



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 are 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 service 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«

- 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
CORE 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)		
EXTENDED 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)▪ Term paper (part-time)
	Master's Thesis (MBA 120 ECTS)		

Business Partners:



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)

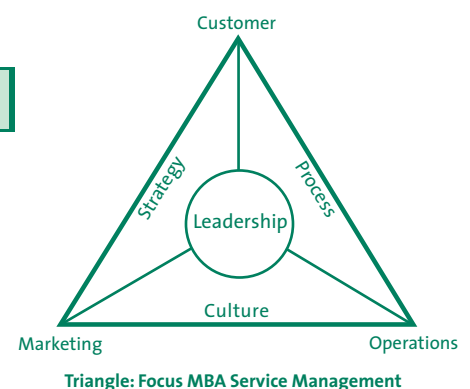
»Studying at the ISS is a true value proposition for the students and their companies.«

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

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



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