

GNAM GLOBAL NETWORK WEEK FOR EXECUTIVE MBA STUDENTS

**ESMT European School of Management and
Technology, Berlin**

June 11 - 15, 2018

Syllabus

Germany 4.0: Hidden Champions, Start-Ups and More

ESMT Berlin
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Brief Description

Overview

In this module, we will focus on the specifics of German economy. After taking a short look back into the history and the political landscape we will concentrate on some of the success factors that are unique to the current economic situation of Germany. Hence, we will introduce the concept of “Hidden Champions” as backbone of German economy, dive into the Berlin Start-up Ecosystem and introduce Industry 4.0 as a present phenomenon with major implications for times to come.

Topics to be addressed in the module will include:

- Germany and its economy: An introduction to Germany’s history and political and economic situation.
- Hidden Champions: Analysis of success factors of Hidden Champions on the global market
- Characteristics of the Berlin Start-up Ecosystem
- Industry 4.0: Where are we now at the moment? Which new business models are possible with the 4.0 technology?

Module format

The module will consist of a mix of interactive classroom sessions, input from company speakers, introduction to live cases, networking events and site visits. In addition, the students have to work on group projects that are closely linked to the topics covered during the week. At the end of the week the project groups have to present their results in class.

Project Work

The students are going to be allocated to projects groups. The assignment will be to develop solutions and strategic recommendations for real live cases.

These cases are specific challenges that German Hidden Champions are facing in the current situation. Company speakers are going to present these challenges to the students and ask them to develop solutions on different levels of specification throughout the week by finding answers to the questions presented. We will have 3 different cases, 2-3 groups that are working on each case. The presentation is going to be presented to the company speaker and to the ESMT jury.

- **The is no mandatory pre-modular assignment -**

Assessment

The module is offered for credit of 5 ECTS. To earn credits and a grade, students will be assessed by the ESMT jury on bases of the presentation of their project work. The presentation will take place at the end of the week in front of the fellow students and the ESMT jury.

The assessment will be determined by the following criteria:

- How well-defined is the challenge?
- How well was relevant information utilized?
- How well was the analysis performed?
- How robust is the solution proposed to tackle the challenge?
- How effective is the team presentation?

Faculty (amongst others) – subject to change

Annie Faulkner



Annie's focus at ESMT Berlin is on business transformation and change. Having worked and been educated internationally, she understands first-hand the complexities of cross border communication and change leadership. Prior to joining ESMT Berlin, she led a range of transformation programs for Old Mutual, AXA, AECOM, Bombardier Transportation and Woolworth Holding South Africa.

Prof. Johannes Habel



Johannes Habel is an associate professor at ESMT Berlin. In his research and teaching, he focuses on sales and marketing strategies of so-called Hidden Champions, that is, highly successful SMEs with a low level of public awareness. Specifically, Johannes has cooperated with Hidden Champions in industries such as machine-building, automotive, construction, power tools, imaging, hygiene, apparel, and retailing. In addition, he has cooperated with Fortune 500 players in the automotive, telecommunications, airline, insurance, and steel industries.

Prof. Olaf Plötner

Olaf Plötner is a professor at ESMT Berlin. He joined ESMT as one of the first faculty members and managing director of ESMT Customized Solutions GmbH in 2002. From 2008 to 2017, he was the dean of executive education at ESMT and developed the school to a top-ten institution in this field, based on the global ranking of Financial Times.

Dr. Jens Weinmann

Jens Weinmann is a program director at ESMT. Before joining ESMT, Jens Weinmann was project manager of the Market Model Electric Mobility, a research project financed by the German environmental ministry (BMU). From 2007 to 2009, he worked as manager at the economic consultancy ESMT Competition Analysis.

The Executive MBA Team

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