

国际工商管理硕士

International Master of General Management (MBA)

定制化的——基于德国双元体制
Customized – based on the German Dual System



CARL BENZ ACADEMY

卡尔·奔驰学院

关于卡尔·奔驰学院

Carl Benz Academy at a Glance



卡尔·奔驰是汽车的发明者。他是德国的企业家、商人和工程师，同时又为丈夫和父亲。他的妻子贝瑞塔是这一新兴行业的第一个营销人员，将自己丈夫发明的汽车驾驶上路。

秉承奔驰夫妇的精神，成立于北京的卡尔·奔驰学院代表了企业家精神、创新与移动性。卡尔·奔驰学院按照国际化的标准，与来自中、德、美三国的知名大学共同合作，为在职的专业人员开发定制化的教育项目和学习模块。

除了已有的MBA项目之外，卡尔·奔驰学院目前为汽车经销商及其人员定制推出了全新的双语项目。项目完成之后，学员将有机会获得由柏林斯泰恩拜斯大学授予的国际认可的工商管理硕士学位。

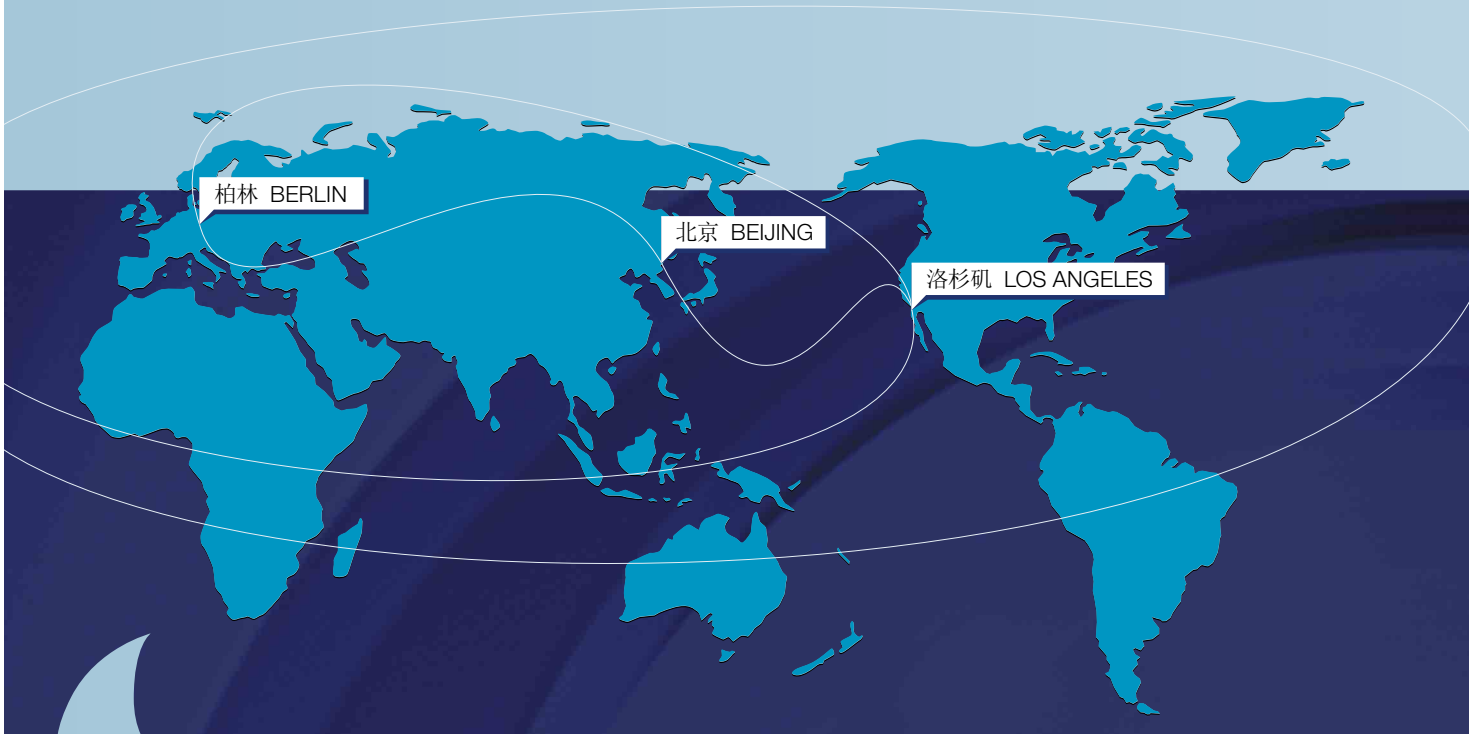
Carl Benz was the inventor of the automobile. He was a German entrepreneur, business man, father, husband and engineer. His wife Bertha was the first marketing talent for a new industry and brought her husband's invention on to the road.

In the spirit of Carl and Bertha Benz, the Carl Benz Academy was established in Beijing and represents entrepreneurship, innovation and mobility. It develops tailor-made education and customized study modules for working professionals, according to international standards and in cooperation with leading universities from China, Germany and the United States.

In addition to its existing MBA program, the Carl Benz Academy offers new bilingual programs customized for companies or employees in the automotive retail industry. At the end of the program, students will have the opportunity to achieve an internationally recognized Master of General Management from Steinbeis University Berlin.

合作大学

Partner Universities



柏林 BERLIN
德国: 继续教育大学
Berlin University for
Professional Studies (DUW)/
Steinbeis University Berlin,
Germany



北京 BEIJING
中国: 北京大学光华管理学院
Peking University, Guanghua
School of Management,
China



洛杉矶 LOS ANGELES
美国: 伍德伯里大学商学院
Woodbury University,
School of Business,
United States

卡尔·奔驰学院提供的研究生教育项目是与全球知名大学合作开发。此国际工商管理硕士项目的合作大学来自中国、德国和美国。每所大学将授课重点集中于各自的专长领域。因此, 仅仅通过一个项目, 学员就可以享受世界三所顶尖大学的优质教程。

学院基于国际化背景而定制的学习是专门为帮助学员应对全球化世界中的日常挑战而设计。秉承“全球云大学”的理念, 学院将继续发展我们的课程, 提供国际认可的教育, 使之超越传统的商学院项目。

The Carl Benz Academy's post-graduate education program is delivered to the students in cooperation with globally prestigious universities. For this international MBA program, the universities are located in China, Germany and the United States. Each of the universities focuses on their individual areas of expertise and students have the benefit of accessing the very best of three of the world's leading universities.

The Academy's tailored approach to meaningful learning in this international context is designed to help students to face the daily challenges of a globalizing world. The Academy will build further on these offerings via its Global Cloud University concept, providing internationally accredited education that reaches beyond the conventional anatomy of a standard business school program.

项目收益

Program Benefits

企业收益

- » 培养企业管理人才，提升员工的专业水平和职业技能。
- » 改进企业发展所需的特定的目标技能领域，以40名或40名以上学员为单位，基于您的企业目标提供定制化的课程。
- » 定制化项目的课程内容将与您所在行业与业务领域的重点相适应（基于您提供的信息和我们的经验），学员们会与教授及同行一起应对挑战，解决日常工作的问题。
- » 项目具有高度实用性，有助于解决现实工作中存在的问题，使得企业和员工都能从中获得即时收益。
- » 提升员工在国际化背景下的沟通和管理技能。
- » 有机会对企业相关的业务专题进行深入分析和研究，通过学员的研究项目（比如：硕士论文/行动研究）进行变革与创新。
- » 提高员工的忠诚度和保留率，从而带来业务能力的增强和人力资源成本的降低，取得企业更大和长远的成功。
- » 学院创新和领先的混合式学习和情境教学方法能够有效地解决员工学习与工作的矛盾。

学员收益

- » 在与同行精英的思维碰撞中收获学习和成长，寻求创新和突破。
- » 提升职业竞争力，修炼综合素质，丰富人脉网络。
- » 拓展国际视野和战略思维，洞悉行业发展趋势。
- » 夯实管理知识，提升管理能力，激发领导潜能。
- » 为应对全球化背景，提升英语语言能力，具备高水平的沟通技能。

Corporate Benefits

- » Development of company executive talents and enhancement of employee's professional and vocational skills
- » Improvement in targeted skill areas identified specifically for development at your company – for groups of 40 students or more, the CBA offers tailor-made courses based on your corporate goals
- » Course content for tailor-made programs will be adapted to meet the focus of your business and industry sector (based on your input and our experience) and students will work together with professors and peers to address challenges and solve problems in their daily working lives
- » Potential for immediate benefit for both the company and the employee through the highly practical nature of the program and the facilitation of on-the-job problem resolution
- » Improved employee communication and management skills for the international context
- » Opportunities for detailed analysis and research into company-related business topics and innovations via student research projects (e.g. Master's thesis / Action Research)
- » Increased employee loyalty and retention, reduced human resource costs and greater long-term success for the organization
- » Limited workplace absence for employees due to the Academy's innovative and advanced blended learning and situational approach

Student Benefits

- » Personal learning and growth through co-creation with peers in elite teams, leading to innovation and professional breakthrough
- » Enhanced professional competencies, improved overall performance quality and enlarged social and corporate networks
- » Expanded international vision and strategic thinking, deepened insights into industry trends
- » Strengthened management skills, knowledge and inspiration for building leadership abilities
- » Improved English language abilities and high-level communication skills for a global context

项目概览

Program Overview



卡尔·奔驰学院专门为汽车零售行业的高绩效全职管理人员设计此课程。学员将有机会在我们国际合作大学的所在地进行现场学习，课程内容将提供中文和英文双语形式。我们特别为全职的专业人士设计的学习内容以现场研讨会为主，并辅以全方位的在线学习和个人自学。学院灵活的教学模式通过实践性的实地考察以及课程内容与当今商业实践的紧密结合而实现效果强化。

The Carl Benz Academy has designed a curriculum to be undertaken by high-performing, full-time managers from the automotive retail industry. Students have the opportunity to study on-site at the home locations of our international partner universities and course content will be delivered bilingually, in Chinese and English. On-site seminars are complemented by a comprehensive online and individual study component which is designed especially for working professionals. The Academy's flexible academic model is enhanced by practical field trips and strong links between curriculum content and current business practise.

目标学员:

- » 汽车零售行业积极主动的公司, 寻求为最佳的人员提供鼓舞人心的发展机会和长期的激励措施
- » 高绩效的汽车零售管理人员, 追求非凡的个人发展和职业发展

学习形式:

- » 现场研讨会
- » 在线单元
- » 行动学习
- » 海外实地考察
- » 学员课外活动
- » 硕士论文

学习周期:

2年——2015年5月开始, 其中包括约40天现场研讨会

学习地点:

- » 卡尔·奔驰学院 (中国北京)
- » 北京大学光华管理学院 (中国北京)
- » 德国继续教育大学/柏林斯泰恩拜斯大学 (德国柏林)
- » 伍德伯里大学 (美国洛杉矶)

教学语言:

双语 (中文和英文)

授予学位:

项目结束, 学员将有机会获得欧洲国家认可的由德国继续教育大学/柏林斯泰恩拜斯大学授予的硕士学位。
请注意: 学员成功通过所有的课程模块才有资格获得学位。

Target Group

- » Pro-active companies in the automotive retail sector seeking to provide their best people with inspiring development opportunities and long-term motivation
- » High-performing automotive retail managers seeking exceptional personal and professional development

Study Format

- » Face-to-face Seminars
- » Online Units
- » Action Research
- » Overseas Site-Visits
- » Extracurricular Student Activities
- » Master's thesis

Learning Period

2 years – with approximately 40 days on-site seminars beginning in May 2015

Seminar Venues

- » Carl Benz Academy (Beijing, China)
- » Peking University, Guanghai School of Management (Beijing, China)
- » Berlin University for Professional Studies / Steinbeis University Berlin (Berlin, Germany)
- » Woodbury University, School of Business (Los Angeles, United States)

Program Language

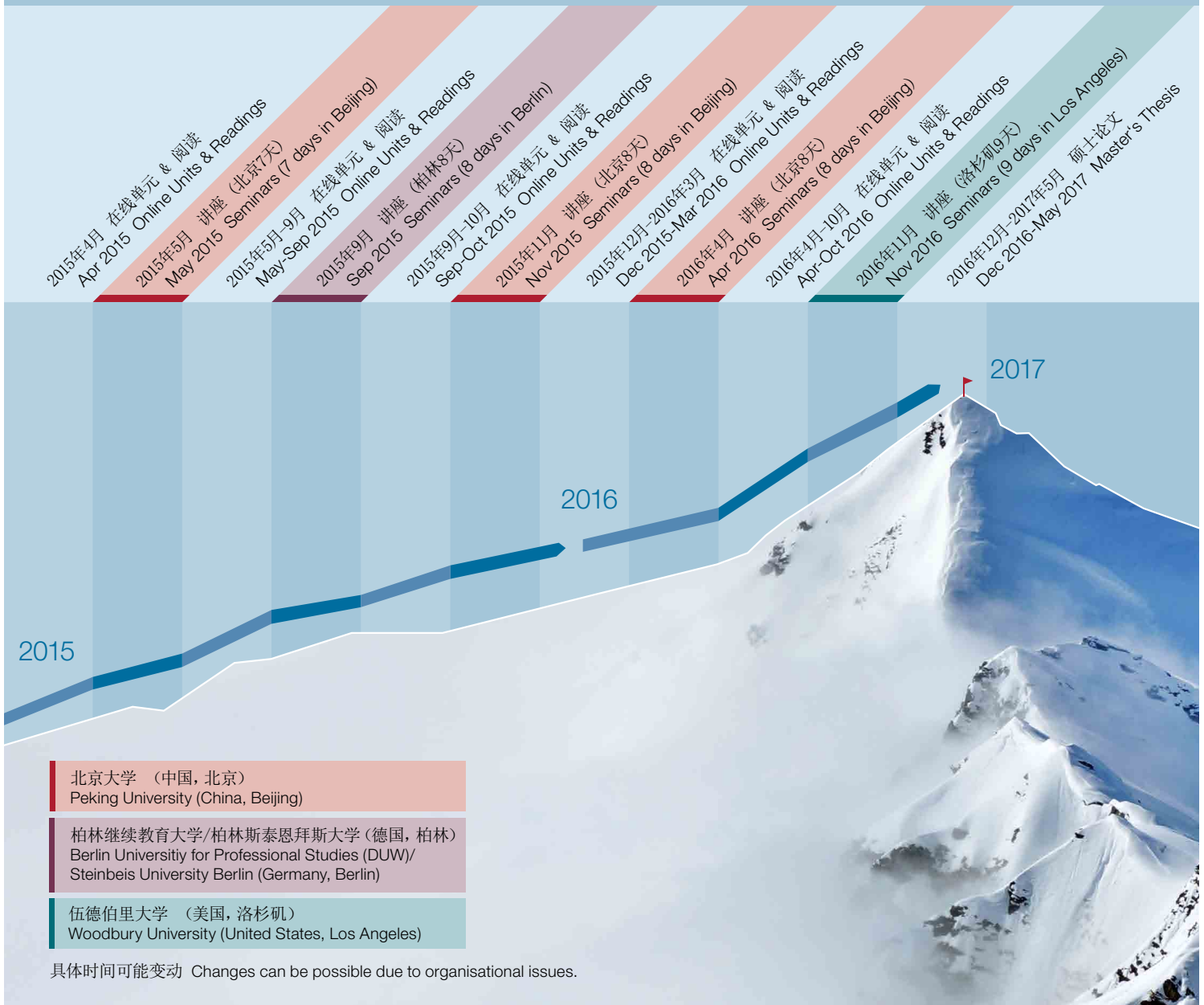
Bilingual (Chinese and English)

Degree

At the end of the program, students have the opportunity to obtain a European-accredited Master's degree from the Berlin University for Professional Studies / Steinbeis University Berlin. Please note that students must successfully pass all course modules to be eligible for this degree.

卡尔·奔驰学院——时间表

Carl Benz Academy – Timeline



课程模块 Course Modules

市场 MARKETING	领导力 LEADERSHIP	管理 MANAGEMENT	个人技能 PERSONAL SKILLS	实用技能 FUNCTIONAL SKILLS
<ul style="list-style-type: none"> » 豪华品牌市场营销 Luxury Brand Marketing » 汽车行业市场营销 Marketing in the Automotive Industry » 营销创新 Marketing Innovation » 企业公关 Corporate Communication 	<ul style="list-style-type: none"> » 组织领导 Organizational Leadership » 团队领导 Leading a Team » 人力资源 Human Resources 	<ul style="list-style-type: none"> » 组织 Organization » 战略 Strategy » 变革管理 Change Management » 关系管理 Relationship Management » 项目管理 Project Management 	<ul style="list-style-type: none"> » 合规 Compliance » 道德型领导 Ethical Leadership » 工作生活平衡 Work-Life-Balance » 自我领导 Self-Leadership » 跨文化交流 Intercultural Communication » 商业道德 Business Ethics 	<ul style="list-style-type: none"> » 商业英语 Business English » 金融 Finance » 商法 Commercial Law » 转型中的中国 China in Transition » 会计 Accounting » 行动研究 Action Research » 经济学 Economics » 研究方法 Research Methods

申请报名

Applications

报名条件

本项目是为汽车零售行业的高绩效管理人员（或潜在管理人员）特别设置的。项目申请人必须具备：

- » 大学本科学位（学士或者同等学历）
- » 至少2年工作经验

共接受以下三种类型的申请：

- » 企业定制MBA项目，40人或40人以上的员工/参与者（企业自己的学习小组）
- » 标准化MBA项目，针对个人或者企业员工
- » 企业自选学习模块项目，由企业感兴趣的专项课程组成（非完整的MBA）

标准化项目的申请程序如下：

Admission Requirements

The program is specially designed for high-performing managers (or future managers) from the automotive retail sector. Applicants for this program require:

- » A first university degree (Bachelor or equivalent)
- » At least two years of working experience

Applications are accepted in the following three categories:

- » Tailored MBA program for companies with 40+ employees / participants (own study group)
- » Standard MBA program for individuals or small groups of company employees
- » Selected study modules for companies interested in customizing specific courses for employees (not the full MBA)

For standard admissions, the application process is as follows:

申请流程 Application Processes

在线申请 ONLINE APPLICATION	报名审核 APPLICATION REVIEW	申请人面试 APPLICANT INTERVIEW	学员录取 APPLICANT ADMISSION
<ul style="list-style-type: none">» 在线填写申请表： www.benz-academy.org Completion of online application form: www.benz-academy.org	<ul style="list-style-type: none">» 由学术委员会进行报名资格审核 Review of application by the Carl Benz Academy's Academic Board» 公司/申请人获得报名结果反馈 Feedback to company and/or applicant regarding registration	<ul style="list-style-type: none">» 申请人参加个人面试 Personal interview with applicant» 个人资质证件审核 Qualification and certification check	<ul style="list-style-type: none">» 发放录取通知 Issue of admission documents» 学员缴纳学费 Payment of tuition fee» 通知入学具体安排 Information regarding detailed admission arrangements

项目费用

人民币384,000 / 人

- » 包括：两年内的学费、课程资料与相关文具费、口译和笔译费以及学员课外活动经费
- » 获得由德国继续教育大学/柏林斯泰恩拜斯大学授予的硕士学位还需另外支付人民币5,000元
- » 不包括：交通费和日常食宿费用
- » 请注意：学院赞助商和包括40人及以上学员的企业项目可享受特惠折扣，特殊学员可以获得有限的、赞助的免费学习名额——敬请关注！

对于包括企业40人及以上学员（企业自己的学习小组）的定制MBA项目，以上的申请程序将被调整为：

- » 由企业合作伙伴基于内部要求确定和提名潜在候选人
- » 被提名的员工完成能力及资格测试
- » 卡尔·奔驰学院针对每个候选人进行教育需求分析
- » 卡尔·奔驰学院协同公司管理方共同决定最终学员名单

对于企业感兴趣的、选择性的学习模块（非MBA项目），没有必须的申请程序，但是需要与卡尔·奔驰学院办公室进行联络，以便进行安排和准备：

- » 公司和员工的需求分析
- » 确定合适的课程，并根据企业需求定制这些课程

Tuition Fee

384,000 RMB

- » Includes: two years of tuition fees, course materials and stationery, interpretation and translation and extracurricular activities
- » + 5,000 RMB for the accredited Master Degree which can be acquired through Berlin University for Professional Studies / Steinbeis University Berlin
- » Excludes: Transportation and accommodation costs
- » Please note that special rates are available for Academy sponsors and corporate programs (of 40 students or more) and that a limited number of sponsored study places with free tuition are available for exceptional candidates - please contact us for details!

For tailored MBA programs with 40+ students (own study groups), the above admissions process will be adapted to include:

- » Identification and nomination of potential candidates by your company (based on internal requirements)
- » Completion of aptitude and eligibility tests by nominated employees
- » Analysis by the CBA of the education requirements of each individual candidate
- » Collaboration between company management and CBA to determine final participant list

For companies interested in undertaking selected study modules only (non-MBA programs), no application process is necessary, however arrangements will be made in liaison with the CBA office to:

- » Analyze company and employee needs
- » Identify appropriate courses and where necessary, tailor these courses to company needs

联系我们

了解详情敬请联系：

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