



MBA East Asian Management

Open Day on 6 June 2009, 12:00 – 16:30 hrs

A chance to visit the International Graduate Center and experience life as an MBA student!

Event Program

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| 12:00 – 12:05 | <i>Welcome</i>
Prof. Dr. Tim Goydke, Course Director, EAM MBA |
| 12:05 – 12:30 | <i>Information Session:</i>
<i>MBA East Asian Management</i>
Tatjana Erlewein, Course Coordinator, EAM MBA |
| 12:30 – 13:00 | <i>Buffet Lunch</i> with the opportunity to meet faculty and staff,
and to tour the facilities |
| 13:00 – 13:45 | <i>Special Lecture:</i>
<i>Surviving in a Rough Environment: Counter-Intelligence and Anti-Counterfeiting with a Special Focus on China</i>
Dr. Andreas Blume, Intellectual Property Manager |
| 13:45 – 14:45 | <i>MBA Study Taster:</i>
<i>Chinese & Japanese</i>
Hu Xiao & Hitomi Otsuka, faculty members,
Bremen University of Applied Sciences |
| 14:45 – 15:00 | <i>Coffee Break</i> with further opportunities to meet faculty and staff |
| 15:00 – 15:45 | <i>MBA Study Taster:</i>
<i>Global Economics</i>
Prof. Dr. Peter Schmidt, Bremen University of Applied Sciences |
| 15:45 – 16:30 | <i>Benefits and Prospects of an MBA Degree</i>
Prof. Dr. Tim Goydke and Tatjana Erlewein |

The event is held at Bremen University of Applied Sciences, International Graduate Center, Süderstr. 2, 28199 Bremen