

The place for your

CEMS Term

The Cologne WiSo-Faculty



Innovation for society –
research-based solutions for practical problems.



University of Cologne
Faculty of Management, Economics and Social Sciences





Dear CEMS students,

International cooperation and international programs have always played a major role at the Faculty of Management, Economics and Social Sciences of the University of Cologne - the „Cologne WiSo-Faculty“ (“Wirtschafts- und Sozialwissenschaftliche Fakultät”) – and are continuously being expanded and developed with innovative concepts.

As a founding member of CEMS in 1988 the Cologne WiSo-Faculty has since then placed CEMS in the heart of the Faculty’s international outreach. Incoming CEMS students at the Cologne WiSo-Faculty are welcomed with open arms and are well looked after.

A broad offer of courses on an advanced level, a large network of international companies strongly involved in Business Projects and Skill Seminars and a Blocked Seminar which has made its name among the CEMS students are the key features that constitute a CEMS term in Cologne. Moreover the dynamic and culturally rich city of Cologne is definitely worth a longer stay.

Welcome to Cologne – where you will have an interesting and insightful learning experience!

Christi Degen
International Relations Director
CEMS Academic Committee

The Cologne WiSo-Faculty is a member of:





University of Cologne

Founded in 1388, the University of Cologne is one of the oldest and largest universities in Germany. It is located in the city center of Cologne and offers its students a wide range of academic and social activities. It has gained a stable and outstanding reputation for maintaining the highest standards in research and education and for being an important source of knowledge and advice for German politicians and managers. The University of Cologne as a German university rich in tradition consists of six faculties.

WiSo-Faculty

Faculty of Management, Economics, and Social Sciences Cologne

The Cologne WiSo-Faculty was founded by Cologne's wealthy merchants in 1901 and has since then evolved to become Germany's largest and most reputable Faculty of its type.

Due to its size, the Cologne WiSo-Faculty offers a vast scope of study fields and specializations. During the course of its long history it has developed close links to the corporate and business world and gained membership in leading international academic networks. A very active student body affiliated to several strong student organizations finds its counterpart on the faculty-level where many professors are involved with political committees, companies' advisory boards and as leaders of scientific associations.

The Campus

The University is located in the city's lovely Lindenthal-quarter next to the green belt (an extensive park area) surrounding the inner part of the city. All relevant buildings and facilities such as WiSo-departments, libraries, student restaurants and the International Relations Center are within short walking distance, making students and staff a visible part of the city population contributing to the open minded and lively atmosphere of Cologne.



„Cologne is at the heart of the European economy with a thick pulsating network of airports, highways and rail traffic. That is why the Cologne WiSo-Faculty is a great place to study supply chain strategies and management, as those courses offer priceless practical perspective and are taught here at an exceptional level. Being at the centre of Europe means there is also a truly multicultural environment, which enriches both learning and social components“

Tomasz Nowinski, SGH - Warsaw School of Economics (CEMS MIM incoming student fall 2008/09)



COLOGNE – IN THE CENTER OF EUROPE

Living....

Cologne is proud of its reputation as an open minded and tolerant city and although multicultural it is strong in its local identity (make sure to be there for Carnival and don't miss the local beer "Kölsch"!). Vivid cultural activity and dynamic development in the media industry, historic heritage and scientific initiative, and people who enjoy life are the striking features of this city today.

COLOGNE THE...

→ MULTICULTURAL CITY

Fourth largest city in Germany with 1 million inhabitants with 18 % foreigners

→ ARTS AND CULTURE CITY

Eight large and well-known municipal and 30 private museums, more than one hundred art galleries, international art fair "ArtCologne", various municipal and private theaters, famous Philharmonic Concert Hall, Opera House, the traditional concert house "Gürzenich", the Musical Dome, the Lanxess Arena and several well known live-music stages, music and pop culture festival "c/o pop", international literature festival "lit.Cologne"

Famous events: Carnival, Christopher Street Day, Jazz Festivals, Open-air events

Sporting greats: Premier soccer league club: 1. FC Köln, Cologne ice hockey – KEC, Köln-Marathon, Host of FIFA World Cup and Handball World Cup

→ HISTORIC CITY

The "Kölner Dom" - the famous Gothic Cathedral and Cologne's landmark; 12 big Romanesque churches, medieval city center, multitude of Roman remains



.... and experiencing business in Cologne

The city of Cologne, founded by the Romans roughly 2000 years ago, grew large and economically strong during the Middle Ages. It was a major player in European trade with its location on the Rhine river and on the cross-roads of trading routes in the framework of the Hanseatic league.

Today, the city of Cologne is one of Europe's leading economic regions and one of the most important cross-roads in European traffic. Also, it is the home base of the most important German low-cost air carrier, Germanwings Airlines, connecting Cologne directly to 60 major cities in Europe.

COLOGNE THE...

→ BUSINESS AND TRADE CITY

Fourth largest trade fair in the world ("KoelnMesse") with 2 million visitors p.a. and leading global trade fair for 25 sectors, e.g. Gamescom, European headquarters of Ford, German headquarters of Toyota Deutschland GmbH and Deutsche Lufthansa AG, Regional office of Microsoft, Headquarters of DLR – German Aerospace Center, Cologne Airport is the European hub of UPS

→ MEDIA CITY

Approximately 15,000 people employed in the area of film and television, more than 10,000 companies in the business of IT and telecommunication, Germany's number 1 TV city - major TV and radio stations like WDR, Deutschlandradio, RTL, Super RTL, VOX and n-tv

For further information: www.koelntourismus.de/en



Cologne – neighbor to

- Leverkusen with Bayer AG
- The industrial region Rhein Ruhr with the Haniel Group headquarters etc.
- Düsseldorf with the headquarters of Henkel, the German headquarter of L'Oréal and many consulting companies as A.T. Kearney, Roland Berger, McKinsey, ...
- Bonn with the institutions of the United Nations, the headquarters of Deutsche Telekom, Deutsche Post etc.
- And linked via ICE (Germany's high speed train) to Frankfurt, the largest financial center on the continent and to Frankfurt airport, ranking among the world's top ten airports

YOUR CEMS TERM ABROAD IN COLOGNE

Benefit from Excellence in Research

The CEMS MIM is integrated into the MSc in Business Administration, a two year pre-experience Master program which only admits „in-field“ Bachelor graduates thus guaranteeing an advanced level of management studies.

As the Cologne WiSo-Faculty is the largest Faculty of its kind in Germany CEMS students benefit from a broad course offer and a vast scope of specializations. While CEMS Core courses are designed solely for the group of CEMS students, Electives provide access to specialized courses on a high theoretical level, completely embedded into the local student buddy.

Although the Cologne WiSo-Faculty emphasizes its theory centered approach, all research and teaching is conducted with regard to and in cooperation with business - as manifested in the Faculty's vision statement:

“Innovation for society – research-based solutions for practical problems”

Consequently the Cologne WiSo-Faculty is not only top ranked for research performance but also for the graduates' popularity in the business world.



TOP RANKED FACULTY

HIGH POPULARITY OF GRADUATES among HR managers of Germany's major companies

- Consistently among the **top 4 German Faculties for Management**
- Consistently among the **top 3 German Faculties for Economics**
Ranking Wirtschaftswoche 2005-2009

EXCELLENCE IN RESEARCH

- Among the **top 3 Management Faculties in Germany** (research performance 2000-2009)
- 10% of the top 20 Researchers (below 40 years) come from the Cologne WiSo-Faculty
Ranking Handelsblatt 2009 (Germany, Austria and Switzerland; in total 48 universities ranked)

“My exchange semester in Germany belongs to the most exciting experiences in my academic life. I especially appreciated the practical approach of Supply Chain Management and Aviation Industry course. Contacts I made with companies were a valuable source of information for my diploma thesis. However, it is the international atmosphere of the city and strong student community which make the Cologne experience truly unique.”

Jitka Foralová, University of Economics, Prague
(CEMS MIM incoming student fall 2008/09)



Cologne CEMS MIM Course Offer

Practical Application of Theory

“Innovation for society – Research-based solutions for practical problems.” The Cologne WiSo-Faculty’s mission statement is applied to the CEMS MIM courses in various ways: Theories are first introduced and discussed, then their practical applications are shown. Popular examples are to embed guest speeches from practitioners and excursions into lectures and seminars to show how companies apply business theories in their everyday work. Whole courses are also offered by company executives, who combine the theoretical knowledge of their PhD degree with detailed practical experience from their company and daily work.

A selection of characteristic Cologne CEMS MIM courses:

CEMS MIM Core Course – International Strategic Management

The course is based on theories of competitive strategy (e.g. Michael E. Porter and Jay B. Barney) and management of international organizations (e.g. Christopher A. Bartlett, and Sumantra Ghoshal). In addition to the lectures, specific practical insights are provided by guest lecturers, by company representatives and excursions to a company sights. Intensive in-class discussions are encouraged and students take on a group research project that aims to critically apply the underlying theories of the course to real life company situations.

CEMS MIM Elective - Supply Chain Management I: Supply Chain Strategy

The course is based on theories from the fields of Corporate Strategy, Product Development and Lean Process Design. The practical relevance and applications of these theories are demonstrated with a case study, an excursion and a lecture given by guest speakers from industry. During the „Process Flow Experiment“, student teams set up their own production processes and put their designs to a test.



CEMS MIM Elective – New Product Development:

The mission of the course is to investigate new product development activities as a key component of the sustainable success of a business's operations. The practical relevance and application of some of the lecture's core elements:

- Steps of the decision making process
- Models and approaches commonly used to guide new product development activities
- Management processes to minimize risk and maximize profits

are demonstrated by executives of companies such as L'Oréal, Henkel, Procter and Gamble and Vodafone in a series of guest lectures.

CEMS MIM Elective – International Tax Planning and Fundamentals of International Taxation:

This introduction to International Taxation consists of a lecture and a tutorial. The lecture, offered by an Ernst & Young executive, presents core structural elements which can be found in tax systems worldwide. With the support of the tutorial the course enables participants to analyse these elements methodically and evaluate the tax-consequences of international activities for enterprises as well as for individuals. With the help of real-life case studies students are trained to independently assess fundamental problems of international taxation.

"Studying in Cologne was a great experience and a very good choice for my CEMS exchange semester. The city is welcoming and offers a vivid student life, as well as a perfect opportunity to taste regional culture with unique Carnival and Christmas markets. CEMS courses are of high quality, thanks to which I gained a profound and practical knowledge in fields which have become a new area of my interests."

Patrycja Baczyk, SGH - Warsaw School of Economics
(CEMS MIM incoming student fall 2008/09)



SKILL SEMINARS - training your practical skills –

Skill seminars on a multitude of relevant topics

Communication training | Successful negotiations | Conflict management | Introduction to project management | Introduction to Public Relations | Successful presentations | Business behavior in Germany | Intercultural communication Germany and USA | Leadership and interpersonal skills | Practices of scientific work | Meet the client | Effective time management | Intercultural communication China and India | International human resource management ...

are offered in cooperation with reputable companies

L'Oréal | Henkel | A.T. Kearney | Mc Kinsey | LVMH Perfumes & Cosmetics | OC&C Strategy | Crossconsulting | Boston Consulting Group - ...



“The analysis conducted by the CEMS team really helped us to understand what an ideal lead management process looks like and therefore helped us to identify what we need to change in our process. The team kept a very good balance between academic theory and our processes, tools and specific challenges.”

Business project: Optimization of the lead management process in Henkel Adhesives

Cedric Berthod | Vice President at General Industry Europe | Loctite-Teroson-Bonderite, Henkel



Toyota F1 Business Project



Business Project Presentation at Accenture

Cologne CEMS Business Projects

Your connection to the business world

The Cologne WiSo-Faculty's close links to the corporate and business world leads to a broad and diverse offer of business projects, making 10-12 different business projects available each spring term (CEMS term 2).

International CEMS student teams of 4-5 students solve a real business problem jointly tutored by a company and an academic supervisor. The Faculty attaches great importance to offering challenging and diverse projects in close cooperation with companies as Accenture, A.T. Kearney, Ford, Haniel, Henkel, KPMG, KoelnMesse (Cologne Trade Fair), Lufthansa Cargo or Toyota F1. Most of the projects are offered in English.

A skill seminar offered in cooperation with OC&C Strategy especially prepares CEMS student for successful teamwork in Business Projects.

TO GIVE YOU AN IDEA – EXAMPLES OF COLOGNE BUSINESS PROJECTS

A.T. Kearney: Sustainability in the food sector. Analysis of efforts of the food retail industry in regards to sustainability along the entire value chain. Derivation of best practices initiatives and analysis of their impact.

Henkel: Review, evaluation and further development of Henkel's worldwide IT cost reporting and controlling.

Toyota F1: Customer Relationship Management – How can Toyota Panasonic Racing get in contact with its fans – aiming for a long term relationship?

CEMS students highly appreciate the substantial company involvement and the above-average academic support as regularly shown in the business project evaluation of the CEMS student board.

“The Business Project was a very positive cooperation – as it already has been in past years. Our expectations were exceeded yet again. The results generated by the CEMS team were a real gain for us and we are looking forward to continued collaboration on similar questions in the future.”

Business project: Market entry strategy for India for CWS-boco International GmbH

Jens Oberhoff | Project Manager New Markets

Corporate M&A / Post Merger Integration | CWS-boco International GmbH, Haniel



Cologne CEMS Block Seminar

International, Interdisciplinary, Interactive

Sustainability as one of today's hot topics is the key issue in the CEMS Block Seminar offered by the Cologne WiSo-Faculty:

"Sustainability in Management: Applications to Logistics and Tourism"

The focus on tourism thereby perfectly complements the WiSo-Faculty's course offer.

The Block Seminar hosted by the Cologne WiSo-Faculty takes place in the medieval town Oberwesel located in the lovely Upper Middle Rhine Valley, UNESCO world heritage area and one of Germany's major tourist attractions.

The Cologne CEMS Block Seminar is taught by interdisciplinary, inter-university teacher teams and supported by business representatives – e.g. from A.T. Kearney, Deutsche Bank and the "Romantic Rhine" tourism office. The Cologne Block Seminar offers a well-balanced mix of theory and case studies and although focusing on tourism in the Upper Middle Rhine valley, it also comprises case studies on tourism in Mexico and the Costa Brava. Students from 10-15 nationalities take part in the Block seminar, contributing to the international atmosphere.

It goes without saying that the Block Seminar is accompanied by a social program that makes the touristic amenities of the region a true experience.

The quality of the course format, the interactive teaching and learning atmosphere, and the connection between business and university life are highly rated in student evaluations.



Students in front of the castle of Oberwesel



"I very much enjoyed the Cologne Block Seminar. The international and interactive atmosphere offered us the opportunity to develop our own ideas about such an important topic as sustainability. I especially appreciated the company involvement and the good mixture between theory and case studies. It was a very valuable learning experience."

Karla Suarez, EGADE, Cologne CEMS Block Seminar participant 2008



MAKE YOURSELF AT HOME – SUPPORT AND FACILITIES

The International Relations Center offers a comprehensive support service for CEMS incoming students

→ Academic Support

Management of the CEMS studies
'Welcome Week' - Orientation and information days
Daily advice service and support
Career service

→ Organizational Support

Pre-arrival information
Visa matters
Administrative formalities
Buddy system – tutoring by a German student

→ Language Support

Pre-semester German language courses free of charge in March and September
German courses during the term

→ Accommodation Support

Every student receives a reasonable offer of accommodation prior to arrival

→ Networking Support

Integration in cultural and social events
Active student clubs/committees

THE STUDENT ID – your access to...

- a ticket for public transport in and around Cologne and the whole state of NRW
- the internet at University computer pools
- all libraries and sport facilities
- subsidized food at the University's restaurants and cafés

All of this for the semester contribution of approx. 210 Euro

THE CEMS CLUB

The "PIM and CEMS student and Alumni Club Cologne" supports incoming students and offers a wide range of activities: Sport events • Workshops and seminars in cooperation with companies • Parties • Excursions • Carnival - Cultural events • Regular meetings (Stammtisch) • Buddy system • Welcome Week -....

www.pimandcems.de





10 REASONS TO SPEND YOUR CEMS TERM ABROAD IN COLOGNE

- The Cologne WiSo-Faculty's broad course offer and vast scope of specializations
- Linkage of theoretical depth and methodological expertise with direct relevance in businesses and other organizations
- Top ranked Faculty
- Network of renowned international companies
- Focus on internationalization: more than 80 partner universities world-wide, more than 200 guest students per year; member of EFMD, PIM, CEMS, EDAMBA, AAPBS
- Excellent reputation of the CEMS Blocked Seminar, the CEMS Business Projects and the CEMS courses
- Vibrant student life with many active student initiatives and clubs
- Multicultural and dynamic city of Cologne – located in the center of Europe
- Comprehensive support from the International Relations Center for CEMS guest students (accommodation support, language courses, buddy system, Welcome Week,...)
- Local CEMS student club ("PIM & CEMS Student and Alumni Club Cologne") – famous for its special social and networking events

Contact

Contact for international CEMS exchange students

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www.zib-wiso.uni-koeln.de/english.html

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Imprint:

Editor: Faculty of Management, Economics and Social Sciences,
International Relations Center (ZIB) • Albert-Magnus-Platz • 50923 Cologne • Germany

Editorial Staff: Diana Hehle

Photography: Koelntourismus.de, Fancy, Helmar Mildner, Aleksander Percovic, Titel: Simon Dirsing (KISD)

Design: Ulrike Kersting, u.kersting@verw.uni-koeln.de

Print: flyeralarm



CEMS INFORMATION SHEET 2009/10

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Deadlines:	Nomination Deadline for fall terms: May 1st Nomination Deadline for spring terms: November 1st



Required Documents:	Registration by the home coordinator with name, email address, exchange term. Admission documents will be requested directly from the exchange students.
Course offer:	The CEMS MIM course offer is available on cems.org approx. 4 months in advance of the semester start. All CEMS MIM courses are Master level courses. <u>CEMS MIM Course Offer Fall 2009/10</u>
Student Registration:	Incoming students are informed directly how to register.
Faculties/Colleges:	WiSo: Business Administration Economics Social-/Political Sciences <i>Other Faculties of our University</i> Law School Medical School Faculty of Philosophy Faculty of Mathematics and Natural Sciences Faculty of Human Sciences
Language of Instruction:	German, English
Language requirement:	No special requirements for exchange students DSH or equivalent for degree programs in German language
Language courses:	Free, optional German language courses from "Beginners" to "ZOP level" prior to semester start as well as during lecture time. Business English, limited number of places, optional.
Full-time Workload	30 ECTS, roughly 5 courses with 20 contact hours/week
Grading:	see Grading Scale
Exams:	Exams

TERM DATES FOR THE ACADEMIC YEAR

	Term 1	Term 2
Terms Dates:		
Welcome Day/Orientation week		
Block Seminar/Launch Event	http://www.zib-wiso.uni-koeln.de/350.html?&L=1	
[school vacations, public holidays]		
Exam period		



Living Expenses:	<u>Estimated monthly budget</u> for single students
Academic Expenses:	<p>CEMS Blocked Seminar Fee approx. 200€: covers transportation, accommodation, food and course material.</p> <p>Approx. €200 semester contribution, includes public transport ticket and student services</p> <p>http://www.zib-wiso.uni-koeln.de/352.html?&L=1 <u>Semester Ticket Information</u> (in German)</p>
Health insurance:	<p>It is mandatory to have a proper health insurance, which is not offered by the University itself. It is the students duty to book a health insurance.</p> <p><u>Health Insurance</u> <u>Health Care</u></p>
Visa:	See <u>Visa information</u>
Housing:	See <u>Information on Accommodation</u>
Internships:	http://www.zib-wiso.uni-koeln.de/352.html?&L=1 (see bottom of this page). Contact the Corporate Relations Coordinator for further information.
Orientation / Student Clubs:	http://www.zib-wiso.uni-koeln.de/352.html?&L=1 (see bottom of this page)
Information about the city / the country	http://www.koelntourismus.de/en/willkommen.html