studies" (CEBS) in the campus of SPJIMR, Mumbai, India. We offer customized international Master's program to turn Indian students into experts on European business, consistent with the above mentioned thematic focus of CEBS.

With decades of experience in graduate education and international management training, we recognize the future trends in international economy and how globalization is affecting decisions of companies of all sizes. Often, major complexities arise in maintaining coherence between management thinking and its translation into action, more so in international environment. Our MBA program is designed to address such challenges, produce well educated managers and develop the skills needed, to take on the responsibility. We build on the previous professional experience of our students and select case studies that match their future challenges. This program is target-oriented and develops international competence among students by communicating comprehensive know-how and skills as well as cross border perspectives and intercultural competences.

Enthusiastic and proactive students are the trademarks of ESB Business School. Our students work hard at their studies, but can also enjoy a good social life at Reutlingen University. Our campus in Reutlingen is akin to second home for many of our students and has a strong alumni network. We welcome you to experience the legendary ESB spirit and further your career by our MBA program in International Management.

Join the ESB spirit.

Prof. Dr. Ottmar Schneck

Dean ESB Business School, Reutlingen University



ESB Business School ranks among the top international business schools in Germany and is a German state university offering business programs for over 40 years. It is also one of Europe's largest business schools with over 60 full-time faculty members, more than 100 lecturers and around 2,000 students, with 40% of them from countries other than Germany. Many rankings reinforce its top position in the field of international practice oriented management education and training. ESB Business School reputation is based on a strong international orientation developed through cooperation with highly reputed partner universities and a network of who's who among German multinational behemoths. Student life outside the classrooms is an important part of the program, and student organized activities such as company contact fairs, public discussions, debates, relay tours, and other sports and cultural events are whole heartedly supported.

Reutlingen University awarded "Best International University in 2010" by DAAD.

Accreditation

FIBAA accredits study programs in Germany, Switzerland, and Austria. FIBAA is one of the recognized German speaking quality assurance agencies for management programs. The official accreditation by FIBAA in July 2003 confirmed that the ESB Business School MBA program complies with the European MBA guidelines and international standards for a general course of study. Special mention was made of the excellent structure of the study program, the flexibility between the different modes of study (options between full-time, flex-time and part-time) and the international orientation of the program. The MBA program was reaccredited for the following five years in 2009. This accreditation is an ever more important criterion for the selection of a study program. The transparency of the results gives companies as well as applicants the opportunity to compare our MBA program with others.

Accredited by:

Member of:



CEBS Program Architecture at ESB Business School

Attitude Building

- Master's Thesis

Skills Strengthening

- German Language and Culture

Knowledge

Electives (5 electives to be chosen)

- Development Cooperation in a Globalization World
- International Product Management
- Technology Marketing
- International Financial Markets
- International Trade & Finance
- International Economics
- Management Consulting
- Leadership in a change Management Process
- Human Resource Management
- Management Game "Triple -E"
- Management, Marketing & Finance in Asia



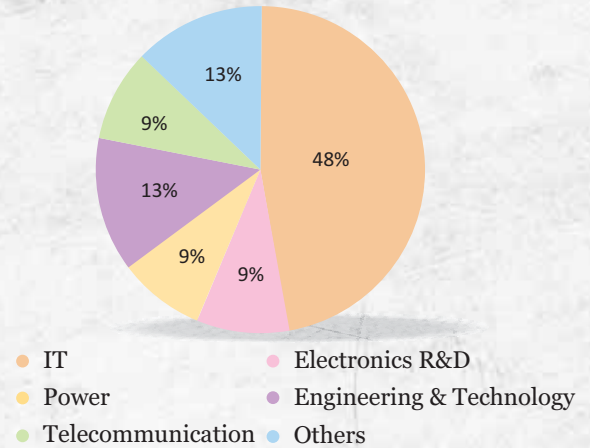
Batch profile

The batch of 2010-11 consists of participants from diverse backgrounds and industries, from various parts of India. The small size of 23 and varied experience that participants already possess ensures excellent peer learning and network building. Some of the various organizations where participants have worked before are Accenture, Aricent, Cadence, Capgemini, Fidelity, HCL, HDFC Bank, Huawei, ICICI Bank, Infosys, Indiabulls, IBM, L&T, Maersk, Patni Computer, Sandvik, Sharp, Reliance Power, TCS and Wipro.

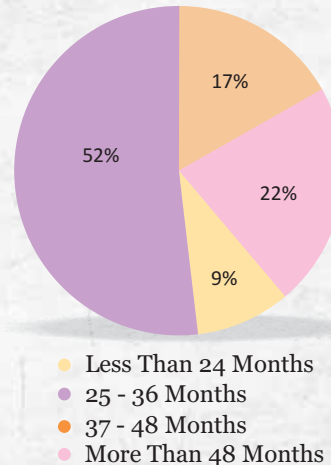
The participants have been selected through a rigorous process comprising of screening entrance test scores (CAT/GMAT/XAT), group discussions and personal interviews. The interview panel included reputed faculty from ESB Business School and SPJIMR. A majority of the participants have an engineering background. The participants come here having worked in diverse industries such as Manufacturing, Electronics R&D, Information Technology, Logistics, Power, Banking, Telecommunication and Defence.

The average work experience of the batch is 38 months. Some of the participants have had international exposure and have worked in countries such as USA, China, Japan, Italy and Canada.

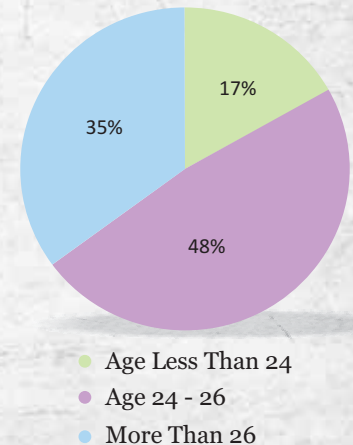
Industry Diversification



Experience



Age



ESB Business School, Reutlingen University
Alteburgstrasse 150, 72762 Reutlingen, Deutschland
www.esb-reutlingen.de/en/business-school.html

Master's Thesis

The Master's thesis is commonly pursued with and for a company or business association the students contact. The Master's thesis can be worked on by several students depending on the complexity of the project and provided that individual workloads can be packaged.

In general the Master's thesis allows students to gain more knowledge in their chosen fields of expertise in a real business context. Challenging business issues such as country entry strategies, product launch and research, pressing organizational management issues and competitor analysis are a sample of the type of projects undertaken by participants. The topics identified by organizations are addressed in Master's thesis of a participant by means of extensive academic research. The students are responsible for understanding the organization, its culture and the task in hand to sufficient depth and derive interesting insights into the problem. A participant is allocated two mentors, one from the organization from where the thesis is being pursued and a professor in the relevant domain from ESB Business School.

The Master's thesis usually is to be completed within three months and can be worked out by an individual student or a

student team dependent on the organization and the issue being addressed. Participants travel to organization premises for good understanding of the issue at hand. Thesis work can be started at a mutually convenient time for both the organization and the participant during his/her course work. Weekly visit to the organization during his course work is also possible. For companies based in both India and Germany, participant can start their thesis work in India studying local business set up of the organization. They can continue their work in Germany in the same company when they are required to travel to Reutlingen, Germany for their last term starting in March. The Master's thesis process starts in the second term of the course in India (December-January) and usually ends at June-July period.

This Master's thesis can prove as an effective tool for the organization to evaluate and recruit participants for them. The presence of participants in the organization premises during the Master's thesis helps organizations to judge the participant in a better way for future roles of relevance. Also, the participant would have acquired good familiarity with the organization thereby ensuring a win-win situation for both.

Our contribution to your growth

Our combination of technical experience and business training, cultural exposure to India and Europe, commitment and language skills is certainly unique and sought-after. This very special breed of Indo-European business experts is perfectly equipped to foster and enhance your company's growth.

We collaborate with companies of all sizes worldwide and look forward to interact with you. Members of our corporate support association V.I.M.A. are:

