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BUSINESS ADMINISTRATION - CORPORATE DEVELOPMENT

DRIVING EVIDENCE-BASED MANAGEMENT DECISIONS

Master of Science

Faculty of Management, Economics and Social Sciences
University of Cologne



UNIVERSITY OF COLOGNE

The Faculty of Management, Economics and Social Sciences

The **University of Cologne** is one of the oldest and most prestigious European universities. It has produced several Nobel and Leibniz Prize winners and is part of the only economic cluster of excellence in Germany. Founded in 1388, the University of Cologne is a leader in many disciplines and a member of many international networks.

The **Faculty of Management, Economics and Social Sciences** (also known as "WiSo Faculty") is part of the University of Cologne and has over a century of experience in educating new generations of business professionals, economists, social analysts and political experts. As one of Germany's largest educational institutions, the WiSo Faculty regularly ranks among the top providers of management and business education.

As a student of the WiSo Faculty, you benefit from a teaching approach based on theory and methods in combination with research and applications.

The traditional diversity of subjects, top-level research, practical relevance and internationality allow the WiSo-Faculty to stand up to national and international comparison and to achieve top positions in international research rankings. Through its interdisciplinary research approach, the Faculty's seminars and institutes make a major contribution to the excellent research at the University of Cologne.

The education provided at our Faculty has benefited from many years of experience in working with companies and visiting lecturers from different professional fields. Several faculty members are professionals and managers who bring important industry experience to the programmes, resulting in sector-specific, up-to-date programme content for our students. True to our motto "Today's ideas. Tomorrow's impact.", this ensures that our interdisciplinary programme reflects the real world and ideally combines practice and theory, while also promoting knowledge sharing.

Global markets have fundamentally changed the situation of economic and political action. It will only be possible to meet the global challenge of society through a change in attitudes and organisations. To achieve this, however, the underlying global interrelationships must be investigated, understood, and considered by decision makers.

By pursuing a degree through this programme at the WiSo Faculty, you will take part in activities which help you learn how to make responsible business decisions based on ethical and economic criteria. The ultimate aim of this programme is to assist you in developing as part of a generation of students that are able to drive evidence-based management decisions for a leading role as experts within the field.



"I very much enjoy teaching in our Master's in Corporate Development, because it attracts a highly engaged group of open-minded students curious to learn and to apply their knowledge. We do our best to equip you with the knowledge and skills to succeed in your later career in management."

Dirk Sliwka, Professor and Academic Director Master Business Administration - Corporate Development

FACTS AND FIGURES ABOUT THE WISO-FACULTY

Studies at the WiSo Faculty of Cologne University help to establish an excellent basis for your further professional and personal career paths. With nearly 8,000 students and a host of departments and academic staff, the WiSo Faculty is one of the largest and most renowned schools of management, economics and social sciences in Europe.

- ▶ **7,901** national and international students
- ▶ **149** partner universities worldwide*
- ▶ **91** professors
- ▶ More than **200** research and teaching assistants

Enrolling in a programme at the WiSo Faculty will give you everything you need to take the next step in furthering your career. One of Germany's most prestigious educational institutions, the school regularly ranks among the top providers of management and business education. The following is an overview of current rankings:

1st	In the current Academic Ranking of World Universities ("Shanghai Ranking") by Subject, the University of Cologne ranks first in the national evaluation for "Management", "Business Administration" and "Sociology", as it did last year.	2nd	According to the WirtschaftsWoche research ranking, the University of Cologne is one of the most research-intensive German-speaking universities. In business administration, it ranks second within Germany.
1st	The Supply Chain Management (SCM) Journal List Ranking places the University of Cologne in first place in Germany.	3rd	According to the WirtschaftsWoche personnel ranking, which asks HR managers in German companies which universities train students best for their needs, the University of Cologne is currently in third place.
1st	In the AIS 8 Information Systems Ranking in the field of Business Information Systems, the University of Cologne is top of the list in Germany.	3rd	Prof. Dr. Erik Hornung is the third best researcher at a German university in the Handelsblatt economist ranking "Researchers under 40 (overall research performance)".

As of Jan 22

* The WiSo Faculty maintains excellent partnerships with 149 leading institutions of higher education across the world on different levels of study, enabling its students to spend time abroad within a range of study and exchange programmes. Students can choose from an attractive range of partner universities, depending on their chosen path of study.

BUSINESS ADMINISTRATION – CORPORATE DEVELOPMENT (M.SC.)

Key Facts



Degree:
Master of Science



Duration:
4 Semesters



Language:
English



Credits:
120 ECTS



Content:
Knowledge, Theories and Methods in Strategy, Entrepreneurship, Ethics, Organisation and Human Resources



International:
1 Semester Abroad

This programme provides you with:


- in-depth knowledge of corporate development, strategic management, entrepreneurship and strategic human resource management.
- methods, instruments and tools used how to make responsible business decisions based on both ethical and economic criteria.
- skills for understanding state-of-the-art management practices and how to discuss case studies and interact with practitioners.

The programme is characterized by a combination of practical relevance and academic rigor. Thus, you will also learn about new academic research insights in corporate development and acquire skills to understand and generate contemporary research output, relevant for future development of the business world.

This programme is right for you if you:

- have successfully completed a bachelor's or equivalent degree in management, business administration, economics or related disciplines—preferably with a corporate development or human resources focus.
- are internationally focused as well as open-minded, have a wide range of interests, and are eager to learn new things.
- are interested in obtaining a general understanding of management activities, developing analytical and critical thinking skills, problem-solving and wish to hone your writing and language skills.
- work as a team player, because working in groups is often practiced in seminars and an important key factor for later work in companies.
- are ready to take the next step in your future career in a leading management-related position in the corporate world.

We highly welcome a diverse set of students with different cultural and educational backgrounds that are curious to learn, acquire practical and academic experiences, and to present and debate their ideas.



"The master's programme in corporate development is the ideal choice for me as it allows me to gain a deep understanding for the concepts of strategic business development which will serve me across a wide range of jobs and industries globally. I particularly enjoy the deep insights into ethical leadership and governance practices which are gaining enormous relevance nowadays."

Saskia,
Student of Master Business Administration Corporate Development at the WiSo Faculty



PROGRAMME OVERVIEW

Preparing you for future challenges

This programme is characterised by its strong balance of theoretical rigor and practical relevance. Both aspects are critical. We build on a strong research reputation which consistently excels in various competitive research ratings. We regularly publish in the leading academic journals globally and present our work at leading conferences.

Thus, by being close to businesses, a clear focus lies on the investigation of current business challenges. In addition to translating our research knowledge into the current course offerings, we cover a set of very contemporaneous subjects. Of course, the impact of digitisation and business ethics is felt throughout all areas of instruction.

Faculty members are, for instance, members of the newly founded excellence cluster ECONtribute financed by the German Federal Government, which is currently the only excellence cluster in economics and management in the German Excellence Strategy. Since most of the research is empirical in nature, collaboration with organisations and corporations is natural for the department's members.

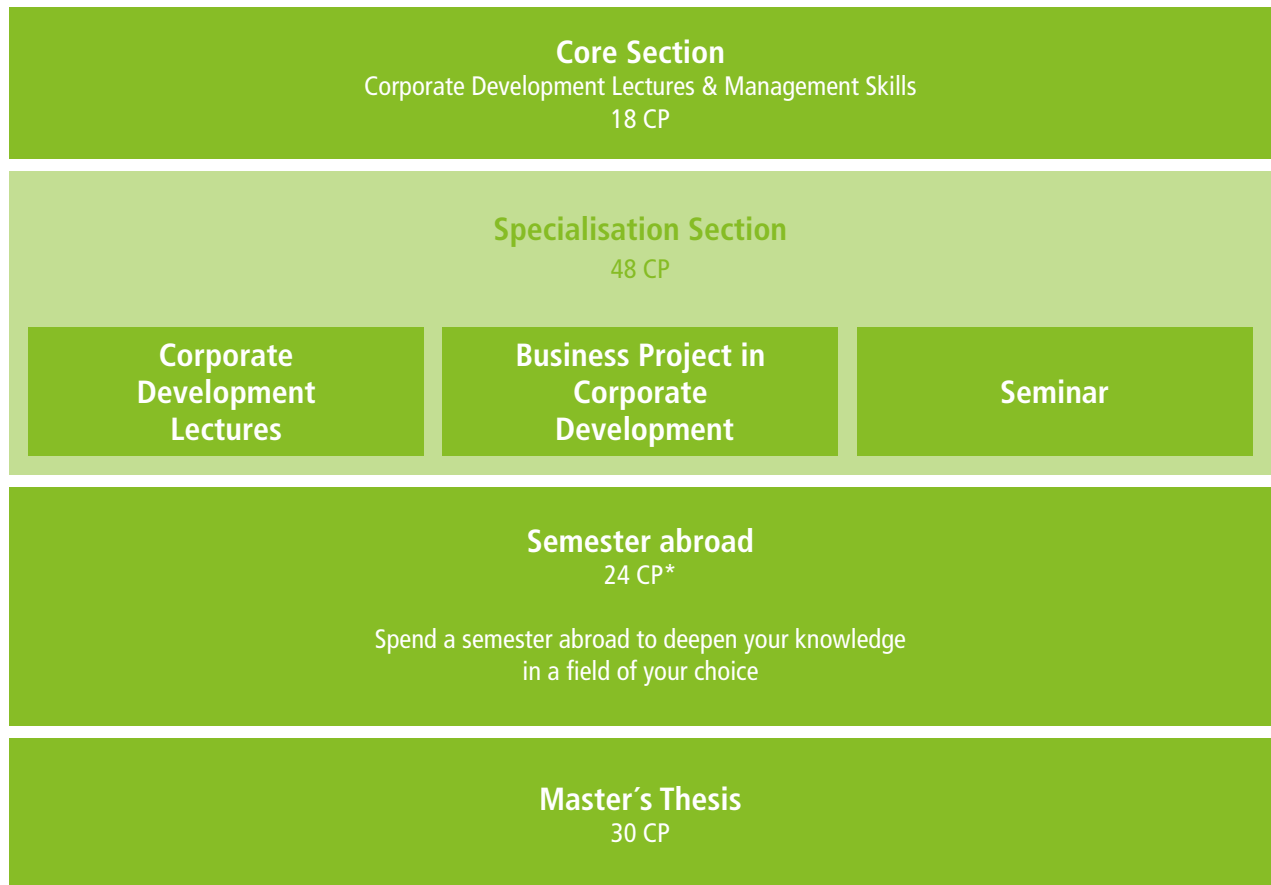
Business Project

One highlight of the curriculum is a business project during which you work on current managerial topics in close cooperation with a company representative. You will have the opportunity to apply your acquired knowledge and skills in groups of about four students to perform for a company. Moreover, students have the option to be trained in modern methods of "People Analytics" to analyse organisational data and can apply these methods in research projects when working on their own data driven independent research.

Link to the practical world

One strong feature of the programme is the practical contact you, as a student, will receive. Guest lectures and practice seminars establish and promote direct exchange between companies and students. The courses are provided by faculty members that are both, strong academic researchers and continuously interacting with practitioners in joint research projects in firms.

CURRICULUM



* In case you are not able to complete your semester abroad, you can choose 1 area in the Supplementary Section

From basic knowledge to your personal expert know-how

- Within this programme, the **Core Section** covers the methodological basics of your respective major in Corporate Development.
- The **Specialisation Section** teaches major specific basics and, in addition, advanced skills within the same area with the business project as the practical highlight of the whole programme.
- The programme is designed to include a **semester abroad** during your third or fourth semester. We will be happy to advise you on the options available to you and give you organisational support before, during and after your international experience. In case you are not able to complete your semester abroad, you have the possibility of choosing a minor specialisation in your Supplementary Section from a wide range of WiSo Faculty courses.
- With the **master's thesis** for the successful completion of your studies, you underline the knowledge and skills you have acquired throughout the programme and are ready to continue your career as an expert in your field.

INTERNATIONAL

English-taught programme

The majority of this master programme is internationally oriented. Many courses deal with topics from the field of international management, and a lot of the case studies focus on globalised companies. Students come from different countries and cultural backgrounds, further fostering internationalisation. Hence, studies occur in an environment that is international and intercultural.

Semester abroad

We strongly encourage you to take advantage of all available opportunities to gain your own international experience. Our cooperation agreements with an extensive number of excellent partner universities worldwide, including Erasmus agreements with a broad range of European universities, provide you with attractive options for spending your semester abroad. Students wishing to organise their semester abroad themselves can do so as a freemover. In addition to a semester abroad, you can enrich your studies by taking part in one of our short programmes such as WiSo@NYC or a summer school abroad, or complete an internship abroad with financial support offered by Erasmus.

Broad international network

With its balanced theoretical and practical approach, the internationally focused master's programme prepares you for a career in international work environments and enables you to work for internationalised companies.

In addition to this, the WiSo Faculty has a strong alumni network of former students working in all business segments across the globe.



CAREER OPPORTUNITIES

This programme will prepare you for a career in a variety of roles in different industries. After graduation, our students enter general management trainee programmes, staff roles in strategy, corporate development, compliance management units or human resource management departments. Many also start their careers in consulting firms. Potential employers range from start-ups and small/medium sized companies to large and global corporations.

Equally, our alumni are employed across all sectors and across all value chain stages—ranging from manufacturing and distribution to retailing and services.

Exemplary job opportunities include:

- Trainee Programmes
- Management Consultancy
- Strategy/Business Analyst
- Management and Advisory Board
- Mergers and Acquisitions
- HR Controlling
- Corporate Ethics Officer
- Start-ups/Entrepreneur
- Academic Research

For all those who are interested in academic corporate development research after finishing their master studies, the corporate development area provides students who have competitive master scores with the possibility for admittance into a postgraduate programme (Ph.D.).

At the same time, the MSc. degree is of course an excellent base for applying for graduate degree programmes at other national and international universities.

“Corporate Social Responsibility means eliminating negative effects of entrepreneurial action as best as possible. It also means that companies develop solutions in their field of business that address acute challenges facing humanity. In this way, you can create positive added value for your company - for yourself and for society.”



Dr. Julian Conrads, Sustainability Manager of the Cologne Start Up FOND OF and Alumnus of the Faculty of Management, Economics and Social Sciences, University of Cologne

COLOGNE

An open minded and science-centred city!

Cologne is located within a metropolitan area of about 13 million people in the heart of Germany's economy which makes it easy for students and faculty to collaborate with great companies. It is one of Germany's most attractive locations and offers a vibrant student life.

With around 103,000 students and a lively start-up culture, Cologne is the economic and scientific centre of the Rhineland region. In addition to 17 universities and business schools, the area is also home to numerous internationally renowned research institutions as ESA European Space Agency or Gesis – Leibniz Institute for Social Sciences, with knowledge transfer to industry and society playing a key role. Successful transfer structures include the university's Excellence Start-Up Center GATEWAY start-up service, the start-up network cologne e.V. and the Digital Hub Cologne.

Cologne is also proud of its reputation as a vibrant and tolerant city and at the same time being both multicultural – with almost 25 % non-German citizens from 183 different nations – and strong in its local identity. Karneval, Cologne's famous carnival season every February, and the popular local beer "Kölsch", brewed exclusively in Cologne, are only two examples of the vivid cultivation of the city's traditions.

- ▶ Over **1 million** inhabitants in the city of Cologne
- ▶ **13 million** inhabitants in the metropolitan area of Cologne
- ▶ More than **100,000** students in Cologne
- ▶ Over **one third** of Cologne's total area is covered by public parks, sports grounds and nature areas
- ▶ **1** famous Gothic cathedral, the "Kölner Dom"
- ▶ **Unlimited** opportunities to fall in love with the city

Official Cologne Facts & Figures 2019 by City of Cologne



Liebe deine Stadt



INFORMATION

Online Application:



Application information and requirements

Application process and deadline:

- Applicants with a German bachelor degree apply KLIPS
- Applicants with a non-German bachelor degree apply with their VPD document issued by uni-assist via KLIPS
- Application deadline is **June 15th**

Requirements and selection procedure:

A Bachelor degree or equivalent (worth at least 180 ECTS credits) in Business Administration or Economics, strong proficiency in quantitative methods and an overall grade point average of at least 2.7 (German grade). Applicants must meet the following requirements:

- At least 78 ECTS credits in the field of Business Administration and Economics
 - of this at least 48 ECTS credits in Business Administration
 - of this at least 18 ECTS credits in Economics
- At least 15 ECTS credits in Statistics and/or Mathematics
- English language skills level B2 CEFR

The successful completion of an admission test (TM-WISO/GMAT) is highly recommended.

The Admissions Board will communicate its decision by the end of July. Enrolment usually takes place in August.

Detailed information and contact

We are happy to support you in your ambitions: for students the WiSo Student Service Point offers not only advice on studying but also support on all aspects of career choice, career planning and the application process:

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WiSo Student Service Point
Phone: +49 (0) 221/470-8818
wiso-studentservice.uni-koeln.de





"Being one of the worldwide largest Faculties of Business, Economics, and Social Sciences, we bring together excellent researchers, students, alumni, and organizations in a friendly and stimulating environment to jointly address today's grand challenges. Our Faculty is part of an outstanding network of universities and cooperates with leading organizations. This leads into a great reputation in teaching, research and transfer activities, which is reflected in excellent rankings."

Prof. Ulrich W. Thonemann, PhD
Dean



Today's ideas.
Tomorrow's impact.

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