



**E.H.E. Europa Hochschule
EurAka CH**
(E.H.E. Private European University EurAka
Switzerland)



**Master of Business Administration
in
Automotive Management**

Programmes of Studies:

- ⇒ **Doctoral Studies**
- ⇒ **Postdoctoral Studies**
- ⇒ **Professional Doctoral Studies**
- ⇒ **MBA & Master's Studies**
- ⇒ **BBA & Bachelor Studies**

E.H.E. Europa Hochschule EurAka CH Educational Quality & Institutional Memberships:



The Europa Hochschule EurAka CH is the official cooperation partner of the

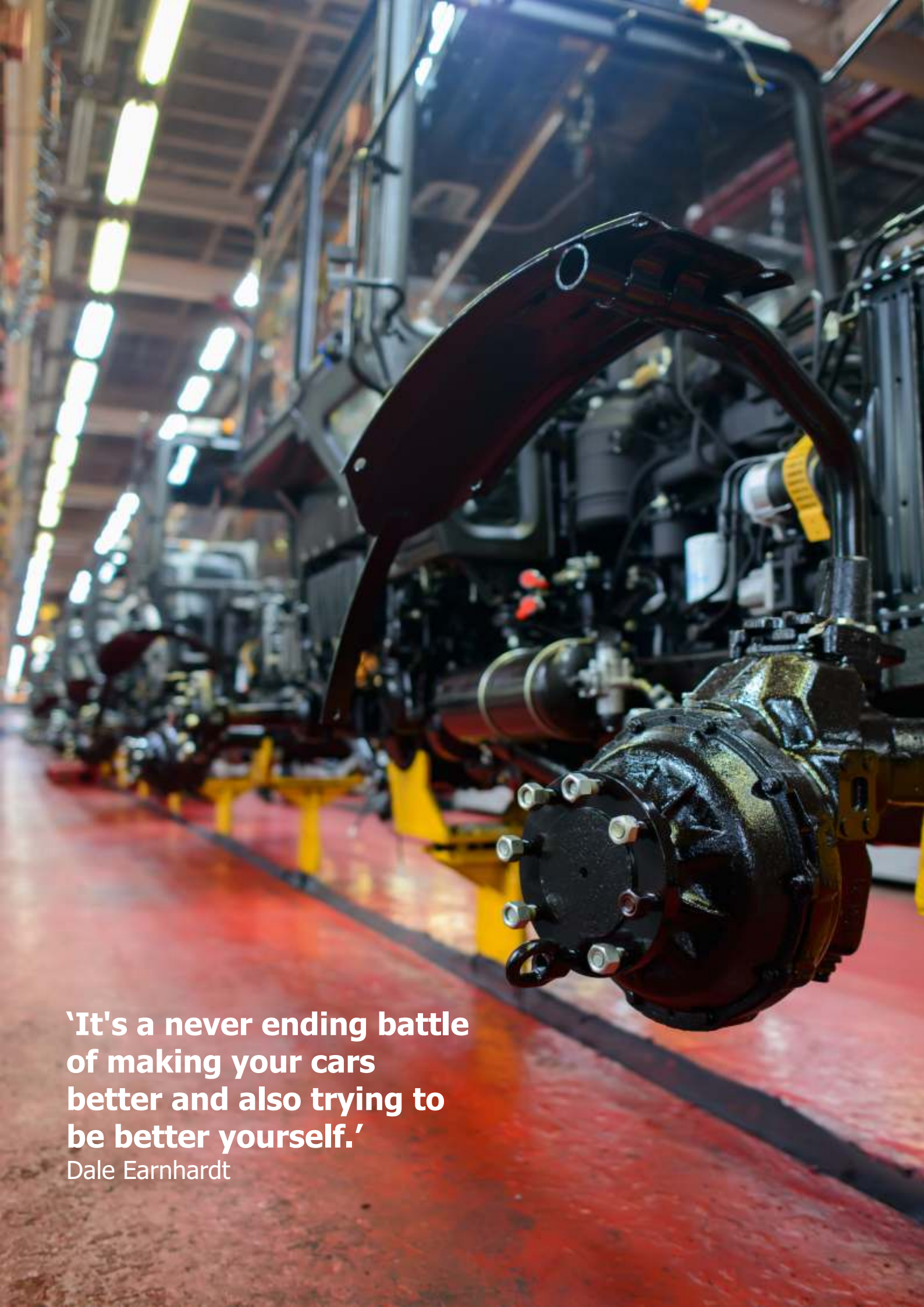
- Accreditation-Conference (ACC) HQMS (Holistic Quality Management in Science and Education)
- QS Zurich AG (Swiss Accreditation Service SAS approved)
- DeuZert (Deutsche Akkreditierungsstelle DAkkS approved), founding member of the IFCES, ISO 29990 in Education



ECBE

PRME Principles for Responsible
Management Education





**'It's a never ending battle
of making your cars
better and also trying to
be better yourself.'**

Dale Earnhardt

Welcome to EurAka Welcome to Swiss Higher Education

The E.H.E. Europa Hochschule EurAka CH or by international translation, the E.H.E. Private European University EurAka Switzerland, is a future-oriented University with her headquarter in Switzerland's Canton Basel-Landschaft (Basel County). Our private University owns Campuses in Switzerland and Germany to which add several specialist knowledge and research centres in Germany as well.

That Switzerland's Universities and Higher Education both belong to the world's best is for our private University a specific challenge to which we actively contribute not only by first-tier education, but equally internationally acknowledged research.

Thus, we offer innovative and contemporary academic programmes of outstanding excellence.

We equip our students with skills and knowledge supporting their successful careers. We are very proud of our internationally acknowledged high academic quality standards, where inter-cultural understanding and mutual respect is at the core of the delivery of our studies. At our E.H.E. EurAka you will find many academic challenges, global awareness, and strong emphasis on social responsibility and sustainability to which we encourage our students and which is equally demonstrated by all faculty members.

I look forward to welcoming you at the E.H.E.
Europa Hochschule EurAka CH.

Prof Dr h.c. Paul Diener
President





The Europa Hochschule EurAka CH (E.H.E. Private European University EurAka Switzerland)

The E.H.E. Europa Hochschule EurAka CH, internationally known as the private European University EurAka Switzerland, is an independent and private University for integral medicine, technology, and economics. The E.H.E. EurAka is situated in Therwil (Switzerland) and legalised by the Swiss Federal Republic and the Canton Basel-Landschaft as private University. The status of the private EurAka University is officially confirmed as 'non-contributory private institution' according to the Swiss Higher Education Act (HFKG). The E.H.E. EurAka is officially approved to award Swiss Bachelor, Master's, and doctoral degrees.

The E.H.E. EurAka was constituted in 1985. The University provides national and international research and programmes of studies in the fields of Integral Medicine, Technological Sciences, and Business Sciences. The E.H.E. EurAka research, especially in technology and engineering, owns the highest international reputation and attracts significant research funding from global

corporations and European Governments.

Upon recommendation by the State-Council of the Swiss Republic and the Canton Ticino, the E.H.E. EurAka has received official Degree Awarding Powers in the year 2000. The status of Degree and Research Degree Awarding Powers was reapproved by the country's various regulatory authorities in 2016, such as the Dipartimento della cultura e dell' educazione dello Sport, Ticino, and the Canton Basel Landschaft. They concluded that the E.H.E. Europa Hochschule EurAka CH is fully aligned with the laws of Switzerland and thus officially approved as Swiss "Hochschule on the level of University".

Switzerland itself is aligned with the so-called Bologna Process of the European Union making Degrees of the University approved across Europe and beyond. Hence, the E.H.E. EurAka awards Degrees with ECTS credits.



The E.H.E. EuraAka:

- Officially approved private Swiss University
- Campuses and specialist knowledge centres in Switzerland and Germany
- Official Degree and Research Degree Awarding Powers
- University Institutes comprising
 - Economy
 - Technological Sciences | Engineering
 - Integral Medicine
- Degrees are part of the Process of Harmonisation of Higher Education in Europe according to DIN EN ISO / IEC 17024 and are awarding ECTS Credits
- Bachelor - Master's - Doctoral Studies (PhD and DBA)
- Advanced Member and Signatory of the United Nation's PRME Framework
- Institutional Member of the European Council of Business Education (ECBE)
- Additional offer of the personal ISO 17024 Certification embedded into programmes of studies
- Multinational faculty of internationally acknowledged Professors
- First tier research activities having attracted substantial research funds from governments and industry
- Close academic collaboration (teaching and research) with renowned international Universities from various countries all around the world
- Permanent consultancy for global corporations



'The key is to join an industry that you have a passion for. If you love cars, then automotive is where you should end up.'
Gwynne Shotwell

Regional E.H.E. EurAka Centres - around the Globe

Delivering studies in often very distant countries means trust first of all. Students have to trust that they are getting the same high quality as if studying with the E.H.E. EurAka herself. The University must have the confidence that national centres of studies are exactly delivering this same quality.

This is not just a question of equality regarding graduates' skills and knowledge, it also is prerequisite regarding applicable regulations, in the E.H.E. EurAka's country of origin and additionally, in the host country of delivery.

To assure such equal quality, the E.H.E. EurAka collaborates with carefully selected partner institutes in Africa, Asia, and Europe.

The same quality of studies is of utmost importance, because all students are awarded with the same Swiss degree. The E.H.E. EurAka takes her responsibility very seriously. Therefore, students' welfare and progress are permanently monitored. Furthermore, all our regional partner centres being entrusted with the delivery of our programmes of studies are receiving direct support for that students can study with confidence in the quality of their studies.

The E.H.E. EurAka has established internationally acknowledged academic standards according to DIN EN ISO / IEC 17024.

Prof Dr Dr habil Klaus Oestreicher
Vice President International



The E.H.E. EurAka Master's Studies



Whether Master of Business Administration or one of the E.H.E. EurAka's other Master's or postgraduate programmes of studies, all are preparing candidates for senior management roles in organisations. A full variety of specialisation pathways allows either to have the wider managerial picture as content or offers specific pathways to become a specialist with corporations, as entrepreneur or for public services.

The typical Master's programme comprises eight modules to which adds the Master's thesis. The E.H.E. EurAka Master's programmes are fully conform with European requirements on Postgraduate studies. I.e., they award a minimum of 90 ECTS credits (European Credit Transfer and Accumulation System). Some programmes, which the E.H.E. EurAka considers as elite programmes, go significantly beyond 90 credits. These particular programmes demonstrate employers the outstanding excellence our graduates have gained even more.

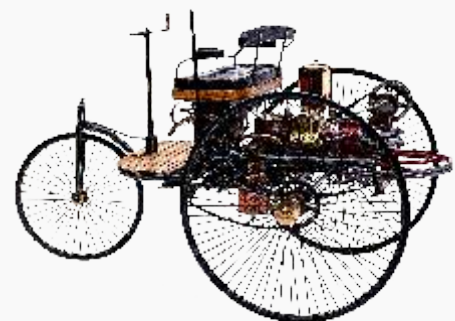


Students should be especially aware of two major advantages offering essential differentiation:

The E.H.E. EurAka does not award just Business School Degrees, but degrees of a private Swiss University.

Degrees of the E.H.E. EurAka are officially approved academic degrees. To this consequentially adds widest international equivalence in Europe and beyond.

The courses' wider strategic objectives are to educate the responsible manager, who understands the general picture and wider implications by which organisations of different kind and industries are driven and have to be managed. Internalising these criteria into the curriculae enhances graduates' employability and career opportunities significantly. All E.H.E. EurAka Master's programmes provide graduates with extended and superior knowledge being fully concentrated on latest research and future developments, but focus on modern organisational challenges, forces, and values driving these. The courses combine knowledge on organisations with key management practice skills for real use and application. Cross-functional and interdisciplinary approaches by integrating wider managerial perspectives support graduates and their organisations equally.





Good automotive service is a holistic approach. From manufacturing a car to after-sales services. It is all about the customer experience. From brand awareness to brand perception, From product quality to service-orientation.



The Master of Business Administration in Automotive Management

Purpose of this specific MBA-programme is to offer a sophisticated postgraduate programme of studies, which fully concentrates on needs, opportunities and challenges of the automotive industry. I.e., all learning content in each module has this particular industry in mind. Such focused orientation provides students with latest research-based knowledge. Interactive and advanced lectures, seminars, and further contemporary means concentrate on improving management performance and decision-making processes through graduates' informed capabilities and skills - developed in cross-functional and subject-oriented studies.

Greatest care guided the design of the individual modules. Their balanced selection provides rich and deep insights, which is complemented by specific interdisciplinary additions. The result is contemporary proficiency for responsible managerial roles in the automotive industry. Furthermore, the programme consequentially embeds the corporate and wider responsibilities for sustainable management and responsibility for the environment.

The objectives of this programme of studies introduce to especially selected theoretical methods and models of forward-leading effectiveness allowing direct implementation and application in challenging and complex contexts of automotive organisations.

This way, the course also meets highest professional standards for Employability Impact in the value-oriented economy.





Programme Objectives

Shared aims unite all modules of the MBA in Automotive Management programme of studies. These objectives are:

- To use theory, case study insights and practical demonstrations to enhance candidates' intellectual calibre, professional and leadership skills, and problem-solving capacity in the context of the management of automotive organisations.
- To communicate sophisticated understandings of present and future problems and challenges typically found in contemporary automotive organisations and to identify scope for general and particular improvements in the globalised economy and meet societal responsibilities at the same time.
- To analyse and foster appropriate leadership roles embedded in management and responsibilities by sophisticated approaches to drive organisational development and to meet the needs of demanding constituents and multiple organisational contexts.
- To explore scope and content of effective organisational and functional strategies being focused on an ever-changing automotive environment, organisational sustainability and progress within changing contexts in the value-oriented globalised automotive industry.

Programme Structure



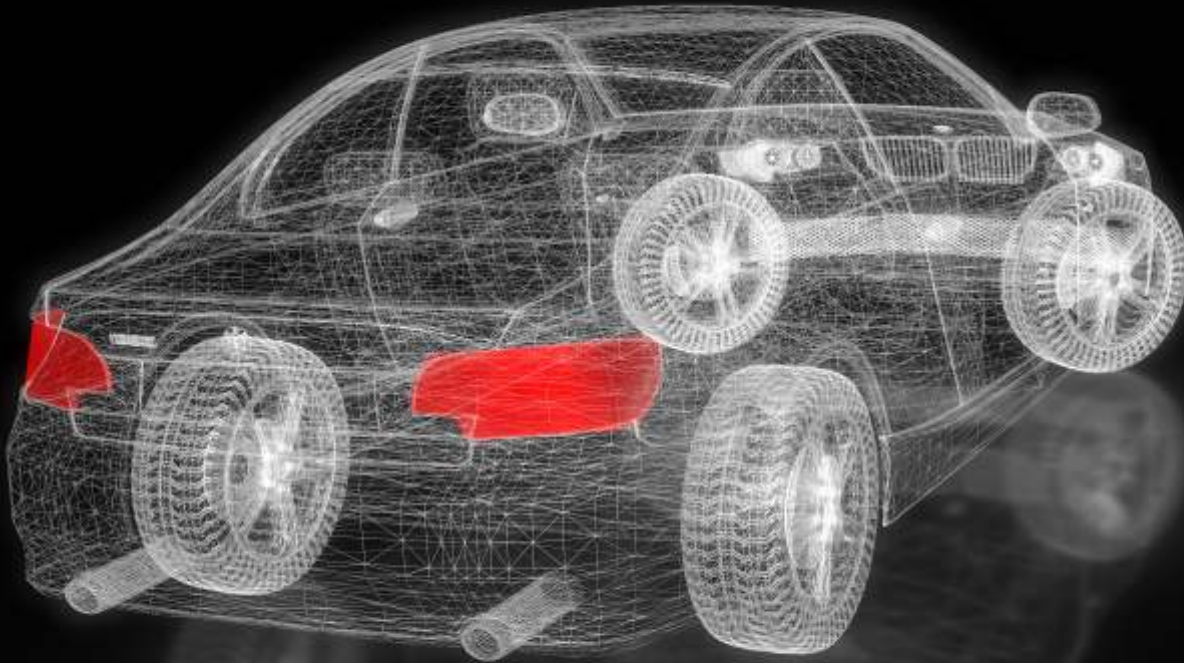
- **Automotive Operations Management**
- **Total Automotive Quality Management**
- **Consumer Behaviour and Automotive Brand Management**
- **Strategy and Alliances in the Automotive Industry**
- **Global Automotive Supply Chain Management**
- **Dealership and Sales Management**
- **Innovation Management in the Automotive Industry**
- **Business Research Methods**
- **Master's Thesis or Research-based Project**

Subject Areas



- **Automotive Operations Management:**
 - ↳ Types of cause-and-effect relationships of effectiveness and efficiency
 - ↳ Operational key performance indicators, monitoring and evaluation
 - ↳ Automotive critical success factors and benchmarking
 - ↳ Automotive strategic operational improvement
 - ↳ The cycle of effectiveness - efficiency - quality
- **Total Automotive Quality Management**
 - ↳ TQM and the automotive tail
 - ↳ Quality, competitiveness and customers
 - ↳ TQM frameworks and concepts
 - ↳ The holistic perspective of TQM
 - ↳ The chain of delivery, processes, and customers
- **Consumer Behaviour & Brand Management**
 - ↳ Consumer behaviour and decision-making processes
 - ↳ The various types of buyers
 - ↳ Consumers, regulators, and pressure groups
 - ↳ The branding process & consumer trends
 - ↳ Key concepts of automotive branding
- **Strategy & Alliances in the Automotive Industry**
 - ↳ Key elements of strategy
 - ↳ Innovative strategy & strategies of innovation
 - ↳ Strategy & the future automotive organisation
 - ↳ Strategic alliances & the automotive industry
 - ↳ Opportunities & risks of automotive strategic alliances

Subject Areas Continued



- **Global Automotive Supply Chain Management**
 - ↳ Key principles of the automotive supply chain management
 - ↳ Cross-functional automotive productivity and profitability
 - ↳ CSF of the internal and external automotive supply chain
 - ↳ Risk management in the global automotive value chain
 - ↳ Opportunities & risks in the global automotive supply chain
- **Dealership and Sales Management**
 - ↳ Dealership & relations management
 - ↳ Key concepts of customer loyalty, retention & customer attraction
 - ↳ Sales strategies & tactical incentives
 - ↳ Business ethics and corporate responsibilities
- **Innovation Management in the Automotive Industry**
 - ↳ Interfaces of innovation and automotive organisational management
 - ↳ Innovation as key success factor for organisational performance and viability
 - ↳ The effect of innovation in the automotive supply chain
 - ↳ Different types of automotive innovation and their impact
 - ↳ Favourable organisational climate for innovation
- **Business Research Methods**
 - ↳ The defensible fit between the nature of practice-oriented problems in empirical research
 - ↳ Different designs, data collection, analysis & reporting
 - ↳ Quality Tests & appropriateness
 - ↳ Analytical skills
- **Master's Thesis or Research-based Project Paper**



Intended Programme Learning Outcomes

The MBA in Automotive Management develops profound and sophisticated knowledge in this particular subject area. The programme of postgraduate studies is specifically designed to meet the concept of graduates' Employability Impact. Therefore, content of the individual modules addresses latest knowledge and has practice-orientation at the same time.

The particular Intended Learning Outcomes are:

- Develop critical thinking and analytical approaches to theories and practices of contemporary organisational contexts in the different, but connected sectors of the automotive industry by in-depth analysis of its internal and external environment.
- Enhance the ability to read, understand, and make sense of the specific organisational needs with reference to leadership in and of operations in the automotive industry.
- Extend the capacity to evaluate and critically select between strategies, tactics, and operational models in contemporary and future-oriented automotive contexts.
- Provide automotive organisations of different activities with relevant insights and robust structures for becoming a socially responsible corporate citizen through graduates' skills and knowledge.
- Apply high standards of moral and ethical behaviour to the own work and to that of an automotive organisation.





Global Student Benefits

- Degree from a private Swiss University
- International Degree officially approved in Europe
- Further official approval beyond Europe
- Campuses in Switzerland and Germany
- Latest academic knowledge with practice-orientation for Employability Impact
- Individual ISO 17024 Certification
- Delivery by carefully selected national Partner Institutes making studies more affordable and accessible
- Certificate, Transcript, and the official EU Diploma Supplement of the Europass
- Part of a truly global student community
- Progression up to doctoral studies with the E.H.E. EurAka herself or other universities
- International Graduation Ceremonies
- Global Alumni Network

ISO

CERTIFICATION

The Student
Value + Formula:

MBA Degree
+
ISO 17024 Certification
=
Employability Impact



ISO Certification 17024 for Automotive Managers

Beyond academic Degrees, the private EurAka University offers to students - as one of the first universities - the exceptional integrated option to gain the international ISO 17024 Certification.

ISO Certifications are famous and especially recognised all over the world. Organisations seek for ISO Certifications as clear demonstration of their quality. Here now is the very unique option and opportunity for E.H.E. EurAka students to do the same and that within their regular programme of studies. The ISO 17024 Certification does not accredit organisations, but the individual - the EurAka University student - according to official accreditation standards of the International Organization for Standardization.

To make the ISO 17024 Certification possible, the globally oriented E.H.E. EurAka closely collaborates with those official organisations, which are authorised to issue and award the respective ISO 17024 Certification. ISO Certifications are globally recognised and valid. They enhance career perspectives additionally.

Which now are the benefits? Beyond their academic Master's Degree the third option is to demonstrate to employers that a Graduate has met the official requirements for being a Certified Expert according to globally recognised ISO 17024 standards on professional level of expertise.

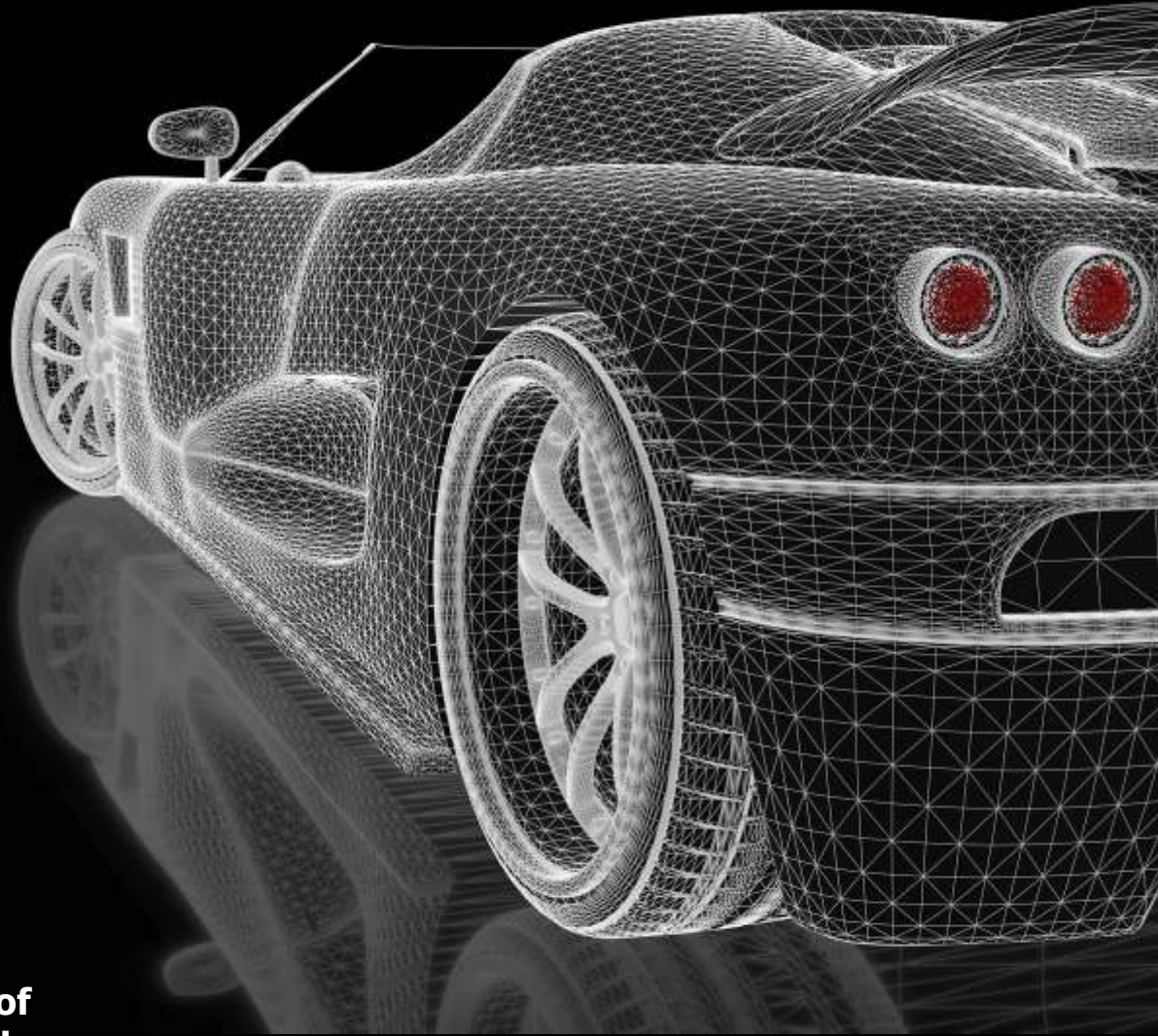
This academic - professional expertise clearly goes beyond present standards employers expect. These combined qualifications, the E.H.E. EurAka is proud to offer, clearly differentiate Graduates on highly competitive job markets and is a culmination of what they offer to employing organisations. - **That is, what superior value education stands for.**



CERTIFICATION

**'Graduation is not the terminus
of your experience;
it is the terminal of your success.'**

Christian J. Dolores



**Master of
Philosophy**



Research and Thesis



Viva



DBA

**Direct Progression Route:
The Doctor of
Business Administration**

The Festive Conclusion: The E.H.E. EurAka Graduation Ceremony



The Graduation Ceremony of the E.H.E. Europa Hochschule EurAka CH is a festive moment to celebrate an outstanding achievement. As rewarding especially this day is and as rewarding the moment is to receive the deserved academic Degree, it should never be the end, but the start for more. Of course, close relatives and friends are equally welcome to the Ceremony, since very often, they have contributed much for that such challenging degree could be achieved.

The Graduation Ceremony of the E.H.E. EurAka usually takes place in Switzerland. The moment to throw the caps will be in all Graduates' mind for years to come. Meeting peers from many countries and different continents demonstrates that a global community of EurAka Graduates grows each year.

This moment also is the E.H.E. EurAka's warm invitation to become a valuable member of its Alumni community, for all those not already being part of it. Global networking for mutual benefits and equally the opportunity of coaching others both symbolise the high academic culture the private University owns.



CONNECT

**E.H.E. Europa Hochschule
EurAka CH
Erlenstrasse 31
4106 Therwil
Switzerland**

**International Registry:
EurAka Campus Germany**
E.H.E. Europa Hochschule
EurAka CH
Kronthaler Str. 11
61462 Königstein im Taunus
Germany
Ph: +49 6173 608 4842
Email: info@euraka.ch



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