

Press Releases

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New MBA Program for the North German Managers of Tomorrow at GISMA

GISMA Business School is launching a new MBA program from August 2009 which is specifically tailored to meet the needs of North German companies and their future managers. It will be known as the Young Professional MBA program.

“This is our way of supporting companies in their quest to nurture their future leaders,” explains Dr. Annegret Zurawski, Academic Director at GISMA Business School. “We are offering a particularly sophisticated MBA program near to the workplace.”

Another great advantage for employers and staff alike is that participants do not need to be released from work (for long periods) to attend. “The model has been designed to meet the requirements of young professionals – the lectures take place on Fridays and Saturdays. This enables participants to combine their studies with the challenges of their career,” says Dr. Zurawski. “The knowledge acquired can be applied immediately in day-to-day business scenarios and forms the foundation for a future career in management.”

The two year program includes a week long residency at Purdue University in Indiana.

Moreover the participants are able to take part in the short term exchange programs of the full-time MBA program whenever they choose. According to the Academic Director, it is therefore only necessary to invest half a year's annual leave in order to compensate for the time involved in participating in the program.

The Young Professional program is a general management program as are the other GISMA MBA programs and the electives on offer allow students to specialize. Participants require a minimum of 2 years work experience for this part-time MBA degree. A bachelor degree (from a university or a university of applied sciences) is also a must.

The Leibniz Universität Hannover awards successful graduates the German MBA degree on completion of the Young Professional MBA program.

It is taught by international lecturers who also teach the full-time and executive MBA programs at GISMA Business School. Instruction is in English.

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