



Anna Christina, Mexico

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**MBA International Industrial Management,
Esslingen University of Applied Sciences,
<http://www.graduate-school.de/applicants/mba/mba.asp>**

How a participant experiences the MBA-program at the FHTE?

I remembered pretty well that the first day of the program was on September 2nd, 2004. All the classmates were introducing each other, knowing the school and having great expectations for the new experience that was starting.

In the MBA-program "International Industrial Management", we are 35 students from 18 nationalities: China, France, Germany, Guatemala, Israel, Kazakhstan, Mexico, Peru, Poland, Pakistan, Singapore, South Korea, Taiwan, Thailand, Turkey, Ukraine, Uzbekistan and Vietnam. It is great that being in this group, we can all share our culture, knowledge and experiences.

The MBA-program duration is 16 months, which is divided in 5 modules:

- Preliminary program, includes German language classes, lectures of German culture and excursions inside Germany.
- Foundations, covers the basics for the areas in business management.
- Globalization, which is focused on the world's economy.
- Electives, which give the opportunity to focus on a special area of interest.
- Internship/Thesis, which focuses on putting the theory learned into practice, cooperating in a company and developing a Thesis.

Why study MBA?

As an Industrial Engineer, I noticed that a MBA program (Master of Business Administration) could be a very good complement for my professional career. During my work experience, I discovered that having a global business view for taking effective decisions is an important skill.

With the MBA Program I am learning and reinforcing the areas involved in an International Industrial Business. It is a challenge to combine and have the optimal result when you have to consider all the factors involved in order to take the best decision.

And why at Fachhochschule Esslingen – Hochschule für Technik?

MBA programs are offered everywhere, in Mexico, USA or in other countries in Europe, but the FHTE has particular characteristics which I consider important. First, the Program is focused on International Industrial Management, in a mixture of technical (for example Production & Operations management or Quantitative Methods) and management (Marketing, Finance, Strategy – just to name a few) areas. Second, being located in Germany, where the Automotive Industry is the number 1 and FHTE has a good reputation in this field. I am particularly interested in the Automotive Industry because I have worked in Grupo Bocar which is a Mexican Automotive supplier and from which I have a scholarship. Finally, the international environment which leads to invaluable experiences.

During the Preliminary Module the classes focused on introducing us to the German culture and language, and we got to know interesting places inside Germany. One event that we visited together was the “Oktober-Fest”. It was amazing to see all the people that were in Munich for this event. Some Germans were dressed with special traditional clothes in order to be in accordance with the celebration. We all had a good time there knowing and celebrating the famous occasion.

The Foundation Module included the basics for business management. We had several lectures like Production & Operation Management, Marketing, Accounting, Corporate Finance, Organizational Behavior, Project Management, and others. One of the classes was a very good complement for all the theory covered by other lectures: Industrial Solutions, in which we had the opportunity to see how the theory can be applied on a practical base. We visited six plants of different industries: DaimlerChrysler Truck in Wörth, AEG (Electrolux) household appliances in Rothenburg ob der Tauber, Coperion Werner-Pfleiderer in Stuttgart-Feuerbach, Mettler-Toledo in Albstadt, Putzmeister AG in Aichtal and Müller-Weingarten AG in Esslingen. All the companies gave us an excellent reception.

Following I will describe our visit at AEG: The plant we visited is located in Rothenburg ob der Tauber. The main products of this plant (household appliances) are hobs and ovens. This visit was very interesting because we saw the complete processes of the company from the beginning until obtaining the final product. All areas were included like operations, marketing, quality, and others.

Another important point during this visit was the company presentation: we were received by all the managers including the director of the plant. During their presentation, they described the current situation, strategies and futures actions that the company will be focused on in order to continue and grow in the Household Appliance industry.

In this presentation, all the students have the opportunity to ask with the purpose of understanding the situation of the company.

After the AEG visit ended, all the students went to city center of Rothenburg ob der Tauber in order to get to know the beautiful town and the historic wall. Our professor, Mr. Ehlers, gave us a special tour, explaining us the history hidden in this town and the traditional stores where typical local German products are sold. We visited also

the famous Christmas store “Käthe Wohlfahrt” where you can find innumerable Christmas products. Inside this store, I felt very close to Christmas time.

The day we were in Rothenburg was the first snow day of November and this winter. All the roads, trees and houses were covered by snow, the landscape was great. The view of the winter was present. We were all playing snowball wars as we were kids again. I think we all enjoyed this trip and had a lot of fun!

The MBA Program offers great experiences combining on the one hand knowledge/theory and practice and on the other hand joining all the international students to share their culture and friendship.

The internationalization these days plays an important role in the business economy; all the market activities are affected by the globalization. The world is getting more and more connected and a high competence is generated.

With the MBA Program we are preparing in order to be aware of the factors involved in the current economy and to have the skills to analyze and generate the best decisions into the businesses.

With this article, I wanted to give you an insight into the Esslingen MBA in accordance with my lived experiences. I am glad to be part of the program, I am receiving more than I was expecting.

Source: Esslingen University of Applied Sciences

www.study-guide-bw.de



Baden-Württemberg

The German Southwest.