Welcome!

Letter from the Dean

The Muenster School of Business Administration and Economics offers a modern yet personal atmosphere and distinguishes itself with top programs.

Prof. Dr. Gottfried Vossen
Dean, The Muenster School of Business Administration and Economics

Welcome!

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Letter from the Dean

The Muenster School of Business Administration and Economics in Munster stands for tradition, top research and superior practical degree programs which open doors and create excellent career opportunities for graduates. With 5,000+ students studying business administration, economics and information systems, the school, is in addition to being one of the most prestigious schools in Germany, also one of the largest. Graduates enjoy the excellent reputation of their degree worldwide in both, the business and academic communities.

Large and medium-sized businesses cooperate with individual departments and institutes, guaranteeing an ideal education made up of both theory and practice. However, it is not only the strong practice- and application-oriented education that creates such high demand for our alumni. What really characterizes the school’s superior education is its internationally-focused research, its cooperation with numerous universities abroad, the opportunities it offers to specialize, and the integration of business administration, economics and information systems in a single school.

Our theoretically-based, practice-oriented programs alone would not necessarily prepare alumni to shine, but through workshops, supervised teamwork and project-oriented internships incorporated into the existing programs, students also develop outstanding communication and interpersonal skills. Thanks to the wide range of courses offered, students may also choose a specialization within a classical business or economics field of study such as marketing, human resources, accounting, and institutional economics. Our school’s personal and friendly atmosphere, shaped by the enthusiasm and commitment of faculty, staff and students, is revealed in German university rankings. The Muenster School of Business Administration and Economics has continued to be ranked in first places time and time again. We are happy to be able to provide information about our school in this brochure.

See you in Munster!

Prof. Dr. Gottfried Vossen
Dean, The Muenster School of Business Administration and Economics
Graduates of the School of Business Administration and Economics from the University of Muenster working in our company set themselves apart with specialized knowledge, a sense of independence, being goal-oriented, and having good social skills. Because of our positive experience, GILDEMEISTER Aktiengesellschaft offers career opportunities to Muenster graduates. Dr. Rüdiger Kapitza, Chairman of GILDEMEISTER Aktiengesellschaft

Because of their excellent teaching, international mindedness and practical orientation, the School of Business Administration and Economics in Muenster is an important partner in our recruitment of management trainees. Dr. Hans J Jochim Köbler, Chairman of the Board of METRO Group

Case studies and guest lectures by practitioners are also an important part of our degree programs. We place high priority on teaching practical skills needed every day on the job. Trekking seminars, sailing seminars, and ski seminars, for example, are a school tradition during which participants physically challenge themselves. Furthermore they discuss highly specialized subject matters in small-sized learning groups, and develop presentation skills.

Studying Business Administration and Economics in Muenster

Excellence in Management and Economic Education

The University of Muenster

The Muenster School of Business Administration and Economics is part of the University of Muenster, one of the most renowned universities in Germany. This university was one of the first to engage in research, in teaching and in continuing education in Germany. Students have a wide portfolio of 120 degree programs from which to choose within the university. The increasing internationalization of the degree programs and the use of modern technology in the classroom prepare 5,000 graduates for the global marketplace each year. Muenster’s students also benefit from the research conducted at the university. Basic and applied research is conducted by a total of 580 professors and more than 3,000 researchers.

The Muenster School of Business Administration and Economics

For those interested in earning an advanced degree, our school offers a variety of postgraduate programs. These programs are specifically designed for junior and senior staff working in management, sales, banking, consultancies and the public sector. The modular structure, academic content and course times cater to experienced and working professionals.

The Muenster School of Business Administration and Economics is well-respected far beyond Muenster’s city limits. Politicians and business leaders often seek the advice of our professors and refer to their research because of its excellent reputation in the academic, business and political communities. Muenster’s professors are internationally recognized for their research and publications in academic journals.

Through strategic internal and external evaluation processes, our faculty are constantly updating and improving the school and its degree programs. These efforts have not gone unnoticed. We are consistently ranked at the top by all of the most respected university-ranking institutions.

Graduates of The Muenster School of Business Administration and Economics have an excellent reputation in national and international business circles and do very well when entering the labor market. Our practical and future-oriented focus and close contact to business leaders and politicians prepare graduates for leadership positions. In addition to learning business theory, students learn practical problem-solving skills.

With 5,000+ students and 33 professors, The Muenster School of Business Administration and Economics is in addition to being one of the largest in Germany, also one of the most respected. We have a tradition of conducting top research, being practice-oriented and engaging in cutting-edge activities. Our school is known for the integration of business administration, economics and information systems, collaboration with decision-makers in the business community, political consulting, and delivering of an excellent practice-oriented education.

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Our school strives to educate students interested in a career in industry, politics, or administration, while the masters degree is recommended for those who prefer to pursue an academic career.

Our school strives to educate students to be generalists in business administration, economics and information systems. Therefore, our faculty closely follow the current challenges of the ever-increasing global economy. Our students gain broad, internationally-oriented and practical skills and learn to apply their knowledge.

Internationally Recognized Degrees

Among the first in Germany, and in accordance with the European Bologna Process, the Muenster School of Business Administration and Economics will begin offering bachelor and masters programs starting in the Winter Semester of 2005/2006. The new programs in Muenster give students a comprehensive education within a shorter time frame. The bachelor degree is designed for students interested in a career in industry, politics or administration, while the masters degree is recommended for those who prefer to pursue an academic career.

We have taken advantage of the Bologna Process’s mandate by creating a shorter practice-oriented bachelor program and a masters program focused on advancing academic excellence in business administration, economics and information systems. The bachelors and masters programs offer more flexibility, but they also require students to take more responsibility for their programs. Courses have a strong practical focus supported by guest lecturers from the business community, a variety of course offerings, and assigned project work.

As a typical example, students are often required to work on case studies in small teams. As additional preparation for the ever-increasing demands of the international business world, we offer lectures and seminars in English, invite visiting scholars, and encourage students to take advantage of international exchange programs. This new structure offers students a broader variety of options.

Shorter Degree Programs

We offer bachelor and masters programs. This new structure offers students the opportunity to practice problem-solving skills in small groups. As additional preparation for the ever-increasing demands of the international business world, we offer lectures and seminars in English, invite visiting scholars, and encourage students to take advantage of international exchange programs. This new structure offers students a broader variety of options.

Clear Structures through Modulation

• Bachelors and masters degree programs are structured into modules. In addition, students may specialize by choosing elective courses concentrating on a specific group of related subjects.

Business Administration

The Business Administration Program at the University of Muenster encompasses three parts. The first three semesters promote general education and offer students introductory courses in business, economics, math, and statistics, as well as in public and private law. Beginning with the fourth semester, students can specialize by taking elective courses in a particular concentration. For example, students may choose two courses from a broad variety of courses such as auditing, international management, finance, or marketing in addition to their required courses: business, accounting and auditing, and introductory economics.

Economics

In the Bachelor of the Economics Program, students are expected to master statistics and econometric methods as well as to have strong knowledge of English. Students learn the basics of business administration as well as the basics of public and private law. In the core economics courses, students gain basic skills in data research and analysis. The bachelor program’s required modules encompass all core areas of economics, including areas such as game theory and institutional economics. Despite the large number of students in the program, the wide variety of elective courses gives students the opportunity to take smaller seminars and work in project groups. Intensive and interactive teaching methods such as excursions and block courses, also held abroad, are an important part of the Economics Program in Muenster. The Masters Program in Economics moves even further away from the traditional lecture format, offering seminars and project groups. In the masters program, required courses are specifically designed to deepen theoretical and methodological knowledge through mathematical economic theory and empirical economic research. A research internship allows students to gain first-hand experience in the practical academic world. Students also broaden and deepen their knowledge and skills through further independent project work and the final master’s thesis.

Information Systems

The Bachelors Degree in Information Systems includes core topics in business informatics and prepares graduates to use their knowledge to evaluate and design applications of information technology for the private and public sector. The program prepares graduates to consult on the use of information technology in the daily workflow of business. Other career possibilities include supporting software manufacturing and branch-specific software applications, including those used in sales, banking and insurance. Interpersonal and professional skills such as presentation techniques and business English are integrated into individual modules. In addition, an intensive seminar offers students the opportunity to practice problem-solving skills in small groups. The Masters Program in Information Systems gives students comprehensive knowledge and skills in the area of business administration, informatics and information systems. The program prepares graduates for a career in research and teaching in information systems and/or for a Ph.D. program. In addition, it prepares graduates to advise software manufacturers and application users that require a theoretical background. The required modules include information management, process management, internet economics, business intelligence, and a seminar module. Problem-solving skills are practiced in small group assignments in project seminars.

Doctoral Program

The faculty are committed to training young academics. All of our professors offer qualified graduates the opportunity to earn a Ph.D. This commitment is clearly seen in the success of our Ph.D. graduates, who have moved on to top positions in national and international companies in Germany and abroad or have become professors at other universities.

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Strong Practice-Orientation, Internationalization and Shorter Degree Programs

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There are many connections between The Muenster School of Business Administration and Economics at the University of Muenster and the business consult firm McKinsey. Muenster’s alumni are consistently among the top graduates each year, who we hire as entry-level consultants; therefore, we profit directly from Muenster’s top-notch research, excellent teaching and practice-oriented education. In addition, we have collaborated with Professor Meffert, Professor Backhaus and Professor Krafft from the Marketing Center Muenster for many years to produce market-relevant models and tools such as “Mega-Macht Marke” (Superpower Brand). We also have published the monograph, “Supply Chain Champions”, with Professor Thonemann. It is no coincidence that four of our directors are alumni of the third largest German university and that McKinsey’s own Professor Axel Born is also a much-welcomed lecturer at the University of Muenster.

Prof. Dr. Jürgen Kluge, Director - Office Manager McKinsey & Company

Postgraduate and Executive Programs

Realize your Master Plan

Our postgraduate programs fulfill the increasing need for high-quality continuing education that emphasizes management in a global market. Our programs are especially designed for managers and professional staff working in industry, sales, banking, healthcare management, public service, and international organizations who want to prepare themselves for the challenges of international business. In each of the program’s course content, schedule, and the modular structure are geared toward working professionals. Graduates of MBA Programs earn an official, state-recognized degree which also allows for the possibility of continuing on for a doctoral program.

The MCM-Marketing Executive Program

This program, offered in seminar format, is especially designed for upper management interested in learning the newest marketing techniques. Renowned faculty teach the most current developments in marketing. Graduates earn the title Executive Master of Business Administration in Marketing in only three semesters.

Postgraduate Mergers & Acquisitions Program

Participants in this program become certified M&A-Advisors in just three semesters. Well-known lecturers teach the theory and practice of mergers and acquisitions at the highest level. Because this program is offered as a cooperation between The Faculty of Law and The Muenster School of Business Administration and Economics, students gain two different perspectives. Those completing this program earn either a Master of Laws (LL.M.) or Executive Master of Business Administration degree, depending on their job specialization and their previous education.

The Interdisciplinary Program in Tax Studies

The goal of this program is to give lawyers and economists a background in tax law related to finance and management. This interdisciplinary, three-year Master of Laws (LL.M.) program prepares participants for a career as a tax advisor, legal advisor, or economic advisor.

The WI Executive Program in Information Management

The Executive Program in Information Management prepares participants to advise clients on the efficient uses of modern information technology and communication technology. Course content deals with the structure of application systems and the newest trends in system development processes and technology such as data warehouses, data mining and workflow management systems. Successful participants earn the title Executive MBA in Information Management or Executive Master of Business Administration.

The CUR Executive Program in Accounting & Controlling

Participants in the two-semester executive program learn auditing and accounting methods and gain hands-on practical experience. Practitioners, managers and academics teach highly specialized professionals to become generalists in order to enable them to use specialized software packages to solve difficult business challenges. Participants in this degree program earn an Executive MBA in Accounting & Controlling.

MBA General Management

We offer a two-year masters programs for working professionals from various fields (e.g. law, engineering, etc.). The curriculum includes both general and specific courses in business administration such as economics, statistics and law. Students may choose to concentrate in marketing, accounting, or information management. The program degree awarded is an MBA in General Management.

MBA in International Health Care and Hospital Management

This 14-month program is specifically designed for physicians, lawyers and managers from the health care world. Participants use case studies to practice teamwork skills. They also become familiar with innovative management fundamentals during international excursions (USA, Japan, Singapore and Europe) and receive insights into the everyday decision-making processes of top managers working in the healthcare management field. The degree awarded is an MBA in International Health Care and Hospital Management.

Modern Infrastructure

Being equipped with the newest technology is clearly an important part of a modern computer science and management education. The Muenster School of Business Administration and Economics offers students and faculty access to modern communication technology, including high-speed wireless networks and software-based telecommunications. Students can view syllabi, lecture notes, the schedule of courses, and their exam results through web-based communication platforms. Computer labs with modern PC workstations are available for students’ educational and personal use 24 hours a day, seven days a week. A personal e-mail address, broadband Internet connections, a variety of software packages, and low-cost digital printing are also generally available.
Research Areas

Interdisciplinary Research Collaboration

The Muenster School of Business Administration and Economics has always been research-oriented. Our faculty collaborate with other researchers in Germany and abroad, participate in joint projects with industrial and academic partners, publish in international journals, and present their results at conferences worldwide.

Business Administration

Business Administration research is organized into four areas:

1. The first area, the Marketing Center Muenster, with its three chairs of marketing, focuses its research on customer relationship management, business-to-business marketing, and neuromarketing. In addition, sales management, direct marketing, international marketing and marketing in networks are also included to this research area. The results of marketing research are published in highly respected journals such as Critical Perspectives on Accounting and Journal of Risk.

2. The second area, which comprises three chairs, focuses on banking and finance, and the results are published in prominent refereed journals such as Journal of Public Economics, Journal of Economic Theory, and Journal of Economic Behaviour and Organization.

3. The third research area, which comprises three chairs, focuses on banking and finance, and the research results of this area are published in top German and international journals such as Critical Perspectives on Accounting and Journal of Risk.

4. The fourth research area focuses on general management science including organization, innovation, and entrepreneurship. Research results are related to different situations such as health management, franchise systems and sports management, and they are published in such renowned journals as Management Science, Operations Research Spectrum, European Journal of Operational Research, and IIE Transactions.

Economics

Economics research at the University of Muenster emphasizes the interplay of solid theoretical analysis and its empirical evaluation and application. This research focuses on both Microeconomics and Globalized Factor Markets. Microeconomics deals with understanding the behaviour of agents on markets and analyzes efficient organizational structures and incentive schemes. Our research in microeconomics aims at improving regulatory decision-making. Topics researched include industrial economics, the theory of the firm, contract theory, and institutional economics as well as managerial economics. Research is applied to specific markets such as energy markets, transport markets, financial markets, and health markets. The second focus, Globalized Factor Markets, deals with the economic integration of countries and regions, the increasing mobility of capital, labour and information and the impact of these developments on welfare, wages and employment. As a result of this research, appropriate economic policy instruments are developed to tackle economic challenges. The research is organized by a modern matrix structure. Both research focuses, Microeconomics and Globalized Factor Markets, are dealt with in the Center of Applied Economics and the Center of Theoretical Economics. The results of economics research at the University of Muenster have been published in highly ranked journals such as International Economic Review, Review of Economics and Statistics, Economics Letters, Journal of International Money and Finance, Journal of Institutional and Theoretical Economics, Public Choice, Journal of Econometrics and Empirical Economics. In addition, the research results have been used by political and business decision-makers.

Information Systems

Research areas in information systems combine methodological aspects and domain-specific research. They also include information modelling, reference modelling, process management, inter-organizational systems, retail information systems, controlling systems, service-oriented computing, semantic web, and e-society (government, commerce, learning). Graduate students are involved in research projects. Our faculty serve as editors and editors-in-chief of scientific journals such as Information Systems – an International Journal, International Journal on Semantic Web and Information Systems, International Journal of Knowledge and Learning, and Information Systems and E-Business Management. The faculty are also members of the editorial boards of various journals and of program committees for international conferences. Our doctoral projects enjoy an excellent reputation within the research community.
Worldwide Network of Partner Universities

International contacts are a trademark of The Muenster School of Business Administration and Economics. Our school is connected to many universities and academic institutions abroad through official partnerships and cooperative agreements. Many visiting scholars research and teach in Muenster, and more than 400 foreign students spend a year or more at our school.

Learning Languages

The language center is located next to the main building of The Muenster School of Business Administration and Economics. Business English, French and Spanish are offered, as well as German as a second language. Other languages such as Estonian, Italian, Portuguese, Arabic, Turkish, Russian, and Czech can also be chosen.

Muenster’s Academic Economists Abroad

Spending a semester abroad is an important part of many students’ degree programs. A semester abroad not only exposes students to foreign research approaches and teaching methods, but is also an opportunity to perfect foreign language skills and gain international internship experience. These experiences abroad help students develop their interpersonal, intellectual, and intercultural skills. Living with students from different cultures expands horizons and encourages tolerance and openness to different ways of thinking and value systems.

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International Focus

Student-Exchange Programs

Our commitment to an International Focus on Research and Teaching means that The Muenster School of Business Administration and Economics is part of a cooperative network of more than 70 universities from five continents. From the University of Alabama to the University of Zaragoza, faculty actively keep in contact with one another. Mandatory lectures in English, guest lecturers from abroad, and dual degree programs with renowned universities abroad such as the Université Panthéon Assas Paris and the École Supérieure de Commerce in Montpellier are an important part of our offerings. All degree programs offer the opportunity to study abroad and complete an internship abroad. It is also possible to transfer credits taken at other German universities or universities abroad.

International Life at the School

The presence of many international students and scholars clearly reflects a culture of openness and tolerance. The Muenster School of Business Administration and Economics places great importance on providing comprehensive support for our guests from abroad. Our faculty, our dean, and the university’s International Office are available to answer questions and help international visitors throughout their stay.

The student body mentoring program, Wirtschaftswissenschaftler Abroad, which was organized by the International Students Service, is a unique support program for students from abroad. International students are individually matched with local students from the same degree program and year for the entire duration of their stay. Mentors and mentees are matched before international students arrive so that they can ask questions by e-mail or telephone about finding housing or being picked up from the airport or train station when they arrive. In addition, the student body organizes city tours, get-togethers and theater outings. Orientation events such as faculty-organized International Evenings also help international students settle into their new home. A favorite meeting place for students of all nationalities is the international advisory center, Die Brücke, which offers advice as well as international educational and cultural programs.

In order to enable former exchange students to stay in contact with Muenster, Die Brücke sponsors Alumni International. This program encourages international students to stay in contact with other alumni, the university, and the city after leaving Muenster.

International Office advisors help new visiting scholars and their families quickly settle into Muenster by giving advice about daily necessities such as schools, day-care, finding a doctor or renting a car. Of course, our school’s faculty also take it upon themselves to personally assist our guests from abroad.
Student Life

Beyond the Classroom

Our students are involved in a variety of student organizations and extra-curricular activities. We strongly encourage and support student initiatives, creativity, entrepreneurship, and a sense of responsibility. Friendships that develop from activities outside the classroom often last long beyond graduation.

Getting Involved – Active Student Body

Our school offers comprehensive support and advising services throughout a student’s entire degree program. The student representatives are involved in university-wide committees. They also assist students from abroad by the mentoring program for international students. In New Students’ Orientation Weeks, student mentors enthusiastically help international business administration students, economics students, and information systems students to settle into student life in Muenster. Finally, departmental get-togethers and legendary parties are regularly organized for the whole student body.

Student Initiatives

Business Administration and economics students in Muenster have many choices when it comes to joining student organizations and benefit from the diverse opportunities to gain practical experience. Students participate in everything from management consulting projects, lectures by prominent speakers, and applying theory learned in the classroom to real project work. In addition, students achieve the ability to work in a team. Throughout the process, students gain communication skills and a sense of responsibility. A few examples of the projects initiated and carried out by our student initiatives are listed below.

Our school is proud of the Symposium Oeconomicum Muenster, which is well-known outside the region. Founded in 1987 and carried out annually ever since, 35 students organize a one-day business forum in the baroque ambiance of the Muenster Castle. Prominent speakers from the German and international business communities, academia, and politics come together in small groups to discuss current economic challenges with more than 500 student participants. A board of 13 professors supports the students’ planning committee. This program strengthens the important link between the academic and business communities.

Daimler Chrysler, Deutsche Bank, and Volkswagen Consulting are all happy customers of the student consulting group MOVE. Students put theory learned in the classroom into practice while working on real consulting projects at real companies. As a member of both German and international business associations, MOVE achieves highest professional standards.

Many students organizations are dedicated to the field of marketing. MTP Muenster gives its members and interested students an opportunity to connect theory and practice. MTP Muenster organizes lectures by practitioners who work in marketing-related fields. In addition, through seminars and project work in companies, students get an inside look into the world of marketing.

We have two student organizations that foster international student exchange. AEGEE works to promote European integration at the university-student level and AIESEC is a worldwide program that promotes better understanding of different cultures through internships abroad. These organizations sponsor various programs such as conferences, international seminars, exchange programs, case studies, and company visits. Both organizations bring together students from diverse countries, thereby exposing participants to new cultures.

Many of our alumni feel a strong bond with their alma mater after graduation and stay involved with the Muenster Alumni Association. AlumniUM, one of the most active of such organizations in Germany. The association offers career networking opportunities worldwide to recent graduates and current students. A special mentoring program is designed to support recent graduates at the beginning of their career planning. In addition, companies sponsor scholarships for especially talented students each semester. Finally, more than 1,000 alumni return from all over the world to participate in a Homecoming event each year. They also meet regularly in cities abroad in which they now work such as New York, Shanghai, Sydney, and Sao Paulo.
An Ideal Place to Study

There are three things that first-time visitors to Muenster notice right away: the beautiful city center, the large number of bicycles, and how many young people there are. More than 47,000 students shape the face of this traditional, yet modern, university city. However, it is not just teaching and research that have a long-standing tradition in Muenster; the city plays an important function for the 1.5 million inhabitants of the Westphalian region as the center for service, commerce, and administration.

A Truly European Place

Students who have matriculated within the walls of the dignified old baroque castle, have attended a lecture on the ultra-modern Leonardo Campus, or have sat in one of the many student pubs, cannot deny the charm of the university and the flair of the city. More than 1,200 years of history can be seen in the medieval layout of the city center and in the historic buildings. Our city center is an excellent example of a traditional European city and of high quality urban planning. The Prinzipalmarkt with the Lamberti Church and the City Hall housing the Treaty of Westphalia, as well as the Cathedral and the Market Square, are just a few of the internationally significant architectural monuments from the last 800 years. The city center, with its historical buildings, modern architecture, and contemporary sculpture is a lively hub. In addition, the beautiful green space throughout the city includes the Promenade, a landscaped ring around the city center. Many parks add to the high quality of life in the Muenster region.

The Most Liveable City in the World

Today’s Westphalian city of Muenster is internationally renowned for its universities and as a center for innovative cooperative research and development. As a result, Muenster plays an important role in economic and business development. The unique atmosphere of the city is formed by its many young people, its academic institutions, and its diverse and exciting cultural offerings where bicycles are the main mode of transportation. Cultural programs such as open-air movies, concerts, theater, and museums offer a variety of options for spending free time. Last but not least, students are to be thanked for the legendary reputation of Muenster’s nightlife. Not far from the trendy bars at the Dortmund-Ems Canal Harbor lies near the historical city center with its traditional student pubs and popular nightclubs where nightlife continues into the early morning hours. All these factors make Muenster one of the most liveable cities in the world, and as a result Muenster was officially given this title and the International LivCom Award in 2004.
Organization and Contacts

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Directions to The Muenster School of Business Administration and Economics by public transportation: from the Main Train Station (Muenster Hauptbahnhof) take bus no. 11, 14, or 21 to Krummer Timpen.
Wirtschaftswissenschaftliche Fakultät

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