

# BACHELOR OF SCIENCE IN MANAGEMENT

**German University in Cairo - Berlin Campus**



**Prof. Dr. Ralf Klischewski**  
Academic Director  
of GUC Berlin Campus

*“Management aims for success – and Management as a science understands how to achieve it. At GUC Berlin you will acquire the knowledge and skills, the methods and experience to master all areas of business administration. All our study programs are accredited in Germany, yet English is the language of instruction. Students from different backgrounds meet at our campus at the heart of Europe to envision and to shape their future global career. Our mission is to provide you with education that enables you to reach the next level.*

## WELCOME

Welcome to GUC Berlin. This brochure includes key information about GUC Berlin and its campus, the Management study program, student admission and student support. We are dedicated to high-quality university education and student services. All our offerings are based on our core values: openness, innovation, respect, truth, teamwork, flexibility, responsiveness, and diversity. The GUC Berlin team wishes you the best of success in your endeavors!

## ABOUT GUC BERLIN

GUC Berlin Campus is a branch of the German University in Cairo which is the largest German university outside Germany representing 42% of the total German education export worldwide. The GUC Berlin branch offers various programs of study for international students as well as study abroad opportunities for GUC students. In addition, GUC Berlin Campus aims at creating platforms for research cooperation with the German research and scientific landscape as well as with other European Countries. Since its inauguration in 2013, about one thousand students have been annually hosted for the different offerings at the GUC Berlin Campus, including semester abroad stays, summer German language courses, a series of specialized courses and workshops for international students as well as for MBA and other Master-level courses.



**A campus for  
international students  
and research cooperation**





- Offer continuing education and training opportunities to professionals and to students from around the world providing them with hands-on training to enhance their skills and to foster their careers

**Internationally  
competitive study  
programs**

# MISSION

- Achieve excellence in teaching and in research
- Serve as a role model for the inter-nationalization of science, education and research
- Offer internationally competitive study programs built on modern curricula in collaboration with German state universities and international institutions
- Foster regional and international cooperation in academia and in research by hosting scientific workshops and summer schools across various disciplines
- Develop scientific, cultural and business networks with national and international institutions in both Germany and Europe to foster cooperation and research
- Attract students with high potential and enable them to obtain degrees of the highest international standards making them multidisciplinary and innovative graduates on the bachelor, master and PhD levels
- Enable graduates to interact effectively with the challenges created by the global economy and to play leading roles in their areas of specialization





# WHY STUDY AT GUC BERLIN?

GUC Berlin provides you with the opportunity to study in English and to enjoy the metropolitan city of Berlin. By participating in any of the offerings at the GUC Berlin branch, you are able to further broaden your knowledge, skills, and practice both in academia and in research – all of that contributes to and further supports your prosperous future career path:

1

- Campus at the heart of Europe
- Spacious, full-service campus
  - Proximity to city center, with multiple travel options

2

- German & international academic standards
- Study programs accredited by ACQUIN, Germany
  - European credit point transfer system (ECTS)

Enjoy the metropolitan city of Berlin

3

- No barriers for your higher education
- International high school certificates accepted
  - All degrees recognized to continue at German universities and beyond

4

- Development of interpersonal skills
- Enhancing English language fluency in all academic activities
  - Practicing team-based project work

5

- Comprehensive study support
- All lectures are supported through tutorials of max. 25 students
  - Counseling based on continuous assessment

6

- Education for career success
- Extra-curricular activities: onsite visits, professional networking, high-profile guest speakers, etc...

- Proven track record of GUC graduates in international academic & industrial career paths for more than a decade





**Prof. Dr. Erich Zahn**  
(University of Stuttgart)  
GUC Founding Dean,  
Faculty of Management Technology

*“In today’s fast changing competitive landscapes, business management means mastering complexity, assuring high responsiveness and constant learning. With our Bachelor and Master Program in Management we are committed to educating students for leadership in a dynamic business environment.”*

# MANAGEMENT EDUCATION AT GUC

The transition of the world economy towards enacting market mechanism and globalization implies the escalating need for the creation of further opportunities for youthful, ambitious and knowledgeable university graduates. Therefore, the importance of management as an academic discipline and as a professional career is of great value and importance.

To provide our graduates with an edge in the global job market and/or scientific arena GUC’s Management Bachelor degree offers a comprehensive curricula integrating:

- Accounting and Financial Control
- Economics
- Finance
- Human Resources & Organizational Behavior
- Information Systems
- International Business
- Innovation
- Marketing
- Operations Management
- Strategic Management

## Risk Premium Example

Interest rates of some classes of long-term securities in May

A Treasury bond represents the **risk-free asset**, the risk premium calculated by subtracting this rate from each nominal rate

	Nominal Interest Rate	Risk Premium
Treasury Bonds	5.44%	0.00%
High Quality Bonds	6.04%	0.60%
Medium Quality Bonds	6.82%	1.38%
Low Quality Bonds	11.32%	5.88%

The risk premium of low quality bonds is far higher than the one of high quality bonds



## THE GUC OFFERS

- Bachelor of Science (B.Sc.) in Management
- Master of Science (M.Sc.) in Management
- Master of Business Administration (MBA)

Currently more than 2,500 students are enrolled in these degree programs – all of which are accredited by ACQUIN, the Accreditation, Certification & Quality Assurance Institute in Germany.

Graduate students may continue their research for a PhD in Management or in Economics

# BACHELOR OF SCIENCE IN MANAGEMENT

## PROGRAM OBJECTIVES

- **Educating for leadership:** obtaining a generalist and managerial degree instead of a narrow and functional one; our graduates move effortlessly from one functional area to another and work smoothly with colleagues in all areas
- **Developing a broad-based range of business and interpersonal skills** needed to effectively manage the functional areas of any business organization and beyond
- **Applying academic knowledge to cases** to understand the interdependencies of decision making in the company and how value can be created by these decisions
- **Advanced knowledge in 10 different specializations:** after introduction to all fields of management and economics, students may choose one or even two majors in order to stand out at an area of their excellence and passion
- **Scientific research:** skills, knowledge and practice in research and applying scientific methods are key to gaining superior insights for management, innovation, and academic advancements

## PROGRAM STRUCTURE

The study program Bachelor of Science in Management consists of 7 semesters. Students earn a total of 210 ECTS credit points according to the European Credit Transfer and Accumulation System.

The study program is structured in a variety of modules, each focusing on specific fields of Management Science and/or academic & research skills – see module overview below for ECTS and semester distribution.

During the final year students may choose to specialize in any of the following ten majors:

- Accounting & Financial Control
  - Economics
  - Finance
  - Human Resources & Organizational Behavior
  - Information Systems
- Innovation & Technology Management
  - International Business
  - Marketing
  - Operations Management
  - Strategic Management

## Bachelor of Science in Management [210 ECTS / 7 semesters]

Semester	Bachelor Thesis [10]		Selected "Major" Specialization [23]			
	Academic Skills & Research Methods [18]	Accounting & Financial Control [30]	Internship [6*]			
			Finance [10]	Organizational Behavior [5]	Operation Mgmt. [10]	
				Economics [15]	Marketing [15]	Inform. Systems [10]
			Law [10]	Human Resource Management [5]	Math & Computing [21]	German or Foreign Language [12]
			Introduction to Management & Economics [10]			

\*Internship in summer (before 7<sup>th</sup> semester)





## MANAGEMENT GRADUATE PROFILE

- Geared to middle/higher management positions
- Broad academic qualification covering all fields of Managements and Economics
- Ability to research and to apply scientific methods
- Specialist in one or two selected fields
- Strong interpersonal skills (presentation, team work, leadership)

## DEGREE & CAREER PROSPECTS

Bachelor of Science in Management is designed according to German and international standards. For more than a decade, GUC graduates succeeded in international academic and industrial career paths.

Graduates may also enter Master programs at German universities or continue with the Master of Science program in Management at GUC (in Berlin or in Cairo) with 30 ECTS transferred (equivalent to one semester).

## TEACHING METHOD

- All lectures are supported through intensive and continuous tutoring in small groups (max. 25 students)
- Personal academic mentoring is based on continuous assessment
- Students practice team-based project work and apply academic knowledge to cases
- Extra-curricular activities include onsite visits, exposure to future employers, professional networking, high-profile guest speakers, and more



# ADMISSION

GUC Berlin welcomes international students from all over the world to study at our campus in Berlin where the language of instruction is English. We are interested in attracting calibers with high potentials and we enable them to become innovative graduates and responsible global citizens.

Our vibrant international student body and the competitive learning environment at our modern Berlin campus facilities will fulfill your academic ambition and enrich your learning experience with cultural diversity.

GUC is committed to fair and transparent admission processes, where all applicants are evaluated based on unified standards and evaluation criteria.



## WHO IS ELIGIBLE?

1. All international high school certificate holders are considered for enrollment in the first semester
2. You need to pass the GUC computerized reasoning test
3. As English is the language of instruction, you need to pass the GUC computerized English Language Test (alternatively prove your English skills through TOEFL or IELTS scores)

## HOW TO APPLY

Simply apply online on [www.guc-berlin.de](http://www.guc-berlin.de) and immediately receive your unique application number.

You will be guided through the application process and receive emails informing you about the next steps; or send an email to [admission.berlin@guc.edu.eg](mailto:admission.berlin@guc.edu.eg).

# THE CAMPUS

The GUC Berlin Campus is a complete, multi-floor building of 7 floors in addition to separate halls, with a total area up to 16,000 sqm. It is located directly next to the underground station “Borsigwerke” (U6), providing a fast and direct link in 3-5 minutes intervals to the down town city center “Stadtmitte” in only 20 minutes with its famous shopping street “Friedrichstraße”, the Brandenburg Gate and other famous touristic sites.

The large, modern shopping mall “Hallen am Borsigturm” with its large food court of around 20 restaurants and more than 110 shops is located just across the street from the GUC Berlin Campus, offering our students a vast variety of recreational offers such as a cinema, and a bowling and gaming center. All important necessities such as medical centers and doctors, pharmacies, banks and supermarkets are available within short walking distance.

Berlin’s second largest lake the “Tegeler See” can be reached at walking distance and invites for a boat trip or a walk at the beautiful “Greenwich” promenade.





## THE FACILITIES

The highly equipped GUC Berlin Campus provides an excellent educational environment for students in addition to being an access to Berlin's bustling lifestyle.



- Well-equipped classrooms and lecture halls
- Open access PC pools / WLAN with high speed internet access
- Library, quiet study area
- Lockers



- Copying/ Printing
- Cafeteria with vending machines, table tennis and kicker tables
- On-site GUC technical and admin support



## ACCOMMODATION

Berlin is unique compared to other European cities: each district has its own center and is well-connected through the public transportation system. As the city is large, you should carefully choose the location of your accommodation to avoid long commuting distances.

If you prefer to live near the GUC Berlin Campus and yet want to be well connected to the inner city, the best neighborhoods to look at are Tegel, Wedding and Mitte along the metro (U-Bahn) line 6. Other relatively close areas are Charlottenburg-Nord, Siemensstadt and Moabit.





# EXTRACURRICULAR ACTIVITIES

At GUC Berlin Campus, we offer a wide range of extracurricular activities to our students: site tours and guest speaker series, in addition to the academic program. Regular company, university and job fair visits play an important role in our extracurricular program. The main purpose of these visits is to provide our students with an initial insight into possible future academic and/or career choices. In addition, at GUC Berlin Campus, we offer on campus guest speaker lectures on scientific, cultural and other topics that give students an in-depth insight on their topics of interest. Recent events included:

- Site visits to production plants of leading industries
- Field trips to explore the present and future of marketing and consumer behavior
- High-profile guest speakers on studying in Germany and/or sharing their career experience



The campus also hosts workshops for academics and summer courses for undergraduate and graduate students, including German language – visit [www.guc-berlin.de](http://www.guc-berlin.de) for the upcoming offerings.

Students also may participate in culturally enriching community service activities within the district of Reinickendorf, in hosting Germany's federal wide chess tournament, languages and reading festival, annual exhibitions, and many more activities.



## SPORTS

GUC Berlin is part of the “Berlin University Sports Cooperation” (Berliner Hochschulsport). GUC students may join the “University Sports Program” offered by the five public universities in Berlin. The program offers a wide range of sports activities. Generally, courses take place once per week at different sports facilities. Depending on the season, there are as well selected outdoor sports activities and sport trips offered at low cost (e.g. paddling, rowing, windsurfing, cross country skiing, snow-boarding and many more).



# DEDICATED STUDENT SUPPORT

The GUC is a learning and innovation hub engaging students from countries all around the world in a dynamic environment. The dedicated student support team assists all international students who come to spend one or more semesters or the whole study program at GUC Berlin Campus. At the beginning of the semester you will be invited to an orientation session during which you will learn everything about your daily study life, your schedule and the general study regulations.

Once you receive the acceptance letter, we offer you our Student Support Services, such as:

- Assistance with formalities (such as residence registration, residence permit extension...)
- Give advice on opening a bank account
- Assistance in finding accommodation
- Assistance in finding and dealing with your Health Insurance

# GUC – A GLOBAL HOME UNIVERSITY AND INTERNATIONAL FACULTY

The German University in Cairo (GUC) is considered the largest German university established outside Germany representing 42% of the German transnational education worldwide. GUC was established in 2002 in cooperation with the state universities of Ulm and Stuttgart, Tübingen and Mannheim and under the patronage of Egyptian and Germany ministries. GUC has been supported by the German Academic Exchange Service (DAAD) and other universities and institutions, both German and international. About 13,000 students are enrolled at both undergraduate and postgraduate programs and each year about 2000 graduates enter the job market locally and all over the world.



“ 42 Prozent aller Studierenden in deutschen transnationalen Bildungsprojekten sind an der GUC eingeschrieben.  
(Südwest Presse, 05.12.2017) ”

“ (...) weltweit die größte deutsche Auslandsuniversität  
(GUC in Der Tagesspiegel, 27.06.2012) ”

“ An der GUC sind derzeit rund 12 000 Studierende eingeschrieben.  
(Focus.de, 30.11.2017) ”

“ In den vergangenen 15 Jahren hat sich die GUC als Modellprojekt für die gesamte Region entwickelt.  
(Prof. Dr. Margret Wintermantel, DAAD President, [www.daad.de](http://www.daad.de), 05.12.2017) ”

## GUC-BERLIN

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## **GERMAN UNIVERSITY IN CAIRO**

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