



MBA

MBA SERVICE MANAGEMENT

INTERNATIONAL 4 SEMESTER PART-TIME PROGRAM
STATE-RECOGNISED AND ACCREDITED
HAMBURG - DUBLIN - KARLSTAD



MBA

B.A.

CORPORATE

CONSULTING

RESEARCH

EXCELLENCE

MBA Service Management



**Jeroen Molenhuis, Market Manager
USA Service Operations Export at
Volkswagen, MBA class of 2008:**
*»ISS Hamburg offers an excellent program
that puts the participants as customers in
the centre.«*

Service First.

Services have become one of the most dynamic sectors in both mature and emerging markets. Many companies in business and consumer sectors have learned the critical importance of leveraging services and solutions as a source of growth and profitability. Tapping into the market potential of services requires companies to develop their Service Management capabilities – in their strategy, their processes and their employees. ISS supports individuals and companies in developing these capabilities by turning service research into valuable action and sharing the experiences of successful leaders in this area.

ISS equips participants on its courses with knowledge that is research based and tested through application, to excel as service managers and service professionals in developing successful global businesses.

Our unique customer-focus, relevant research, strong executive involvement and inspiring teaching makes ISS the leading international business school of Service Management.

Corporate Benefits

- Optimise the opportunities of services as a key differentiator in mature and emerging markets – strategically, tactically and operationally
- Understand the business challenges and opportunities that face your customers, and deliver service solutions to meet these challenges, effectively and efficiently
- Learn best practices in Service Management through access to the latest research, analysis of case studies, individual research projects and ongoing academic support by the tutorial team
- Acquire and retain top talent in service organisations by offering opportunities to grow and work at the cutting edge of this developing field
- Fast track executives and professionals with a non-service background into new management roles in service organisations
- Innovate with services and new business-models – a new frontier requiring innovative thinking.

Individual Benefits

- Take time out to develop a full understanding of the performance indicators and success factors needed to achieve service excellence
- Increase your value to the business by working with course content that is highly relevant to the sector and the challenges it faces – delivered by a private Business School dedicated to Service Management
- Develop management and international leadership skills, in order to optimise outcomes in the present and support your partners in creating opportunities for the future
- Explore best practices and the latest service ideas by studying a wide range of industries, by learning from representatives of different organisations, by developing top quality professional networks
- Boost your career and your credibility in the Service Industry through accreditation
- Widen your experience and accelerate your learning by working in small groups, by peer feedback and coaching, by close support by the tutorial team and by a convenient time schedule

Partners:



Program Overview

Key Faculty



Professor Dr. Tilo Böhmman,
Academic Director MBA Service Management
»The MBA program is based on cutting-edge research in service management and best practices from leading service providers. The excellent international network, with many years of experience in service education, and a spirit to serve each individual participant make ISS the superior choice to drive a career in service management.«

The MBA Service Management combines on-campus and individual studies with state-of-the-art e-learning support for highly effective learning. Each year, the students benefit from five tightly packed on-campus study weeks for intensive interaction with leading faculty, service executives, and service management peers. Three study weeks at Dublin (Ireland) and Karlstad (Sweden) prepare students for international management roles.

- Prof. Dr. Tilo Böhmman**
Service Management
- Prof. Dr. Odd Gisholt**
International Marketing
- Prof. Dr.-Ing. Klaus W. Röben**
Maintenance Management
- Prof. Dr. Markus Warg**
Finance and Risk Management
- Prof. Dr. Andreas Winkler**
Intercultural Communications
- Prof. Dr. Bo Edvardsson**
Strategic Service Management
Service Research Center, Karlstad University
- Dr.-Ing. Martin Habert**
Service Engineering
Demag Cranes & Components GmbH
- Prof. Dr. Ulrich Karpen**
Legal Aspects of Services
Faculty of Law, University of Hamburg

Top executives from leading companies act as teachers and mentors in our Top Executive Partner Program.

Prepare for Business Leadership 21%	Develop Service Excellence 32%	Drive Service Performance 26%	Ensure Continuous Payback 21%
<p>Preparatory Course-Basics of Business Management</p> <ul style="list-style-type: none"> - Introduction to Business Administration - Economics and int. Economics - Managerial Decisions <p>Business Management</p> <ul style="list-style-type: none"> - Business Management - Enterprise IT-Systems <p>Finance & Controlling</p> <ul style="list-style-type: none"> - Finance and Investment in Services - Managerial Accounting for Services <p>Innovation and Change Management</p> <ul style="list-style-type: none"> - Innovation & Change Management - Innovation & Change Management in Services <p>Leadership Skills</p> <ul style="list-style-type: none"> - Effective Communications - Negotiations and Conflict Management - Intercultural Communications and Leadership - Corporate Governance & Ethics 	<p>Service Management I</p> <ul style="list-style-type: none"> - Strategic Service Management - Operational Service Management - Service Engineering I <p>Service Marketing</p> <ul style="list-style-type: none"> - Strategic Service Marketing - Operational Service Marketing <p>Service Management III</p> <ul style="list-style-type: none"> - Service Sales Management - Consultative Selling - Complaint Management <p>Human Resources Management and Organisation</p> <ul style="list-style-type: none"> - National and International HR-Management - Service Organisation <p>International Service Management</p> <ul style="list-style-type: none"> - International Service Strategies - International Service Operations 	<p>Service Management II</p> <ul style="list-style-type: none"> - Service Logistics and Supply Chain Management - Field and Support Service Management - Workshop Management <p>Project and Process Management</p> <ul style="list-style-type: none"> - Project Management - Business Process Management - Partner Management and Auditing - Quality Management in Services <p>Legal Aspects of Services</p> <ul style="list-style-type: none"> - National and International Business Law - Company Law and Labour Law - Legal Aspects of Service Management <p>Advanced Service Capabilities (electives)</p> <ul style="list-style-type: none"> - Industrial Maintenance Management - IT Service Management - Risk Management - Service Engineering II - Multi-vendor Management - Industry specifications can be added on demand 	<p>Ongoing feedback and consultation</p> <p>Individual case studies and project work</p> <p>Seminar</p> <p>Master thesis project</p>
			Percentage of credit points





ISS is a state-recognised business school. The MBA program is accredited by FIBAA (Foundation for International Business Administration Accreditation). ISS offers personal and organisational development in Service Management with unique academic part-time programs, customized corporate programs and training, as well as consulting and research.

ISS faculty has more than 20 years experience in business education, training and service management consulting. This pool of experience has been highly appreciated by customers both worldwide and in Germany – including more than 200 corporate programs, more than 1300 open enrolment participants in highly-successful service management and marketing programs, and more than 500 participants in certified courses in the past five years.

Roland Lachenmaier, Head of After Sales, viastore systems, Stuttgart, MBA class of 2008:

»ISS is the unique place to acquire a strong research-based foundation for my international Service Management responsibility.«



Why ISS?

- Focus: Unique part-time programs for developing service management competences
- Community: The opportunity to work with peers, alumni and lecturers dedicated to service excellence, from all over the world
- Hamburg: a prime location with modern facilities for studies in a rich maritime environment
- Care: Our faculty and staff's support, care and counselling for you
- Accreditation: State-recognised business school / FIBAA-accredited program

Requirements

Applicants for the MBA Service Management Program have to meet the following requirements:

- Diploma or Bachelor Degree from a public or state-recognised university
- Passing score of the ISS Admission Test
- English language competence (TOEFL-Test: min. scores 80 internet based, 213 (computer based), 550 (paper based) or TOEIC-Test: min. score 750 points)
- At least three years of relevant professional experience

Personal characteristics for successfully completing the MBA program include strong willingness to perform, self-initiative, stamina, team player skills, ability to give and take constructive feedback.



Contact

ISS International Business School of Service Management
Students Office
Hans-Henny-Jahnn-Weg 9, 22085 Hamburg
Tel.: +49 (0)40 536 991-55
Fax: +49 (0)40 536 991-66
contact@iss-hamburg.de