



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



**MBA in
Manufacturing 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



**Manufacturing
still has the
greatest
multiplier effect,
in terms of job
creation, of
any sector of
the economy.**
William Clay Ford, Jr.



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 E.H.E. Europa Hochschule EurAka CH

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.

MASTER CLASS



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 University 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 University'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 its 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



'I don't think manufacturing should be looked at independently. It is part of the economy. So, when the economy does well, and when there is investment, the sector does well.'

Jamshyd Godrej

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.





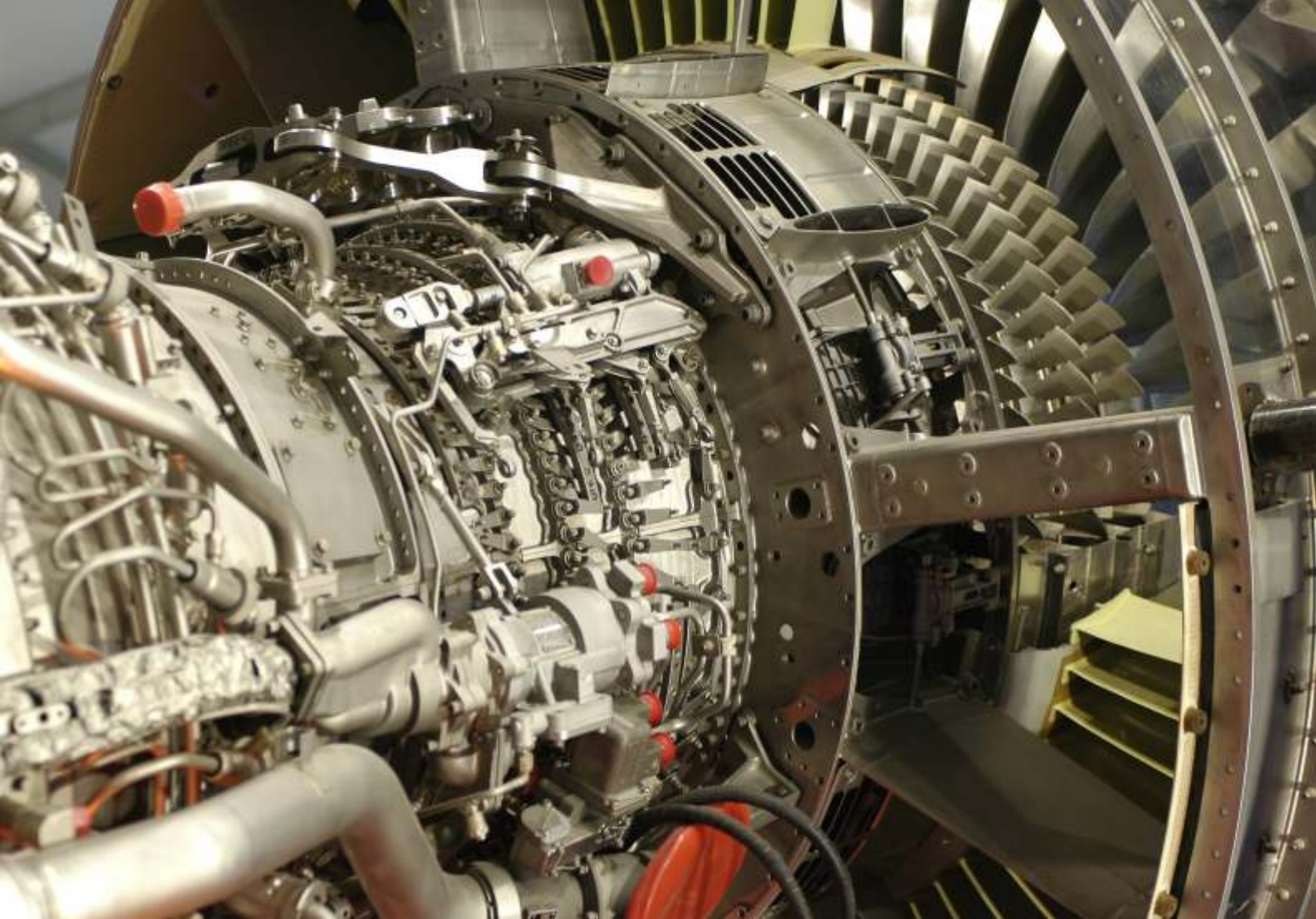
The Master of Business Administration in Manufacturing Management

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 manufacturing 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 manufacturing 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 manufacturing organisations.

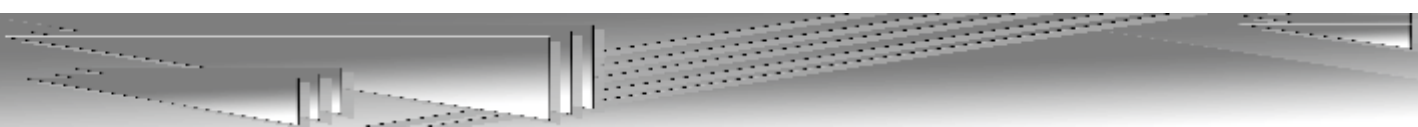
This way, the course also meets highest professional standards for Employability Impact in the value-oriented economy.



Programme Objectives

Shared aims unite all modules of the MBA in Manufacturing 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 manufacturing organisations.
- To communicate sophisticated understandings of present and future problems and challenges typically found in contemporary manufacturing 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 manufacturing environment, organisational sustainability and progress within changing contexts in the value-oriented globalised economy.



Programme Structure

- **The Architecture of Manufacturing Systems**
- **Organisational Communication**
- **Finance & Manufacturing**
- **Workplace Security, Occupational Security, Safety & Health Administration (OSHA)**
- **Fundamentals of Supply Chain Management**
- **Principles of Inventory and Warehousing**
- **Total Quality Management**
- **Business Research Methods**
- **Master's Thesis or Research-based Project Paper**





Subject Areas

- **The Architecture of Manufacturing Systems:**
 - ↳ Fundamentals of the effective design of manufacturing systems
 - ↳ Project manufacturing, batch and mass manufacturing, global manufacturing
 - ↳ Design and manufacturing on the level of products
 - ↳ Innovation, technology, and architectural design
 - ↳ Manufacturing in the context of economy, finances, sustainability, and the environment
- **Organisational Communication**
 - ↳ Strategic communication
 - ↳ The flow of communication
 - ↳ Effective communication channels
 - ↳ Cultural communication in manufacturing & the supply chain
 - ↳ Communication and change management
- **Finance & Manufacturing**
 - ↳ Content of financial and accounting reports
 - ↳ Financial planning tools and techniques
 - ↳ Building of standard basic financial and accounting plans
- **Workplace Security & OSHA**
 - ↳ Policy of Health and Safety Management Systems
 - ↳ Organisation of Health and Safety Management
 - ↳ The OSHA Planning Processes
 - ↳ OSHA Implementation, Risk Assessment and Control



Subject Areas Continued

- **Supply Chain Management**
 - ↳ Critical success factors and key performance indicators in the supply chain management
 - ↳ Planning and control in supply chain management
 - ↳ Different designs of the supply chain for manufacturing
 - ↳ Supply chain, competitive advantages, and the value chain
 - ↳ Interfaces in the organisational context and environment
- **Inventory & Warehousing**
 - ↳ Strategies for effectiveness
 - ↳ The supply chain, manufacturing & the value chain
 - ↳ Warehouse design for supply & demand in manufacturing
 - ↳ Effective staff management
 - ↳ OSHA principles in the management of warehouses
- **Total Quality Management**
 - ↳ The holistic quality management
 - ↳ Various frameworks (Six Sigma, PSD, etc.)
 - ↳ Root causes in TQM
 - ↳ Processes and procedures in the manufacturing function
 - ↳ Developments for manufacturing excellence
- **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 Manufacturing 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 manufacturing 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 manufacturing operations.
- Extend the capacity to evaluate and critically select between strategies, tactics, and operational models in contemporary and future-oriented manufacturing contexts.
- Provide manufacturing organisations 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 a manufacturing organisation.



Entry Requirements

Admission by Education

Master's studies of the E.H.E. EurAka are focused programmes of Postgraduate academic studies. They are aimed at candidates, who have obtained a prior Undergraduate Degree in form of a Bachelor Degree or other national equivalent. The E.H.E. EurAka widely accepts higher education degrees not regarding their country of origin or foreign Higher Education system. Essential prerequisite is that the undergraduate degree is officially recognised in its country of origin. Previous studies with professional bodies may be accepted equally, if the professional body is officially acknowledged.

Admission by Professional Experience

Equally welcome are applicants, who have instead of a first (undergraduate) degree significant professional expertise and practice in an organisation, ideally, but not compulsorily in the chosen pathway of specialisation. These candidates are admitted by the so-called work-based entry route. The expectation for such professional practice is a minimum of five (5) years on managerial or supervisory level, unless indicated differently. The Registry of the E.H.E. EurAka requires written evidence to be submitted with the Application Form.



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:**

$$\begin{aligned} &\text{MBA Degree} \\ &+ \\ &\text{ISO 17024 Certification} \\ &= \\ &\text{Employability Impact} \end{aligned}$$



Certification

ISO Certification 17024 for Manufacturing Managers

Beyond academic Degrees, the E.H.E. EurAka 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.

This ISO 17024 Certification does not accredit organisations, but the individual - the E.H.E. EurAka 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 or even Double 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 private EurAka University is proud to offer, clearly differentiate the E.H.E. EurAka's 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.

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

Christian J. Dolores

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



**Master of
Philosophy**



Research and Thesis



Viva



DBA



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 E.H.E. EurAka Graduates grows each year.

This moment also is the University'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.



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