CEMS Office Cologne

Philip Sperber
CEMS Programme Manager

Christa Leenen-Poser
CEMS Corporate Relations Manager

Christoph Karl
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Incomings Course Programme

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CEMS Programme Manager
*on maternity leave

Helen Chon
CEMS Student Assistant

Savannah Hill
CEMS Student Assistant

cems@wiso.uni-koeln.de
Prof. Dr. Marc Fischer

• CEMS Academic Director
• Director of the Chair in Marketing Science and Analytics

• Habilitation at the University of Kiel, Germany; doctoral degree from the University of Mannheim, Germany
• 2001 - 2002 Associate at McKinsey & Company
• Research focuses: Marketing Performance Management, Brand Management, Optimization of Marketing Mix, Resource allocation, Market Research
Cologne WiSo Faculty

- Interdisciplinary approach with four disciplines
  Management, Economics, Political Sciences and Sociology

- ‘Today’s ideas. Tomorrow’s impact.’
  Positive contribution to the economy and society as a whole

- Experience and tradition
  Founded as School of Commerce in 1901

- EQUIS accredited since 2011

- Only German member of CEMS and PIM
Cologne WiSo Faculty

• High success of graduates among HR managers of Germany’s major companies
  Consistently ranked among the top 3 since 2011 (Wirtschaftswoche HR ranking)

• Excellence in research
  Currently ranked 2nd place for faculties in Germany for research in business administration (Wirtschaftswoche Research Ranking 2019)
Key figures – students and programmes

23 Bachelor and master programmes

8 International master programmes

1 Executive MBA in cooperation with Rotterdam School of Management

450 Guest students per year

9,410 Degree seeking students including doctoral students

3 Summer schools

500 Hours of university sports per week in 120 disciplines

70+ Clubs and party locations

70 Student associations

80 Master courses taught in English

80 Bachelor courses most of which taught in English and some in German per term

70+ Clubs and party locations

> 10% of Cologne’s population are students

80 Bachelor courses

50 Master programmes

Executive MBA in cooperation with Rotterdam School of Management

University of Cologne | Faculty of Management, Economics and Social Sciences

Today’s ideas. Tomorrow’s impact.
Key figures – research

4

Key research initiatives:
• Analytics & Transformation
• Behavioural Management Science
• Demography & Social Inequality
• Sustainable Smart Energy & Mobility

3

Collaborative doctoral programmes
• CGS
• SOCLIFE
• Max Planck Institute

15m € per year third party funds*

*including funds raised by affiliated institutes

Top 5
Handelsblatt research ranking (Management / Economics)

Regularly among

University of Cologne | Faculty of Management, Economics and Social Sciences
Today’s ideas. Tomorrow’s impact.
CEMS Master’s in International Management

- The **WiSo-Faculty co-founded** CEMS in 1988 (together with Bocconi, ESADE and HEC)
- WiSo-Faculty shapes the network through **strong corporate relations** (Kearney, Beiersdorf, E.ON Inhouse Consulting, Henkel, DHL Consulting, Daimler, METRO, Care and Transparency International)
- Very active and CEMS-wide well-known **CEMS student club**
- **CEMS Alumni** Round Tables in Cologne, Berlin, Düsseldorf, Frankfurt, Munich and Hamburg
Sectors and Areas of Employment*

- **Sector of activity**
  - 4% Pharma/Healthcare
  - 11% Finance
  - 13% Consumer Goods
  - 18% Technology
  - 28% Consulting
  - 4% Other

- **Functional area**
  - 6% Operations/Supply Chain/Logistics
  - 9% Finance
  - 12% Sales
  - 15% Marketing/Communications/Advertising
  - 30% Consulting
  - 28% Other

**Excellent student placement***

- 97% are employed or continue their studies within 3 months after graduation
- 75% work for multinational companies
- 51% work for CEMS Corporate Partners
- 76% are fluent in 3 or more languages

*2019 CEMS Graduates
CEMS MIM Programme Information

- Welcome & Introductions
- CEMS MIM Programme
- Term Abroad Information
- Your 3rd CEMS Language
- CEMS Internship
- Q&A
Programme Timeline

**MIM Year – First Master Year**

- **MIM Semester 1**
- **MIM Semester 2**
- **MIM Semester 3**
- **MIM Semester 4**

**CEMS Year – Second Master Year**

- **CEMS Term 1**
- **CEMS Term 2**
  - Term abroad option 1
  - Term abroad option 2
Under the Exam Regulations 2021/PO 2021, MIM students may choose freely from listed courses within the supplementary section.
# CEMS Curriculum Structure

## COURSE CREDIT
- Core Courses & Electives (min. 45 ECTS, incl. min. 5 ECTS of Hard Skills)

## Business Project
- (15 ECTS)

## Seminars
- (6 ECTS)

## International Internship

## CEMS Language 3
MIM Programme vs. CEMS Curriculum

### MIM Programme

- **120 ECTS in total**
- **No internship & language requirement**
- **No further requirements regarding ECTS & time**

### CEMS Curriculum

- **66 ECTS in total**
- **No master thesis**
- **CEMS requirements (min. ECTS, timing...)**

### Core Courses & Electives
(min. 45 ECTS incl. 5 ECTS in Hard Skills)

### Business Project
(15 ECTS)

### Seminars (6 ECTS)

### International Internship

### CEMS Language 3
# Sample Study Plan

## M.Sc. Programme International Management

### 1st year UzK / 2nd year CEMS year

<table>
<thead>
<tr>
<th>Section</th>
<th>Module</th>
<th>Credits</th>
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<tbody>
<tr>
<td>1. Semester</td>
<td>Core Module Supply Chain Management</td>
<td>6 CP</td>
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<td></td>
<td>CC 1271MBSCM1</td>
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<td></td>
<td>Core Module Corporate Development</td>
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<tr>
<td></td>
<td>CC 1253MBCDV1</td>
<td></td>
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<td></td>
<td>Core Module International Financial Management</td>
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<td>CC 1259MBIFM1</td>
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</tr>
<tr>
<td></td>
<td>Supplementary Module (1/6)</td>
<td>6 CP</td>
</tr>
<tr>
<td></td>
<td>Supplementary Module (2/6)</td>
<td>6 CP</td>
</tr>
<tr>
<td></td>
<td>or 2nd semester</td>
<td></td>
</tr>
<tr>
<td>2. Semester</td>
<td>Core Module Personal Development</td>
<td>6 CP</td>
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<tr>
<td></td>
<td>CC 1015MBPDV1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Core Module Case Studies</td>
<td>12 CP</td>
</tr>
<tr>
<td></td>
<td>CC 1015MBCST1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Supplementary Module (3/6)</td>
<td>6 CP</td>
</tr>
<tr>
<td></td>
<td>Supplementary Module (2/6)</td>
<td>6 CP</td>
</tr>
<tr>
<td></td>
<td>or 1st semester</td>
<td></td>
</tr>
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</table>

### Sections

- **Core**
- **Specialisation**
- **Supplementary**

All courses of the 2nd year (CEMS year) can also be studied abroad (except for the master thesis).

* Students can do their master thesis in the 3rd or 4th semester depending on the timing of their semester abroad.
### Sample Study Plan – continued

#### M.Sc. Programme International Management 1st year UzK / 2nd year CEMS year

<table>
<thead>
<tr>
<th>Semester</th>
<th>Course Code</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>3. Semester</td>
<td>CC 1289MSCGS1 6 CP</td>
<td>Specialisation Module CEMS Global Strategy</td>
<td>6 CP</td>
</tr>
<tr>
<td></td>
<td>CC 1015MMINM1 15 CP</td>
<td>Master Thesis International Management*</td>
<td></td>
</tr>
<tr>
<td></td>
<td>CC 1015MSCLB1 6 CP</td>
<td>Specialisation Module CEMS Leadership and Business Skills</td>
<td>6 CP</td>
</tr>
<tr>
<td></td>
<td>EC 6 CP</td>
<td>Supplementary Module (4/6)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>EC 6 CP</td>
<td>Supplementary Module (5/6)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>37</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>4. Semester</th>
<th>Course Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>CC 1253MSCGM1 6 CP</td>
<td>Specialisation Module CEMS Global Leadership</td>
<td>6 CP</td>
</tr>
<tr>
<td></td>
<td>EC 6 CP</td>
<td>Supplementary Module (6/6)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>29</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Sections

- **Core**
- **Specialisation**
- **Supplementary**

All courses of the 2nd year (CEMS year) can also be studied abroad (except for the master thesis).

*Students can do their master thesis in the 3rd or 4th semester depending on the timing of their semester abroad.*
Extracurricular Modules

The WiSo Faculty offers extracurricular modules for Master students. Participation is optional:

https://wiso.uni-koeln.de/en/studies/master/extracurricular-modules

The full course programme can be found in KLIPS under "Extracurriculare Angebote" (currently in German only).

Note:

• these modules do not influence your overall grade. They do, however, appear on your transcript of records

• language courses offered here cannot be accredited for CEMS language 3, as they don’t fulfil the requirements
CEMS MIM Programme Information

- Welcome & Introductions
- CEMS MIM Programme
- Term Abroad Information
- Your 3rd CEMS Language
- CEMS Internship
- Q&A
Your CEMS Term Abroad

at one of the 33 CEMS partner schools

• **End of December:** Deadline preference list for host schools and preferred term abroad

• **January/February:** Allocation to your CEMS host school

→ **Allocation is based on your ranking during the Master application and your preference list**

→ **CEMS School list**

→ There are **different term dates** to consider for your term abroad
Term Abroad **Option 1**
**CEMS term 1 / MIM semester 3**

- **Aug/Sep – Dec**: CEMS Term 1 Abroad
- **Jan - March**: Thesis/Internship
- **Apr – July/Aug**: CEMS Term 2 Cologne
- **Aug-Oct**: Thesis/Internship

---

Term Abroad **Option 2**
**CEMS term 2 / MIM semester 4**

- **Sep – Dec**: CEMS Term 1 Cologne
- **Jan/Feb – May/Jun**: CEMS Term 2 Abroad
- **May/Jun-Aug**: Thesis/Internship
- **Aug-Oct**: Thesis/Internship
CEMS MIM Programme Information

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CEMS Minimum Language Requirements

<table>
<thead>
<tr>
<th>Language 1</th>
<th>English</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mother tongue or Proficiency (fulfilled through entry requirements and the CEMS MIM)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Language 2</th>
<th>any language</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mother tongue or B1 oral / B1 written level</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Language 3</th>
<th>any language</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mother tongue or elementary level</td>
<td></td>
</tr>
</tbody>
</table>

→ Find all information about CEMS Language requirements [online] or in your CEMS Student Guide

CEMS uses the [Common European Framework of References (CEFR)] for comparing language proficiency in all European languages.

Please note: CEMS defines A1, A2, B1 as elementary level of studies.
<table>
<thead>
<tr>
<th></th>
<th>Language 2</th>
<th>Language 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mother tongue</td>
<td>Mother tongue declaration confirming the student's ability to speak and write the language adequately is required.</td>
<td>Mother tongue declaration confirming the student's ability to speak and write the language adequately is required.</td>
</tr>
<tr>
<td>C2 / C1 Validity: Forever</td>
<td>Courses - Selected language courses at CEMS Universities - Commercial language courses at accredited cultural institutes (1) - Exams - Accredited in-house tests at CEMS Universities (subject to availability) - Commercial language tests accredited by CEMS (2)</td>
<td>Courses - Selected language courses at CEMS Universities - Commercial language courses at accredited cultural institutes (1) - Exams - Accredited in-house tests at CEMS Universities (subject to availability) - Commercial language tests accredited by CEMS (2)</td>
</tr>
<tr>
<td>B2 Validity: Max 5 years before the start of MIM year</td>
<td>Courses - Selected language courses at CEMS Universities - Commercial language courses at accredited cultural institutes (1) - Exams - Accredited in-house tests at CEMS Universities (subject to availability) - Commercial language tests accredited by CEMS (2)</td>
<td>Courses - Selected language courses at CEMS Universities - Commercial language courses at accredited cultural institutes (1) - Exams - Accredited in-house tests at CEMS Universities (subject to availability) - Commercial language tests accredited by CEMS (2)</td>
</tr>
<tr>
<td>B1 Validity: Max 2 years before the start of MIM year</td>
<td>Courses - Selected language courses at CEMS Universities - Commercial language courses at accredited cultural institutes (1) - Exams - Accredited in-house tests at CEMS Universities (subject to availability) - Commercial language tests accredited by CEMS (2)</td>
<td>Courses - Selected language courses at CEMS Universities - Commercial language courses at accredited cultural institutes (1) - Exams - Accredited in-house tests at CEMS Universities (subject to availability) - Commercial language tests accredited by CEMS (2)</td>
</tr>
<tr>
<td>A2 / A1 Validity: Max 2 years before the start of MIM year</td>
<td>Courses - Selected language courses at CEMS Universities - Commercial language courses at accredited cultural institutes (1) - Exams - Accredited in-house tests at CEMS Universities (subject to availability) - Commercial language tests accredited by CEMS (2)</td>
<td>Courses - Selected language courses at CEMS Universities - Commercial language courses at accredited cultural institutes (1) - Exams - Accredited in-house tests at CEMS Universities (subject to availability) - Commercial language tests accredited by CEMS (2)</td>
</tr>
</tbody>
</table>
How can I fulfill my Language 3 requirement?

You have these 5 options:

1. Take a commercial language course at an accredited cultural institute

2. Take a language course at your CEMS Host University during your term abroad

3. Take an accredited commercial exam or hand in a certificate, if you have already done one.

4. Declare a second Mother Tongue

5. If you are an international student take a german language course at the University of Cologne
Option 1: Commercial language course

Requirements

» Min. elementary level (min. A1)
» Min. 60 contact (class) hours, min. 90 working hours (workload)
» If there is an exam, pass the exam at the end of course
» A1, A2, B1 validity: max. 2 years before the start of the CEMS year; B2 validity: max. 5 years before the start of the CEMS year; C2/C1 validity: forever

» Find [here](#) the list of Cultural Institutes accredited for CEMS
» In Cologne you find:
  » Institut Français
  » Istituto Italiano di Cultura
  » Japan Foundation
  » VHS Cologne (only the spanish course „Crashkurs für Studierende“ is accepted!)

→ Please note that in some cases, only a combination of 2 courses (same language) fulfils the minimum requirements, if the courses are taken consecutively (same institute, within 1 year).
Option 2: Language Course during CEMS Term Abroad

- Most of the CEMS Partner Universitys offer accredited language courses that fulfill the requirements for CEMS Language 3.

- Selected introductory / elementary language courses at CEMS Universities must have a value of min. 5 ECTS or include minimum 90 working hours of which at least 60 contact hours.

- Please get the information from the course lists or ask the CEMS Programme Manager at your Host School.
Option 3: Commercial Language tests

Requirements

» accredited commercial tests are accepted from minimum B1 level

» both the written and oral parts have to be successfully passed on the minimum B1 level.

» CEMS accepts solely the commercial exams listed here.

*
Option 4: Declare a second Mother Tongue

Students may declare more than one mother tongue. Mother tongues are not tested but a **Mother Tongue Declaration statement** will be requested upon application. Students cannot change their mother tongue once they confirmed it during application. A declaration is to be filled in for each language declared.

- Certain combinations of similar languages will not be allowed to fulfil the requirements. These are **Bosnian/Croatian/Serbian/Montenegrin/Slovenian, Czech/Slovak, Danish/Swedish/Norwegian, Danish/Faroese, Dutch/Flemish/Frisian/Afrikaans, German/Luxembourischer, Russian/Ukrainian/Belarusian, Russian/Kazak, Spanish/Catalan.**
Option 5: German language course for international students

The University of Cologne offers Pre-semester courses in March and September and semester long courses.

Please find all information on the website of the Department German as a foreign language.
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Your CEMS Internship Abroad

Requirements

• at least 8 consecutive weeks full-time in the same company (first 8 weeks of a full-time employment position are also accepted)
• abroad = placement outside of Germany
• in case of non-German nationality and non-German Bachelor it may take place in Germany or in home country
• no overlapping with CEMS term dates; internships abroad taken after Bachelor graduation maybe accredited
• must be at a professional level (one or more challenging projects with a certain degree of autonomy) but have a designated supervisor within the company

Recommendations

• watch out for visa regulations
• use our broad network within CEMS and the WiSo faculty

The CEMS internship does not qualify as a ‘mandatory internship/Pflichtpraktikum’ as defined by German law, as it is not part of your UoC Master Degree Examination Regulations (§ 22 Abs. 1 S. 2 Hs. 2 Nr. 1 MiLoG).
Active CEMS CP & SP at UoC

<table>
<thead>
<tr>
<th>ABB</th>
<th>Facebook</th>
<th>METRO</th>
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</thead>
<tbody>
<tr>
<td>AB Inbev</td>
<td>Gartner</td>
<td>Novo Nordisk</td>
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<td>Amplifon S.p.A</td>
<td>Google</td>
<td>Procter &amp; Gamble</td>
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<td>AstraZeneca PLC</td>
<td>Groupe SEB</td>
<td>Richemont</td>
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<td>Barilla</td>
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</tr>
<tr>
<td>Bayer</td>
<td>Henkel AG &amp; Co. KGaA</td>
<td>Siemens Healthineers</td>
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<tr>
<td>Beiersdorf AG</td>
<td>Hilti</td>
<td>Simon-Kucher &amp; Partners</td>
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<td>Société Générale</td>
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<td>Lufthansa Group</td>
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<td>DHL Consulting</td>
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<td>E.ON Inhouse Consulting</td>
<td>McKinsey &amp; Company</td>
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</tr>
</tbody>
</table>

7 CPs & 1 SP
here in bold acquired by CEMS Office Cologne

> 40
CPs & SPs in close cooperation with the CEMS Office Cologne
Very active CEMS CPs & SPs at UoC
CEMS Corporate Partner Involvement at the University of Cologne organised by

**CEMS Office Cologne**
- Business Projects
- **Skill Seminars**
- Courses with Guest Lectures
- **CEMS Student Newsletter**
- Internship offers

**CEMS Club Cologne**
- Networking Events
- Company and Alumni Events
- Social Events & Newsletter
- and much more...

**WiSo Career Service**
- (Online) - Events
- Internship and job postings
- Cooperations with companies
- Application support
- Consultation Services
- and much more

**CEMS Alumni & WiSo Alumni**
- **SAMP** Student Alumni Mentorship Program
- Local CEMS Alumni round tables
- Local CEMS Alumni Week
- Job Shadowing@WiSo
- and much more
CEMS Corporate Partners Involvement Worldwide

**Career Forum 2022**
- 45 CPs attending the job fair
- Career Forum Registration
- Corporate Coffee Talks
- CEMS Startup Challenge

**CEMS International Events**
- Student Board Meeting at NHH 2022
- CEMS Club Conference at UoC 2022
- Global Responsibility Week 2022 tbc
- Regional Events like DACH Forum 2022
- CEMS Incubator Programme 2022

**CEMS Recruitment & Career Service**
- CEMS Career Center incl. Job Market
- Student CV Database
- Going Global
- CEMS Internship Guide 2021/22 & Magazine
- CEMS Career Fairs online (GRE) & offline (CF)

**CEMS Alumni Association CAA**
- CEMS Alumni network / Toolkit
- CEMS Mentoring Opportunities & Guide
- CEMS Global & Local Chapters
- Global Alumni Week 2022
- CEMS Alumni of the Years Award 2022