



Picture: ISS MBA class of 2011

MASTER OF BUSINESS ADMINISTRATION (MBA) SERVICE MANAGEMENT

POSTGRADUATE BUSINESS DEGREE IN ENGLISH (FULL-TIME OR PART-TIME)

UNIVERSITY OF APPLIED SCIENCES FOR MANAGEMENT AND BUSINESS DEVELOPMENT

STATE-RECOGNISED AND FIBAA-ACCREDITED



MBA SERVICE MANAGEMENT (60 ECTS or 120 ECTS)

Applicable knowledge for your company and personal career.

Services have become one of the most dynamic sectors of economy, both on mature and emerging markets. For a steadily growing number of companies services and solutions have begun to constitute the pillars of growth and profitability. In order to access and employ this market potential, companies from a multitude of industries and backgrounds have focused on service management to enhance their strategies and processes.

The ISS Hamburg supports individuals as well as corporations in developing these capabilities by turning service research into competent and successful actions, and by sharing the experience of market leaders in this increasingly important business sector.



Prof. Dr. Peter Weiß
Dean MBA Service Management

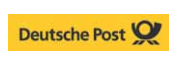
»The comprehensive and integrative ISS MBA programme qualifies business leaders to cope with future challenges and to enhance company's business performance and future growth with services.«

The MBA »Service Management« (60 or 120 credit points)

- Imparts academic knowledge and professional skills required to develop, design and promote services.
- Provides competencies that employers demand and value, such as leadership, entrepreneurial thinking, business and personal skills.
- Highlights the significance of services and solution management for future corporate development and creating value for customers.
- Resorts to the professional experience of the participants by integrating their knowledge actively into the learning process.
- Combines study contents with extensive practical experiences and the valuable global network of ISS contacts.

	Business	Service	Leadership
MBA 60 ECTS	International Business Development and Management <ul style="list-style-type: none"> ▪ Global Economics, Finance and Law ▪ Strategic Business Development ▪ Leadership in Change and Transformation 	International Service and Relationship Management <ul style="list-style-type: none"> ▪ Service Orientation and HRM for Corporate Development ▪ Strategic Marketing, Sales and Innovation ▪ Strategic Service Management and Operations 	International Leadership and Personal Development <ul style="list-style-type: none"> ▪ Leadership and Management ▪ International Business Behaviour ▪ Personal Development
	Master's Thesis (MBA 60 ECTS)		
MBA 120 ECTS	Additional Modules (Business): <ul style="list-style-type: none"> ▪ International Marketing Research ▪ Promotion ▪ Value Chain Management ▪ Business Performance Management 	Additional Modules (Service): <ul style="list-style-type: none"> ▪ Business Excellence and Service Analysis ▪ Global Account and Customer Relationship Management ▪ Brand, Product and Services Management ▪ Touch Point Management and Delivery Systems 	Additional Modules: <ul style="list-style-type: none"> ▪ Specialisation ▪ Study-Integrated Traineeship (full-time) ▪ Termpaper (part-time)
	Master's Thesis (MBA 120 ECTS)		

Business Partners:



BUSINESS KNOW-HOW – NETWORKING – LEADERSHIP AND PERSONAL SKILLS

The ISS MBA »Service Management« is a study programme for executives and experienced professionals in charge of the development, design and marketing of services. All participants are enabled to improve the productivity and service quality of their respective national and international companies ensuring their corporate development and profitable growth.

For an MBA title a minimum of 300 credit points (ECTS) is required. As a consequence of different academic backgrounds the ISS MBA programme is available in two variants:

60 ECTS – The ISS MBA programme with a total of 60 ECTS primarily addresses M.A. graduates and »Diplom« holders who wish to enhance their personal and leadership qualifications. Participants benefit from the professional experience and academic expertise of ISS lecturers and fellow students. Candidates choose between a full-time (12 months) and a part-time (18 months) option.

120 ECTS – The 120 ECTS programme is for graduates, specialists, executives and leaders aiming to extend their knowledge in general management and look into services as a business driver for corporations. The study duration is either 24 (full-time) or 36 months (part-time). The full-time option includes a study-integrated traineeship in one or more companies in Germany or abroad. Part-time MBA students at ISS realise a supervised and assisted practical work project from their own professional context.



Prof. Dr. Markus Warg
Professor Finance and Risk Management & Head of Top Executive Programme (TEP)

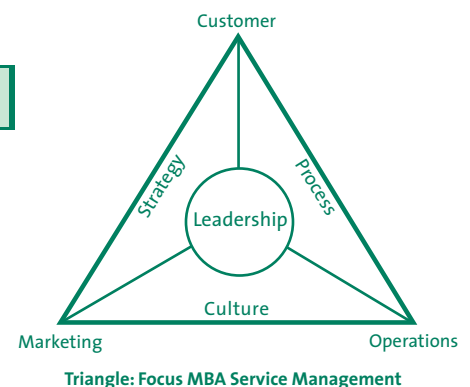
»Studying at the ISS is a true value proposition for the students and their companies.«

Module:	Webinar I	On-campus lecture	Webinar II
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Blended learning approach - room for individual priorities

Postgraduate core modules and specialisations at ISS are taught during on-campus study phases, which are each preceded and succeeded by mandatory webinar sessions. The efficient programme structure of one week every three months offers maximum flexibility thus allowing students to spend more practical time with their employers.

ISS modules are offered in a non-consecutive order allowing students to set up an individual study schedule according to their personal needs and priorities.



Advantages for companies

- Optimise the opportunities and use of services as key business drivers and differentiators in mature and emerging markets – strategically and operationally.
- Understand the business challenges and opportunities that your customers face, and deliver business solutions that meet these effectively and efficiently.
- Get to know the current trends in service management through access to the latest research, analyses and case studies, individual research projects and consistent academic support by the tutorial team.
- Successfully prepare experts and executives with non-service backgrounds for new management roles, e.g. in knowledge-based or product-related service organisations.

Benefits for students

- Develop management and international leadership skills to optimise present results, and support your business partners in creating future opportunities.
- Increase your value for your business by working with course content that is highly relevant to corporate development and your personal advancement.
- Gain full understanding of the performance indicators and success factors needed throughout your career in order to achieve service excellence and customer loyalty.
- Explore the best from the reality of professional practice and gain insight into the latest innovations by getting familiar with a broad range of industries.



ISS Hamburg - University of Applied Sciences for Management and Business Development

The ISS Hamburg is a state-recognised, private university of applied sciences, which runs officially accredited B.A., M.A. and MBA programmes, pursues international research activities and excels in corporate development programmes. ISS Hamburg distinguishes itself from other business schools by its special focus on the field of service management, its thorough application-oriented and innovative teaching methods as well as its genuine international approach.

The ISS Hamburg offers a unique study structure for all its programmes with flexible entrance dates, the possibility to commence and combine study modules according to individual needs and interests, a combination of webinars and on-campus study time as well as personal student advisory services and support.



Waterfront view on ISS campus centrally located in Hamburg – Germany's second largest city with 1.8 million inhabitants.

Why ISS Hamburg?

- Mentoring programme for MBA students: Top Executive Programme (TEP)
- Renown experience in how to drive business with services since 1988
- Exploit business opportunities and deal with future challenges
- Business solutions that meet customer demands
- Innovate existing and develop new business models
- Compact study structure
- All modules taught by lecturers with relevant professional experience
- Access to latest research and analysis of case studies and project works
- Scholarship opportunities for all academic programmes
- International network of over 200 companies and peers worldwide
- Central location in Hamburg – »Germany's most beautiful city«
- Possibility to complete study modules in international locations

Contact

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Officially approved



ISS Hamburg is a state-recognised university of applied sciences for management and business development by the Free and the Hanseatic City of Hamburg since 2007, focusing on research-based, application-oriented learning, consulting and corporate programmes.

FIBAA-accredited



All B.A., M.A. and MBA programmes at ISS Hamburg are accredited by the Foundation for International Business Administration Accreditation. According to FIBAA, ISS programmes exceeded quality requirements in the following criteria: facilities, care of participants, employability and internationality of lecturers.

ISS SERVICE
ACADEMY

Business trainings and seminars

Besides academic study programmes, ISS Hamburg offers certified further trainings, intensive seminars and application-oriented courses to specialists, managers and executives. For open seminars and customised corporate programmes in service, marketing and sales please contact the **ISS ServiceAcademy**:
Tel.: +49 40 53 69 91 -39 • academy@iss-hamburg.de



Study programme information

MASTER OF BUSINESS ADMINISTRATION (MBA) SERVICE MANAGEMENT

60 ECTS or 120 ECTS – Full-time or part-time

Start: Entry possible every 3 months

Version: February 2013 (alterations possible)

ISS International Business School of Service Management
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www.facebook.com/ISS.Hamburg



MASTER OF BUSINESS ADMINISTRATION 60 ECTS

Title	Master of Business Administration (MBA) Service Management
Target group	<i>Students:</i> Executives, management professionals and engineers aiming to enhance their business competencies focusing on service management as a core business or driver for corporate development with a full-time (12 months) or part-time (18 months) MBA programme. <i>Industries:</i> Technical/Industrial Service, Facility Management, Maintenance, Media, IT, Gaming, Customer Service, Medical Technology, Commerce, Aviation, Renewable Energies, Hospitality, Consumer Goods, FMCG, Sports, Event and Health Management
Programme start	Entry is possible every March, June, September or December.
Tuition language	English
Mode of study / duration	Full-time (30 ECTS per semester) / 12 months / 2 semesters Part-time (45 ECTS per year »berufsbegleitend«) / 18 months / 3 semesters
Study fees	Full-time: EUR 16,800 / EUR 8,400 per semester / EUR 1,440 per month Part-time: EUR 17,480 / EUR 5,827 per semester / EUR 1,000 per month Admission fee: EUR 280 / scholarships available (see page 4)
Admission requirements	<ul style="list-style-type: none"> - Accredited Diploma (240 ECTS), M.A. (300 ECTS) or B.A. Hons. (240 ECTS) - Passing ISS assessments (written test / admission interview) - Minimum 1 year professional experience - TOEFL minimum score 70 (internet-based), equivalent certificate or achievement demonstrating the applicant's fluency in English
On-campus lectures	2 study blocks of 6–8 days per semester / 1 study block = 2 modules -> total of 10 modules including Master's Thesis
Attendance days	On-campus: total of 19 working days and 7 Saturdays Online (webinar sessions): total of 20 Saturdays in 12/18 months
Place of study	Hamburg (Germany) / optional: Vienna (Austria), Karlstad (Sweden), Dublin (Ireland) or New Delhi (India)
Study programme (Modules 1–10)	<p>International Business Development and Management</p> <ol style="list-style-type: none"> (1) Global Economics, Finance and Law (2) Strategic Business Development (3) Leadership in Change and Transformation <p>International Service and Relationship Management</p> <ol style="list-style-type: none"> (4) Service Orientation and HRM for Corporate Development (5) Strategic Marketing, Sales and Innovation (study-integrated traineeship / term paper) (6) Strategic Service Management and Operations (study-integrated traineeship / term paper) <p>International Leadership and Personal Development</p> <ol style="list-style-type: none"> (7) Leadership and Management (8) International Business Behaviour (9) Personal Development (10) Master's Thesis



MASTER OF BUSINESS ADMINISTRATION 120 ECTS

Title	Master of Business Administration (MBA) Service Management	
Target group	<p><i>Students:</i> B.A. graduates, professionals and engineers aiming to enhance their business competencies with a full-time (24 months) or part-time MBA programme (36 months) focusing on Service Management as a core business or driver for corporate development.</p> <p><i>Industries:</i> Technical/Industrial Service, Facility Management, Maintenance, Media, IT, Gaming, Customer Service, Medical Technology, Commerce, Renewable Energies, Hospitality, Aviation, Consumer Goods, FMCG, Sports, Event and Health Management</p>	
Programme start	Entry is possible in March, June, September or December.	
Tuition language	English	
Mode of study / duration	Full-time (30 ECTS per semester) / 24 months / 4 semesters Part-time (work and study, »berufsbegleitend«) / 36 months / 6 semesters	
Study fees	Full-time: EUR 25,800 / EUR 6,450 per semester / EUR 1,105 per month Part-time: EUR 27,160 / EUR 4,527 per semester / EUR 780 per month Admission fee: EUR 280 / scholarships available (see page 4)	
Admission requirements	<ul style="list-style-type: none"> - Accredited Diploma, Master's or Bachelor's degree (min. 180 ECTS)* * Minimum of 300 ECTS is required for the MBA title. - Passing ISS assessments (written test / admission interview) - Minimum 1 year professional experience - TOEFL minimum score 70 (internet-based), equivalent certificate or achievement demonstrating the applicant's fluency in English 	
On-campus lectures	2 study blocks of 6–8 days per semester / 1 study block = 2 modules -> total of 18 modules including study-integrated traineeship (fulltime), term paper (part-time) and Master's Thesis	
Attendance days	On-campus: total of 47 working days and 16 Saturdays Online (webinar sessions): total of 36 Saturdays in 24/36 months	
Place of study	Hamburg (Germany) / optional: Vienna (Austria), Karlstad (Sweden), Dublin (Ireland) or New Delhi (India)	
Study programme (Modules 1–18)	(1)	Global Economics, Finance and Law
	(2)	Strategic Business Development
	(3)	International Marketing Research
	(4)	Business Excellence and Service Analysis
	(5)	Global Account and Customer Relationship Management (study-integrated traineeship / term paper)
	(6)	Leadership in Change and Transformation
	(7)	Service Orientation and HRM for Corporate Development
	(8)	Brand-, Product- and Services Management
	(9)	Promotion
	(10)	Sales and Service Strategy (study-integrated traineeship / term paper)
	(11)	Value Chain Management
	(12)	Touch Point Management and Delivery Systems
	(13)	Business Performance Management
	(14)	Leadership and Management
	(15)	Specialisation (see page 4 for list of specialisations; study-integrated traineeship / term paper)
	(16)	International Business Behaviour
	(17)	Personal Development
	(18)	Master's Thesis



MBA @ ISS BUSINESS SCHOOL

Specialisations (120 ECTS Module 15)	<ol style="list-style-type: none"> 1. Business Fundamentals 2. Functions <ul style="list-style-type: none"> a. IT-Service Management b. Industrial Maintenance c. Service Benchmarking d. Quality Benchmarking e. E-Commerce f. Presales and Consulting g. IT-Professional / Specialist (certificate, specific training) h. Call Center Management and Remote Services i. Update, Upgrade, EOL-Policy j. Multi-Vendor and General Maintenance k. Customer and User Training l. Service Engineering 3. Sectors <ul style="list-style-type: none"> a. Hospitality b. Sports Management c. Health Care System and Service 4. Regions <ul style="list-style-type: none"> a. Business India b. Business US
Teaching methods	Lectures, webinars, blended learning, case studies, group work, role plays, guest speakers, personal coaching and mentoring (Top Executive Programme)
Scholarships	Available for all B.A., M.A. and MBA programmes at ISS. Contact Viola Kirk (Career Center) for details and current scholarship opportunities: +49 40 536 991 -19 or kirk@iss-hamburg.de
Benefits	<ul style="list-style-type: none"> - Study material supporting the lectures - Intensive mentoring of case studies and projects - Individual student advisory service and support - Supervision of Master's Thesis - Use of the e-Learning platform / WebCampus - Contact organisation Alumni and Service Network - Individual mentoring programme (TEP) by top executives from major German companies
Partner universities	Studienzentrum Hohe Warte Vienna (Austria) Karlstad University (Sweden) Dublin Business School (Ireland) Institute of Management Technology, Ghaziabad (India)
Cooperations	<ul style="list-style-type: none"> - Norddeutscher Unternehmensverband Dienstleistung e.V. (AGA) - Association for Services Management International (AFSMI) - Confederation for Services Management International (CFSMI) - Forum Vision Instandhaltung e.V. (FVI) - Hamburg@work e.V. - Hamburg Athletics Association e.V. - Fraunhofer Institute for Material Flow & Logistics (IML) - MarketingAkademie Hamburg (www.marketingakademie.de) - German Hightech Industry Association (SPECTARIS) - Wirtschaftsverband für Industrieservice e.V. (WVIS)
Other ISS study programmes	Bachelor of Arts (B.A.) Service Management (180 ECTS, in German) Master of Arts (M.A.) International Marketing, Sales and Relationship Management Master of Arts (M.A.) International Management and Service Operations (120 ECTS, both in English, full-time or part-time)