

New Master's Course in India – ESCP-EAP Business School Berlin sends BWL students to New Delhi

For years, ESCP-EAP Berlin's successful one year BWL Programme "Master's in European Business" is associated with internationality, multiculturalism and practice orientation. The course would be taught at two different places within the stipulated period. Starting from the academic year 2006-2007, a new option would be available to the students – they can complete their first semester at the Management Development Institute (MDI) in India.

Through this development ESCP-EAP European School of Management, Berlin reflects on the rising importance of the Indian Economy. According to Prof. Dr. Schmid, Chairperson of International Management and Strategic Management at the ESCP-EAP and Scientific Head of the MEB Programme "Asia's role in the world economy today does not need any special emphasis". "We Europeans, however, concentrate strongly on China and overlook the fact that the Indian markets also offers a great potential to many business ventures." Schmid welcomes the option that in the near future German students will get a chance to know India better during one semester. The medium of instruction is English and the courses in the first semester are well coordinated with the ones in the second semester. This ensures the high level of integration and networking amongst all the study centres and the partner universities.

The Master's in European Business Programme is primarily meant for the degree holders in non Economic Sciences and also for the degree holders with a specialisation in Economic Science who want to strengthen their management proficiency. It is the only Master's programme in Germany within the pre-experience Master-Programme accredited to the Association of MBAs (AMBA). Berlin, Paris, Madrid, Turin, Monterrey (Mexico) and Bangkok (Thailand) are possible study centre options. Last date for application for the academic year 2006 / 2007 is Monday, the 29th of May 2006. Further details about the programme can be obtained from www.escp-eap.de/index.php?id=23

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Source: <http://www.internationale-kooperation.de/nachricht5463.htm> (in German)