

Educatis, Switzerland

Educatis Foundation and Educatis University have signed a cooperation agreement with Ludwigshafen University of Applied Sciences. Under this agreement, Educatis University will offer all its MBA blended learning programs with a double-degree.

A bachelors program with various specializations as well as a MA in International Management is under development and will be launched during 2010.

As Educatis University operates its Graduate Schools of Management in English, German, Spanish, and French, additional cooperation agreements have been signed. In November an agreement for a joint Executive MBA was signed in China. Educatis University is also negotiating various cooperation agreements with universities and business schools in Central and Eastern Europe to expand its network. Ms Mateja Kramar, who joined Educatis University team early this year, is now Head of Central and East European Programs.

Beginning of October 2009 the Spanish Graduate School of International Humanitarian Law and Human Rights started operating, with the main focus on Latin America. It will be complemented by an English school next year.

The curriculum of its blended learning programs is tailored to address the specific requirements of an e-learning program that offers maximum flexibility to its students. All online seminars are exclusively developed by renowned professors from reputable, international universities.

Educatis University is an institution of the Educatis Foundation, a Swiss not-for-profit organization that specializes in providing distance learning or blended learning programs via the Internet.

The driving force behind Educatis University is the vision of making higher academic education affordable and accessible to a broad global audience. Educatis University therefore specializes in graduate education at a high and demanding level through distance learning programs over the Internet.

www.educatis.org

ESB Business School at Reutlingen University, Germany

ESB Business School at Reutlingen University is training part of its student body to be not only managers but managers who complement their business skills with sound technical knowledge in the field of logistics.

This new orientation, which had already been foreshadowed by the integration of the School of Production Management (faculty of industrial engineering) into the business school in 2008, is part of the school's endeavors to remain on top of fundamental developments in management education.

Despite some losses in turnover caused by the current economic crisis, logistics is still considered to be one of the largest future international growth markets. Especially in Germany, the logistics industry has grown strongly in the last few years, which has been fuelled by the eastward enlargement of the EU.

In their study Germany 2020, consultants of McKinsey & Co analyzed the chances and perspectives of key German industries and found that apart from high-tech, health, and trade, the logistics industry has excellent prospects to be one of the main growth markets and creators of employment for the next decade.

In order to keep up with such developments, ESB conducted a survey among German companies in 2006. This analysis showed that academically trained logistics managers are in great demand on the German job market and will most likely continue to be sought after in the future.

ESB logistics students at work with visTABLE, a virtual planning tool





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ESB therefore designed new undergraduate program in international logistics to equip graduates with the necessary skills – for example, the competence to work at the interface of business and technology –to succeed in this growing market.

The 3.5-year BSc program includes an industry placement as well as a study semester abroad. In the near future, several double degree options with international partners are planned.

Furthermore, one of the largest shipping companies in Germany has agreed to sponsor a logistics professorship for 10 years. The position will be filled from the spring semester 2010, which adds an extra dimension to the study program.

Grenoble Ecole de Management, France

New PhD in Business Administration

Grenoble Ecole de Management has opened a PhD in Business Administration after having delivered a DBA for over 15 years.

Three concentrations are proposed for this first intake: 1) Marketing, 2) Organizational Theory and Human Resources Management and 3) Strategy and Management of Innovation. Other concentrations, in particular in Finance, will be proposed in the coming years.

The first intake is composed of five students (two Indians, one Croatian, one German, and one French).

Olivier Trendel, researcher and head of the marketing department at Grenoble Ecole de Management, said: *"The principle goal of the Grenoble PhD program is to produce scholars who will become faculty members in leading international business schools, in line with our involvement in AACSB's 'Post-Doctoral Bridge to Business Programs' aimed at responding to the global doctoral faculty shortages business schools are facing today.*

"Indeed, according to AACSB, there will be a worldwide shortage of more than 2,400 professors holding a PhD degree in business administration by 2012."

Olivier Trendel (right) and new PhD students

