



University of Applied Management

CAMPUS**GHANA**

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Akwaaba – Welcome!



Develop your individual personal profile

Knowledge is not power. Ability makes the difference. The ability to “get things done” makes people attractive – for employers, colleagues, peers, and for society at large.

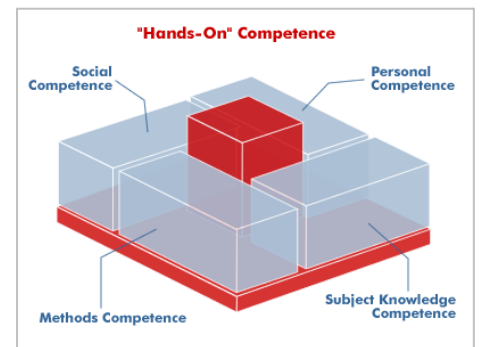
A person who wants to achieve above-average success must also be able to offer above-average benefits. Therefore, an appropriate competence profile is necessary.

The University of Applied Management offers the ideal conditions for you to develop your personal, social, methodical, and subject knowledge competencies into a very unique, holistic competence profile.

Our outstanding programs of study not only increase your attractiveness to the corporate market, but more importantly, they increase your practical ability to succeed.

It would be our pleasure to assist you in laying the foundation for your personal success, and to support you in the development of your own personal profile.

Prof. Dr. Dr. Christian Werner
University President



Akwaaba – Welcome!



The UAM GHANA Experience

The great end of life is not knowledge but action. The world cares very little about what we know; it's rather what we are able to do that counts.

We are pleased that you are considering the UAM Ghana to further your education and competence profile. We will offer you a quality education and help you to develop the professional skills needed to survive in today's business society.

We understand that choosing a university is one of the most challenging decisions you will face in your life. We also believe that the UAM Ghana is an excellent choice.

We invite you to learn about us by visiting our campus in Accra. At UAM, your peers and faculty from around the world will challenge and stimulate you. You will find a caring, flexible environment where you will grow both personally and intellectually.

Prof. Dr. Martin Gyambrab
Campus Manager, UAM Ghana

Guiding Principles

We see ourselves as a center for “hands-on” business competence.

We create and distribute knowledge with practical significance at an academic level.

Our participants evolve by learning to think and act in an entrepreneurial manner, and experience the joy of creativity and innovation. In addition, we combine career activities with academic instruction and prepare our participants for their chosen fields to be the leaders of tomorrow.

The success of our graduates in the labor market throughout their careers is our main goal.

Therefore, we try to ensure that our graduates are well-prepared to make direct and profitable use of their acquired competence both for themselves and the organizations for which they work. With our programs they are able to reach their goals faster, better, easier and more efficiently.

Furthermore, we support personal development not only through the encouragement of technical and methodical competencies, but also by promoting personal and social competencies.



Guiding Principles

We bring together business and science.

Through our partnerships we are able to achieve a continuous transfer of knowledge in both directions. Companies and institutions benefit from our expert knowledge, our power of innovation, and our applied research.



We have a high profile in teaching and research.

We concentrate on a few business-related programs of study and strive to offer the very best teaching in these areas.

In specified areas we conduct application-oriented research and develop solutions for problems from professional practice.

Our application oriented research is, at the same time, an essential element in our teaching.

Guiding Principles

High quality education.

We use the whole palette of teaching and learning methods, and continuously incorporate current developments in the field. Our educational concept makes it possible to actually enjoy learning. It fosters teamwork, integration of modern media, and above all the collaborative working together of motivated students and instructors with practical know-how.

Our university instructors combine current scientific knowledge with a strong practical focus. Additional experts in business and science provide a balance between theory and practice.

The high standard of our educational programs supports our claim of quality education. We measure our success against the success of our graduates in their chosen field, and the overall satisfaction of the students. Through regular external evaluation, we strive to continually improve our educational offerings.



The University



UAM (Germany)

The university is located in the city of Erding which lies just northeast of Munich and is well-connected to the transportation system, including the Munich Airport, highway network, and even a subway connection.

Erding is famous for the quality of life that it offers. The present 31,165 inhabitants greatly appreciate their hometown. The proximity of the Munich Airport and the New Exhibition Centre in Riem makes Erding an attractive place for business. Added to this, of course, is the flair of the “old town” and Erding’s thermal pools – a relaxation paradise.

Internet links:

City of Erding
<http://www.erding.de/>

Region of Erding
<http://www.landkreis-erding.de/>

Munich Transit Association
<http://www.mvv-muenchen.de/>

UAM (Ghana)

Our campus is located in the coastal capital city of Accra. It contains public buildings reflecting its transition from a 19th century suburb of Victoriasborg into a modern metropolis.

Accra is a major transport hub, home to the Kotoka International Airport. Public transit is provided by a mix of privately owned mini-buses (known as Tro-Tros), taxis and buses. Among its attractions are the National Museum, the National Theatre, and the fishing port at James Town. It is also known as having one of the continent’s most active night life.



Internet links:

City of Accra
<http://www.world66.com/africa/ghana/accra>

Greater Accra Region
<http://www.ghanaweb.com/GhanaHomePage/geography/accra.php>

The University

German Accreditation

Our institution is recognized and approved by the Bavarian State Ministry of the Sciences, Research and the Arts. Students who acquire their academic education with us will receive an internationally recognized academic degree.

As stated (XI/6-3/112-11/12801) on 27.04.2004, the Bavarian State Ministry of the Sciences, Research and the Arts will recognise the University of Applied Management as a non-public institution starting on October 1st, 2004.

The site of the university is Erding. The university carries the name "University of Applied Management".



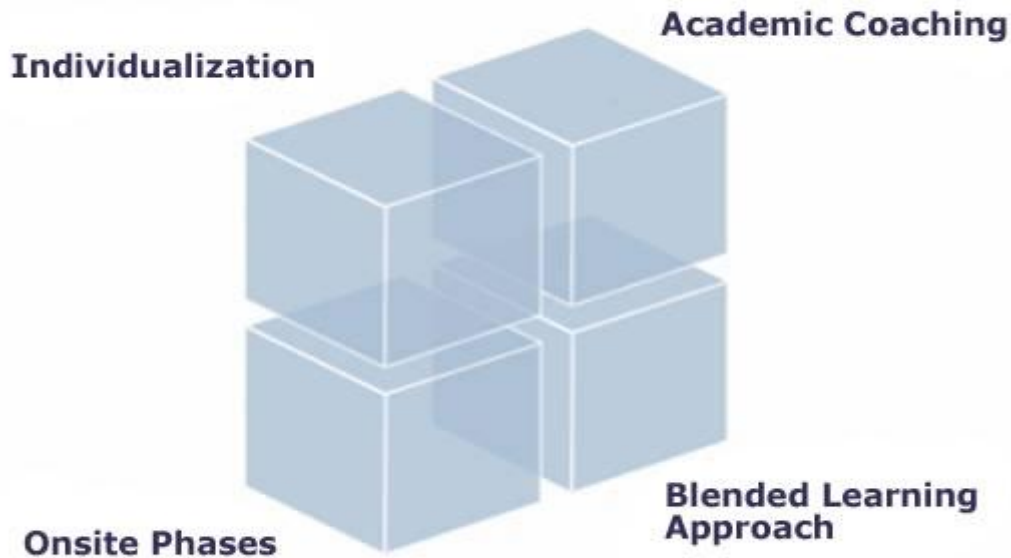
Dr. Thomas Goppel, Minister of State, in a letter from 25.05.2004 indicates that:

"Your involvement in the establishment of a private university focusing specifically on the academic qualification of the professionally employed deserves special recognition. Within a very short time, a state of the art concept for higher education could be set into motion in Bavaria."

Ghanaian Accreditation

UAM is also recognized and approved by the National Accreditation Board (NAB) of Ghana.

Educational Concept



Our Concept

The focus of our semi-virtual educational concept is to combine the advantages of both distance and onsite programs of study, thereby including the freedom and flexibility of online programs with the opportunities for face-to-face and in-depth contact of onsite programs.

Sequence of Events in Practice

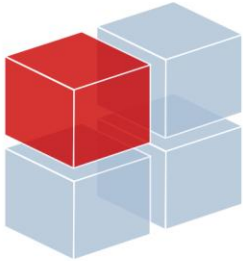
Students come to Accra three times each semester for one week at a time to participate in coursework, complete exams, and to

exchange ideas with classmates, professors, and academic coaches.

During the time in between, students use the internet and our learning platform to study online. It is possible in virtual seminars to work together with classmates on assignments and to ask the tutor for advice. Coursework can be completed from the comfort of home, while accessing both the course presentation and learning materials on a PC.

Furthermore, students can communicate with instructors and professors at any time without being limited to short office hours.

Individualization



Individualization

Individualization means that:

- previous **academic performance**
- and **relevant work experience** of students
- are considered in determining the **length of study**
- as well as program **contents**.

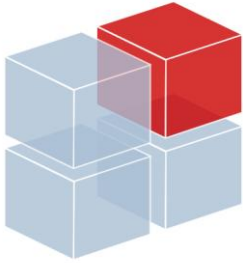
Transfer

Credit transfer may occur in the following ways:

- by assessing the starting point and the academic learning goals
- through a targeted selection of appropriate modules during a qualifying acceptance interview

Repetition of already covered course content can be waived if proof of equivalence is presented.

Academic Coaching



Academic Coaching (pre-program)

The optimal alignment of personal abilities, career goals and choice of study area is an essential condition for academic and career success. Already before the program is started we support the participant through the analysis of individual talent and personal goals.

The result is a profound and conscious decision for a university education that involves the right program of study and its design (including internships) up until the first degree. Together with the student previously received academic credits are examined for possible accreditation, and the application process is prepared.

Academic Coaching during the program

During the complete course of study, personal academic coaches are provided to counsel and advise every student. Part of their duties is to regularly review academic progress with students. It is important to provide timely and individual assistance, such as reorganizing the students' course selection.

The academic coach supports the development of learning strategies and gives suggestions for specific exam preparation. Within the framework of academic coaching, students are also supported in the search for appropriate internship positions. Furthermore, an academic coach gives support in matters relating to formal acts and administrative aspects, such as application procedures.

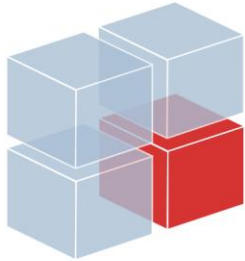
Academic Coaching (post-program)

Our graduates are interested in finding a job that satisfies their potential and that offers adequate development opportunities. Part of the duties and responsibilities of an academic coach is to help prepare students for a successful job-search through job-application training and a personal counseling session.

After the program, graduates will have access to a virtual job-board for introduction to interested companies. As a member of the alumni, contact can be maintained with other graduates after graduation. On request students can work together with their academic coach on the development of an individual continuing education plan.

For students who are interested in continuing in post-graduate studies, academic coaches can recommend valuable contacts.

Blended Learning

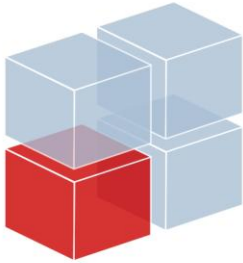


Blended Learning course format

The “blended learning” approach combines the advantages of various teaching and instruction methods. These course formats will be used in a way to achieve an optimal “blend”, depending on the content of the course. Our programs of study will make use of the following course types:

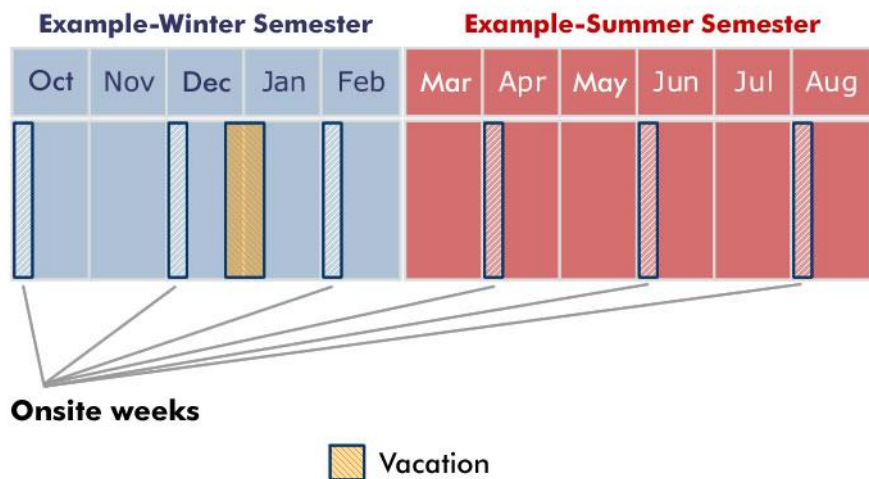
- Onsite Seminar
- Semi-virtual Seminar
- Virtual-Action Learning
- Virtual Simulation
- Online Tutorial
- Online Lecture
- Online Excursion
- Learning DVD
- Virtual Seminar (with instructor guidance)
- Virtual Seminar (with group discussion – solutions provided)
- Virtual Seminar (with instructions, materials, sound, and animated presentation)
- WBT – web based training
- CBT – computer based training
- Self-study Learning Materials

Onsite Phases



Onsite Phases

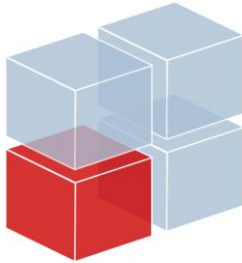
The semi-virtual programs of study contain 3 periods of onsite phases for each semester. Every onsite phase lasts for 5 days. During this time, educational topics will be covered that demand onsite instruction (included in this are all courses from the “Key Qualifications” modules). Furthermore, onsite phases offer the opportunity to cover complex themes in greater depth and to discuss open questions with the instructor. Another essential element of the onsite phases is academic coaching.



Example Onsite phase

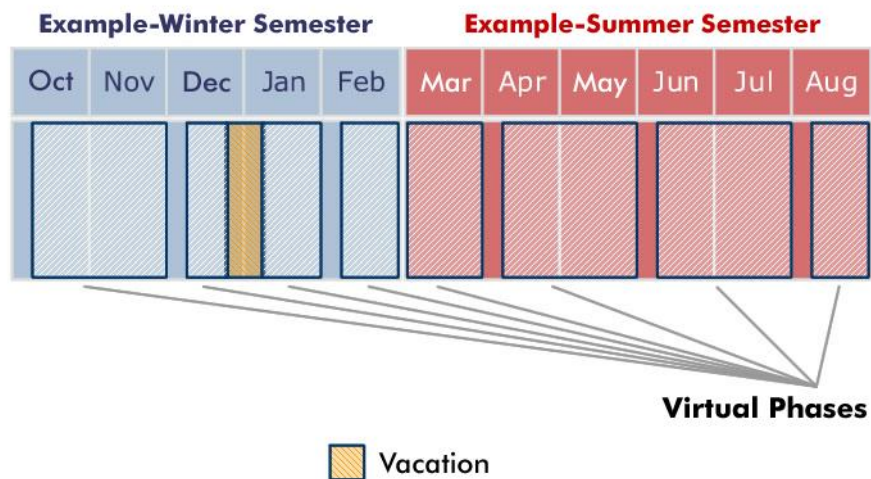
	Monday	Tuesday	Wednesd.	Thursday.	Friday	Saturday
Morning		Controlling	Financial Accounting Part II	Business Mathematics Part II	Personality Development & Self-Management Part II	Personality Development & Self-Management Part IV
Afternoon		Financial Accounting Part I	Business Mathematics Part I	Personality Development & Self-Management Part I	Personality Development & Self-Management Part III	
Evening		Group Activity	Free-time	Academic Coaching	Group Activity	

Virtual Phases



Virtual portion of study

During the time between onsite phases, the program of study proceeds through the use of our learning platform. Different than most distance learning, the Internet is used as a communication platform. In this way, a feeling of working together develops even in the virtual phases of instruction, and regular communication with course tutors can take place.



Educational Concept

Your Advantages

Your advantages

Practical and problem-based orientation:

- Enhancement of “hands-on” business competence is a priority (subject knowledge, methodical, social, and personal)
- Education geared towards adults with a rigorous practical approach
- Problem-based learning is more fun and much more effective

Didactic concept:

- Consistent and competent guidance from your academic coach
- Blended learning (virtual and onsite)
- Modular structure (Bachelor and Master)
- Access to post-graduate study opportunities
- Internationally recognized degree
- No admission restrictions based on grade point average
- modular exams throughout the course of study

Flexibility:

- Study while you work (no loss of income, time or practical experience)
- A program of study that is compatible with family commitments
- Where you live does not affect your study possibilities
- Flexible schedule (ideal for professional athletes, shift-workers, etc.)



Bachelor/Master Degrees

Within the framework of the Bologna Declaration, it was decided already in 1999 to develop a European higher education system offering comparable degrees to citizens all over Europe in order to promote the development of qualifications that are relevant for the labor market. For this reason, the German government decided to introduce a two-level system (Bachelor/Master) for all universities and advanced technical colleges.

CP (Credit Points)

Credit points represent a performance point-system that expresses numerically the amount of effort required of students to be successful in either modules or single courses. Using this system, students gather the credit points for a program of study that are required in order to obtain the degree.

With successful completion of the exam requirements for each respective course and module, students receive the corresponding credits. As soon as the necessary amount of credit points has been completed for the desired program of study, the student is eligible to receive the degree.

ECTS

The University of Applied Management adheres to the ECTS* (European Credit Transfer System) that sets the total load of a full-time student in one year of study to be 60 ECTS

credits). This ensures that course credits received are comparable, and therefore transferable, whether from other universities to the University of Applied Management, or the other way around. (It should be noted, however, that this does not guarantee that credit will be granted. Whether a university decides to grant or not to grant credit for courses taken at other universities remains a decision that is made by each individual university.)

* ECTS was developed by the Council of the European Union in order to both introduce a unified process for the accreditation of studies undertaken in foreign countries and to make European programs of studies internationally comparable. The ECTS is currently used by many European universities.

Degree Programs

Business Administration

Program Goal

The goal of the program is for the students to achieve the necessary expertise and skills so that in business practice problem situations can be recognized and understood, and appropriate conceptual solutions can be developed and then successfully implemented.

Our graduates work in companies and public authorities in an independent and problem-oriented manner with an interdisciplinary foundation of scientific knowledge. Furthermore, our graduates are prepared for leadership roles that not only require industrial know-how, but also a broad spectrum of social competencies.

In order to deal with the broad range of demands, students acquire foundational knowledge and skills in the area of business, law, tax law, analysis and decision-making, English, and information technology.

Along with the practical background, the program has another important goal which is to develop key social competencies, such as communication, presentation and facilitation techniques, that are indispensable for a successful career.

Career Opportunities

The positions our graduates will be able to fulfill are very diverse. They are employable in virtually all business-oriented areas of organizations. On the basis of the specialization subjects, they are especially competent in the areas of Strategic and Market-oriented Management, Organizational and Personnel Development, and Public Management.

This unique competence profile is needed in many institutions and organizations, such as:

- Commercial enterprises (for example in Marketing or Corporate Leadership)
- Service industry (for example Corporate Consulting)
- Banks and insurance agencies
- Manufacturing industry (especially in terms of strategic planning and optimizing organizational processes)
- Associations
- Unions
- Public institutions and agencies

Degrees for the Business Administration program:

Bachelor of Arts (BA)

(normal length of study is 42 months)

Master of Business Administration (MBA)

(normal length of study is 12 months – not including intensive Pre-Program Courses)

Business Administration

Bachelor Degree Program

Semesters 1-3

Foundations (8 CP)	Introduction to Business Administration Management Techniques	4 CP 4 CP
Marketing (6 CP)	Marketing I Marketing II	4 CP 2 CP
Personnel & Organizations (12 CP)	Organizational Behavior I Organizational Behavior II Personnel Management I Personnel Management II	4 CP 2 CP 4 CP 2 CP
Accounting (10 CP)	Financial Accounting I Management Accounting Controlling	4 CP 4 CP 2 CP
Law (4 CP)	Law I Labor Law I	2 CP 2 CP
Data Processing (6 CP)	Data Processing I Data Processing II	2 CP 4 CP
Business Mathematics (4 CP)	Fundamentals of Business Mathematics I Fundamentals of Business Mathematics II	4 CP 4 CP
Statistics (4 CP)	Statistics I Statistics II	2 CP 2 CP
Key Qualifications I (8 CP)	Presentation Skills and Visualization Communication Moderation Techniques Personality Development & Self Management	2 CP 2 CP 2 CP 2 CP
German (8 CP)	German I German II	4 CP 4 CP
Economics (6 CP)	Microeconomics Macroeconomics Stabilization & Growth Politics	2 CP 2 CP 2 CP
Concentration I (10 CP)	Financial Accounting II Investment & Financing Basics of Business Administration & International Economy	4 CP 4 CP 2 CP
Application-Oriented Module I (4 CP)	Case Study Seminar I	4 CP
Total (Semesters 1-3)		90 CP

Semesters 4-7

Concentration II (14 CP)	Introduction to Strategic Management Production Management & Logistics Business Tax Theory	4 CP 4 CP 6 CP
Key Qualifications II (6 CP)	Team Development Business Meeting & Negotiation Techniques Project Management	2 CP 2 CP 2 CP
Business-German (4 CP)	Business-German I + II	4 CP
Application-Oriented Module II (12 CP)	Case Study Seminars II, III + IV (each 4 CP)	12 CP
Application-Oriented Module III (12 CP)	Virtual Business Simulation Practical Project (virtual action learning) Case Study Seminar V	4 CP 4 CP 4 CP
Electives (6 CP)	Optional subjects (depending on availability)	6 CP

Specialization (20 CP)	One Specialization must be completed from the list of available options	20 CP
Specialization Options:		
<u>Strategic Management & Market-oriented Management</u>	Strategic Management Market-oriented Management & Strategic Marketing Project Seminar Market Research & Image Analysis Market & Advertising Psychology Consumer Behavior	4 CP 4 CP 4 CP 2 CP 4 CP 2 CP
<u>Organizations & Personnel Management</u>	Design and Development of Organizational Structure Process Optimization Instruments of Personnel Management Change Management Labor Law II Project Seminar	4 CP 4 CP 4 CP 2 CP 2 CP 4 CP
<u>International & Intercultural Management</u>	Intercultural Competence Practical Training in Intercultural Communication Project Seminar European Integration 2 Regional Studies (8 CP): Central and Eastern Europe Region I, II, or III (each 4 CP) Asia Region I, II, or III (each 4 CP)	2 CP 4 CP 4 CP 2 CP 8 CP
<u>Business Informatics</u>	Information Technology I Information Technology II Business Processes E-Business Software Engineering I Software Engineering II	4 CP 4 CP 2 CP 2 CP 4 CP 4 CP
<u>Business Engineering</u>	Research & Development Management Technology Transfer Production & Technology Management Logistics & Process Control Quality Management Ecology, Environment Protection & Sustainability	4 CP 4 CP 4 CP 4 CP 2 CP 2 CP
Bachelor-Thesis (12 CP)	Topic based on relevant career interests of the candidate	12 CP
Total (Semesters 4-7)		90 CP
Sub-Total CP		180 CP
+Practice Semester (30 CP)	Internship Internship Report (Oral + Written)	24 CP 6 CP
Total CP		210 CP

Admission requirements for Bachelor degree programs

- higher education entrance qualification or equivalent (foreign) educational certification
- 6-week internship

Further information

Relevant work experience and credit points from comparable seminars in other programs may be transferable.

Business Psychology

Program Goal

The goal of the program is for the students to achieve the necessary expertise and skills for an overview and solid understanding of the psychological, commercial and social cohesion in business practice.

The graduates are able to work on tasks in the area of business psychology in an independent and problem-oriented manner with an interdisciplinary foundation of scientific knowledge.

The program provides the students with application-oriented and practice-relevant competencies in both main subjects of business psychology: Market & Advertising Psychology and Work & Organizational Psychology.

The successful implementation of professional, methodical, social, and personal competency is central to the program. Alongside the business and business psychological skills, key social and personal competencies will specifically be developed further.

Career Opportunities

Our graduates will be able to fulfill positions in fields that are structured very differently, such as:

- Market Research Institutes
- Advertising Agencies

- Advertising, Marketing, and PR & Communication departments of companies and associations

In these institutions our graduates will either take on leadership and management responsibilities, making good use of their competency in conceptual areas like the formation and evaluation of communication ideas.

The second focal point of Work & Organizational Psychology opens doors for the graduates to the area of corporate consulting and also to human resources departments. Due to skills in the effective, efficient and socially responsible handling of organizational change, graduates will be employed in departments of organizational development and change management.

This unique competence profile is needed in many diverse institutions and organizations, such as:

- Commercial enterprises (sales, services, such as corporate consulting, banking, insurance agencies, industries)
- Associations and unions
- Public management and agencies

Degrees for the Business Psychology program:

Bachelor of Arts
(normal length of study is 42 months)
Master of Arts
(normal length of study is 18 months)
(not including intensive Pre-Program Courses)

Business Psychology

Bachelor Degree Program

Semesters 1-3

Foundations (8 CP)	Introduction to Business Psychology Management Techniques	4 CP 4 CP
Marketing (6 CP)	Marketing I Marketing II	4 CP 2 CP
Personnel & Organizations (12 CP)	Organizational Behavior I Organizational Behavior II Personnel Management I Personnel Management II	4 CP 2 CP 4 CP 2 CP
Accounting (10 CP)	Financial Accounting I Management Accounting Controlling	4 CP 4 CP 2 CP
Law (4 CP)	Law I Labor Law I	2 CP 2 CP
Data Processing (6 CP)	Data Processing I Data Processing II	2 CP 4 CP
Business Mathematics (4 CP)	Fundamentals of Business Mathematics I Fundamentals of Business Mathematics II	4 CP 4 CP
Statistics (4 CP)	Statistics I Statistics II	2 CP 2 CP
Key Qualifications I (8 CP)	Presentation Skills and Visualization Communication Moderation Techniques Personality Development & Self Management	2 CP 2 CP 2 CP 2 CP
German (8 CP)	German I German II	4 CP 4 CP
Concentration I (12 CP)	Introduction to Psychology Introduction to Market and Advertising Psychology Foundations of Industrial Psychology Foundations of Organizational Psychology	4 CP 4 CP 2 CP 2 CP
Application-Oriented Module I (4 CP)	Case Study Seminar I	4 CP
Total (Semesters 1-3)		90 CP

Specialization (20 CP)	One Specialization must be completed from the list of available options.	20 CP
Specialization Options:		
<u>Market & Advertising Psychology</u>	Foundations of Consumer Behavior Sales and Advertising Psychology Market Research & Corporate Image Analysis Development & Implementation of Marketing Concepts Market Communication & Media Planning Project Seminar	4 CP 4 CP 2 CP 4 CP 4 CP 4 CP
<u>Industrial & Organizational Psychology</u>	Organizational Diagnosis Organizational Development Performance in Organizations: Motivation, Appraisal & Improvement Motivation & Volition Assessment-Center Design & Implementation Project Seminar	2 CP 4 CP 2 CP 4 CP 4 CP 4 CP
Bachelor Thesis (12 CP)	Topic based on relevant career interests of the candidate	12 CP
Total (Semesters 4-7)		90 CP
Sub-Total CP		180 CP
+Practice Semester (30CP)	Internship Internship Report (Oral + Written)	24 CP 6 CP
Total CP		210 CP

Semesters 4-7

Concentration II (10 CP)	Personality Psychology Introduction to Diagnosis Social Psychology	2 CP 4 CP 4 CP
Teaching Methods (4 CP)	Teaching Methods I Teaching Methods II	2 CP 2 CP
Key Qualifications II (6 CP)	Team Development Business Meeting & Negotiation Techniques Project Management	2 CP 2 CP 2 CP
Business German (4 CP)	Business German I + II	4 CP
Application-Oriented Module II (12 CP)	Case Study Seminar II, III + IV (each 4 CP)	12 CP
Application-Oriented Module III (12 CP)	Virtual Business Simulation Practical Project (virtual action learning) Case Study Seminar V	4 CP 4 CP 4 CP
Electives (6 CP)	Optional subjects (depending on availability)	6 CP

Admission requirements for Bachelor degree programs

- higher education entrance qualification or equivalent (foreign) educational certification
- 6-week internship

Further information

Relevant work experience and credit points from comparable seminars in other programs may be transferable.

Business Psychology

Master Degree Program

Modules & Courses

Specifics of Business Psychology (16 CP)	Special Issues in Business Psychology Instruments for Personnel & Organizational Development (incl. Mentoring Concepts) Evaluation Action Learning	4 CP 4 CP 4 CP 4 CP
Key Qualifications (14 CP)	Leadership Team Development Rhetoric & Presentation Skills Moderation & Working with Groups Conflict Management Knowledge Management	2 CP 2 CP 2 CP 2 CP 2 CP 4 CP
Electives (6 CP)	Optional subjects (depending on availability)	6 CP
Application-Oriented Module (14 CP)	Psychological Aspects of Personality & Expertise Development Psychological Aspects of Leadership & Executive Development Performance in Organizations: Motivation, Assessment, Improvement Methods I: Employee Surveys, Work Climate Analysis, Job Satisfaction Measurement Methods II: Evaluation (Methodology & Practical Application) Case Study Seminar	2 CP 2 CP 2 CP 2 CP 2 CP 4 CP

Specialization

Specialization (16 CP)	One Specialization must be completed from the list of available options	16 CP
Specialization Options: <u>Market & Advertising Psychology</u>	Consumer Behavior Advertising Psychology Sales Psychology Market Research & Image Analysis Development & Implementation of Marketing Campaigns (incl. Media Planning)	2 CP 4 CP 4 CP 4 CP 2 CP
<u>Industrial & Organizational Psychology</u>	Design & Implementation of Selection Process (Diagnosis Instruments & Assessment Center) Organizational Diagnosis Structure and Design of Job Safety and Health, Job Stress Organizational Consulting Organizational Development/ Change Management	4 CP 2 CP 4 CP 2 CP 4 CP
Master Thesis (20 CP)	Topic based on relevant career interests of the candidate	20 CP
Colloquium (4 CP)	Thesis Colloquium	4 CP
Total CP		90 CP

Admission Requirements

Admission requirements for Master (MA) degree programs

- Successful completion of a Bachelor (BA) in Business Psychology from the University of Applied Management, or
- An equivalent degree from a recognized university with at least 210-ECTS credit points.
- For Bachelor degrees with less than 210-ECTS credit points, missing credits can be completed within a practicum-semester (for BA programs without a practicum-semester requirement) at the University of Applied Management.
- Applicants who have completed degrees outside of the relevant disciplines (e.g. Engineering) will be required to complete an intensive Pre-Program Course.
- A more detailed overview of admission requirements will be provided in the pre-program academic coaching session.

Further Information

Relevant working experience and credit points from comparable seminars in other course of studies may be accredited.

Continuing higher education in doctoral studies is possible after completion of this degree program.

Pre-Program Courses

Courses for graduates from the Social Sciences and/or Humanities (30 CP)	Marketing I Personnel I Organization I Financial Accounting I Controlling Law Electives offered in Bachelor Program	4 CP 4 CP 4 CP 4 CP 2 CP 2 CP 10 CP
Courses for graduates from Business Administration (30 CP)	Introduction to Psychology Introduction to Market and Advertising Psychology Foundations of Industrial Psychology Foundations of Organizational Psychology Social Psychology Electives offered in Bachelor Program	4 CP 4 CP 4 CP 4 CP 4 CP 10 CP
Graduates coming from other disciplines (40 CP)	Graduates coming from other disciplines must complete courses from both of the pre-program courses to a total of 40 CP (electives excluded).	40 CP

Sport Management

Program Goal

The goal of the program is for the students to achieve the necessary expertise and skills for an overview and solid understanding of the psychological, commercial, societal and social cohesion in the area of sport management. The graduates are able to work on tasks in the area of sport management in an independent and problem-oriented manner with an interdisciplinary foundation of scientific knowledge.

Sport management is defined as an applied, sector specific business science which incorporates the entire spectrum of athletic activities. Besides sport activities at all levels connected to clubs and associations, recreation & leisure elements as well as new sport trends are also included.

Business courses, such as advanced topics that characterize the professional field of sport management, are the main focus of the program. These will be supplemented through legal, sociological, and psychological discussions as well as career-relevant projects provided by the instructors.

Newly developed professional fields in the area of sport management will also be incorporated along with the traditional fields of employment.

Career Opportunities

Our graduates will be able to fulfill positions in many diverse companies and organizations, such as:

- Sport Associations
- Sport Clubs
- Commercial sport and recreational facilities
- Professional sport organizations
- Event Agencies
- Public institutions at community, regional, national, and international levels

In these institutions our graduates will take on leadership and management responsibilities, making good use of their competency in project and event management, as well as functional areas of business, such as marketing, fundraising, sponsoring, personnel, accounting, and organizational development.

Degrees for the Sport Management program:

Bachelor of Arts

(normal length of study is 42 months)

Master of Arts

(normal length of study is 18 months)

(not including intensive Pre-Program Courses)

Sport Management

Bachelor Degree Program

Semesters 1-3

Foundations (8 CP)	Introduction to Sport Management Management Techniques	4 CP 4 CP
Marketing (6 CP)	Marketing I Marketing II	4 CP 2 CP
Personnel & Organizations (12 CP)	Organizational Behavior I Organizational Behavior II Personnel Management I Personnel Management II	4 CP 2 CP 4 CP 2 CP
Accounting (10 CP)	Financial Accounting I Management Accounting Controlling	4 CP 4 CP 2 CP
Law (4 CP)	Law I Labor Law I	2 CP 2 CP
Data Processing (6 CP)	Data Processing I Data Processing II	2 CP 4 CP
Business Mathematics (4 CP)	Fundamentals of Business Mathematics I Fundamentals of Business Mathematics II	2 CP 2 CP
Statistics (4 CP)	Statistics I Statistics II	2 CP 2 CP
Key Qualifications I (8 CP)	Presentation Skills and Visualization Communication Moderation Techniques Personality Development & Self Management	2 CP 2 CP 2 CP 2 CP
German (8 CP)	German I German II	4 CP 4 CP
Concentration I (12 CP)	Introduction to Sport Sciences Introduction to Sport & Event Management Facilities & Equipment Management Sport Medicine	2 CP 4 CP 2 CP 2 CP
Concentration II	Sport, Recreation, Tourism & Animation Introduction to Sport & Recreation Psychology	4 CP 2 CP
Application-Oriented Module I (4 CP)	Case Study Seminar I	4 CP
Total CP (Semesters 1-3)		90 CP

Specialization (20 CP)	One Specialization must be completed from the list of available options.	20 CP
Specialization Options:		
<u>Event Management</u>	Event Planning, Design & Implementation Event Marketing Event Sponsoring Event Organization Event Evaluation Project Seminar	4 CP 4 CP 2 CP 4 CP 2 CP 4 CP
<u>Clubs and Associations Management</u>	Management of Clubs & Associations Financing of Clubs & Associations Clubs & Associations Law Marketing in Clubs & Associations Recruitment of Top-level Athletes Project Seminar	4 CP 4 CP 2 CP 4 CP 2 CP 4 CP
<u>Sport Facilities Management</u>	Business Operations of Sport Facilities Financing of Sport Facilities Sport Facilities Marketing Sport Management in Recreational Facilities Group-Specific Programming Project Seminar	2 CP 2 CP 4 CP 4 CP 4 CP 4 CP
Bachelor Thesis (12 CP)	Topic based on relevant career interests of the candidate	12 CP
Total (Semesters 4-7)		90 CP
Subtotal		180 CP
+Practice Semester (30CP)	Internship Internship Report (Oral + Written)	24 CP 6 CP
Total CP		210 CP

Semesters 4-7

Concentration III (14 CP)	Introduction to Association & Club Management Introduction to Physical Fitness Training Introduction to Kinematics Training Introduction to Sport & Event Law Sponsoring in Sport	4 CP 2 CP 2 CP 4 CP 2 CP
Key Qualifications II	Team Development Business Meeting & Negotiation Techniques Project Management	2 CP 2 CP 2 CP
Business German (4 CP)	Business German I + II	4 CP
Application-Oriented Module II (12 CP)	Case Study Seminar II, III + IV (each 4 CP)	12 CP
Application-Oriented Module III (12 CP)	Virtual Business Simulation Practical Project (virtual action learning) Case Study Seminar V	4 CP 4 CP 4 CP
Electives (6 CP)	Optional subjects (depending on availability)	6 CP

Admission requirements for Bachelor degree programs

- higher education entrance qualification or similar (foreign) educational certification
- 6-week internship

More information

Relevant work experience and credit points from similar seminars in other programs may be transferable.

Sport Management

Master Degree Program

Modules & Courses

Specifics of Sport Management (16 CP)	Sport & Leisure Psychology Sport & Event Law (incl. Insurance) HR Issues in Sport & Event Management Sport & Event Marketing (incl. Sponsoring) Financial Issues in Sport & Event Management Action Learning	2 CP 2 CP 2 CP 4 CP 2 CP 4 CP
Key Qualifications (14 CP)	Leadership Team Development Rhetoric & Presentation Skills Moderation & Working with Groups Conflict Management Knowledge Management	2 CP 2 CP 2 CP 2 CP 2 CP 4 CP
Electives (6 CP)	Optional subjects (depending on availability)	6 CP
Application-Oriented Module (14 CP)	Trends in Sport, Recreation & Leisure Activities Target-Group Oriented Proposals Sport Science: Theory, Methods & Practice Market Research & Image Analysis Health, Fitness, Recreation & Leisure Activities Case Study Seminar	2 CP 2 CP 2 CP 2 CP 2 CP 4 CP

Specialization

Specialization (16 CP)	One Specialization must be completed from the list of available options	16 CP
Specialization Options: <u>Event Management</u>	Events in Practice: Conceptualization & Planning Event Organization & Implementation (incl. Licensing) Project Management of Events Event Evaluation Specifics of Various Event Formats	2 CP 4 CP 4 CP 4 CP 2 CP
<u>Sport Management</u>	Club, Association & Sport Facilities Management Conceptualization and Planning of Sport & Recreational Facilities Design of Employee Benefit-Programs Sport & Leisure Education Clubs and Associations Organization and Management	4 CP 2 CP 4 CP 2 CP 4 CP
Master Thesis (30 CP)	Topic based on relevant career interests of the candidate	30 CP
Colloquium (4 CP)	Thesis Colloquium	4 CP
Total CP		120 CP

Admission requirements for Master (MA) degree programs

- Successful completion of a Bachelor (BA) in Sport Management from the University of Applied Management, or
- An equivalent degree from a recognized university with at least 210-ECTS credit points.
- For Bachelor degrees with less than 210-ECTS credit points, missing credits can be completed within a practicum-semester (for BA programs without a practicum-semester requirement) at the University of Applied Management.
- Applicants who have completed degrees outside of the relevant disciplines (e.g. Engineering) will be required to complete intensive Pre-Program Courses.
- A more detailed overview of admission requirements will be provided in the pre-program academic coaching session.

Further Information

Relevant working experience and credit points from comparable seminars in other course of studies may be accredited.

Continuing higher education in doctoral studies is possible after completion of this degree program.

Pre-Program Courses

Courses for graduates from Sport Sciences (30 CP)	Marketing I Personnel I Organization I Financial Accounting I Controlling Law Electives offered in Bachelor Program	4 CP 4 CP 4 CP 4 CP 2 CP 2 CP 10 CP
Courses for graduates from Business Administration (30 CP)	Introduction to Sport Sciences Introduction to Sport Facilities & Equipment Sport Medicine Sport, Recreation, Tourism & Animation Introduction to Sport & Recreation Psychology Introduction to Physical Fitness Training Introduction to Kinematics Training Introduction to Association & Club Management Electives offered in Bachelor Program	2 CP 2 CP 2 CP 4 CP 2 CP 2 CP 2 CP 2 CP 10 CP
Graduates coming from other disciplines (40 CP)	Graduates coming from other disciplines must complete courses from both of the pre-program courses to a total of 40 CP (electives excluded).	40 CP

Fast-track Program

MBA Program

Benefits to students

The MBA program provides students both with specialized knowledge as well as general management skills for positions that require leadership.

Graduates of the program will have great choice of possible job orientations as they fulfill the necessary qualifications for a wide array of positions (like marketing, finance, organizational and process re-engineering etc.) and business sectors (like manufacturing industry, commerce, banking & insurance, consulting, public and non-profit organizations).

The MBA will set students apart from other applicants when competing for sought after job positions. It is a proof of the student's determination to go the "extra mile".

Our graduates will develop the ability and facility in using their specific knowledge when holding presentations, leading negotiations or simply when working in an international and multi-cultural environment.

The MBA program will encourage students in forming a network of professors, other students, managers from various companies and more. Both during and after the program students will benefit from this asset.

The new friendships and relationships formed while studying at UAM will be a special and rewarding experience. Due to the very diverse personal and professional backgrounds of the participants, students will be given a

unique opportunity to receive insights, ideas and knowledge about other cultures, professions or simply ways of doing things.

Due to the virtual study environment students have the flexibility to choose where and when they study. This enables them to pursue their current career and gain new knowledge and experiences through the MBA program.

Benefits to companies

Companies can give their high potential employees the opportunity to improve their knowledge and qualification considerably while retaining them in the company.

Companies will benefit from the contacts their employees will make during the program with national and international firms and experts as well as from their knowledge of the latest developments in the field.

The program facilitates the integration of specific company related problems into the curriculum by means of project/case studies or even as topic for the final thesis.

Companies are able to complete their offerings in the personnel development field with this high value module and can give their most valuable employees an incentive or reward.

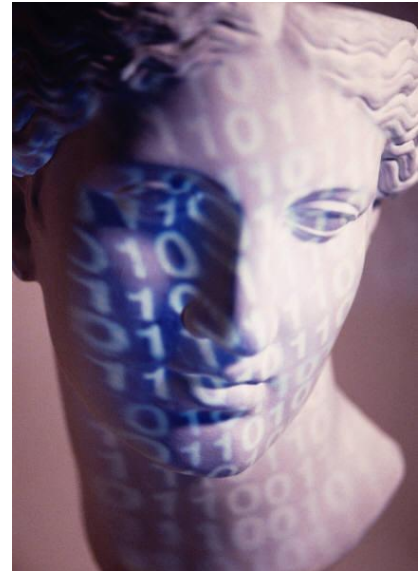
Degree for the MBA program:
Master of Business Administration (MBA)

Fast-track Program

MBA Program

Modules & Courses

Strategic Corporate Management (8 CP)	Strategic Management Economics Marketing Corporate Excellence	2 CP 2 CP 2 CP 2 CP
Management of Organizations (8 CP)	Organizations Human Resource Management Leadership Organizational Behavior	2 CP 2 CP 2 CP 2 CP
Accounting & Finance (6 CP)	Financial Accounting Management Accounting & Controlling Finance	2 CP 2 CP 2 CP
Technology Management (6 CP)	Technology Management IT-Infrastructure & Strategy Operations Management	2 CP 2 CP 2 CP
Managerial Business Methods (8 CP)	Management Tools Organizational Diagnosis Change Management Project Management	2 CP 2 CP 2 CP 2 CP
Applied Personal & Social Skills (8 CP)	Personal Development & Self Management Communication & Cooperation Negotiation & Conflict Management Presentation & Facilitation	2 CP 2 CP 2 CP 2 CP
Master Thesis (16 CP)	Topic based on relevant career interests of the candidate	16 CP
Total CP		60 CP



Admission Requirements

- Higher education entrance qualification or similar (foreign) educational certification
- Undergraduate degree with 240 CP (4 years of study)
- At least two years of professional experience.

Further information

Relevant working experience and credit points from comparable seminars in other programs may be transferable.

Applicants who have completed degrees outside of the relevant disciplines (e.g. Engineering) will be required to complete intensive Pre-Program Courses.

Degree Programs

Costs & Benefits

Student Fees

Bachelor	Application Fee	\$ 225
	Monthly Tuition Fees*	
	Theoretical semester (monthly)	\$ 490
	Practical semester (monthly)	\$ 185
Master	Application Fee	\$ 225
	Monthly Tuition Fees*	\$ 560
MBA	Total Cost	\$ 9, 800.00

* Standard duration of study:
 Bachelor: 42 months
 Master: 18 months
 MBA: 12 months

For this you receive:

- **Onsite courses** in our facilities in Accra, or
- **Virtual courses** through
- **Access to our modern Learning Platform**, on which the major portion of our virtual courses are offered,
- all **study material** (including print material, as well as Learning-DVDs and other similar media),
- expert educational counselling by our scientific staff,
- personal **academic coaching** designed to meet your needs,
- **use of the university's online services** (job-board, Alumni Network, etc.),
- completion of performance certificates and **degrees**,
- and the participation in the **examinations** required for the duration of **distance and onsite** studies according to the official exam schedule.



Online Application

Step 1

Register online under the heading “Application Form”. You will immediately receive a user name and a password sent to the specified email address.

Step 2

With this data you can log-in under the heading “Student Application” and then view and download the complete contract.

Step 3

There, you can also fill out the online Application Form. Detailed information will be required regarding your present qualifications and intended choice of study program.

Step 4

By clicking the “Print/Send” button, your data will be forwarded to us for processing, and at the same time the form will be printed in duplicate for you: the first copy is for your records; the second copy is to be signed and sent to us, along with the notarized copies of degrees and internship activities (see the checklist).

Step 5

If you fulfill all prerequisites, you will receive a confirmatory email from us, certifying that you are an eligible student for the program of study.

Step 6

The final decision regarding acceptance to the program will be made as of September 15th for the coming winter semester, and February 15th for the summer semester.

If there are no problems in processing the application fee, you will immediately receive a confirmatory email which functions as an initial letter of acceptance.

Step 7

Please bring personal identification (preferably a passport) to the first onsite stage (introduction week), so that we can check your data and present your student card, as well as your final official enrolment confirmation.

Deadlines

The application deadlines for all study programs are September 10th (winter semester) and February 10th (summer semester).

The applicants will be notified by September 15th and February 15th respectively if they can be admitted for the chosen course of study.

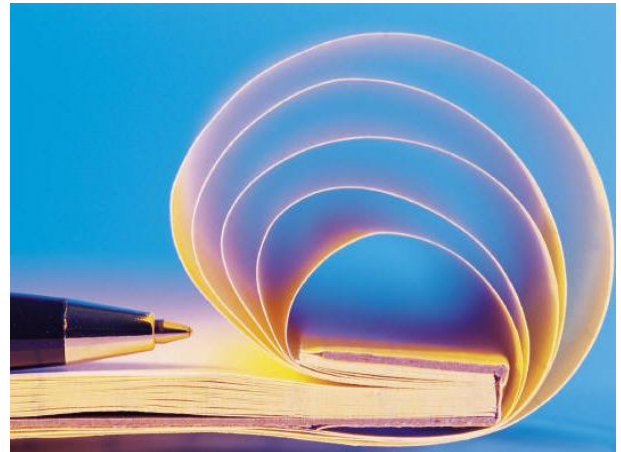
An extension of time for the application is possible, however it must occur no later than October 15th and March 15th respectively. For these late applications a processing fee of \$ 50 is to be paid.

Credit Transfer

Recognition of previous performance

It is possible that your previous study, training and/or experience can be counted towards your program of study at the University for Applied Management. This includes regular work experience and training as well as time spent in the compulsory internship; previously successfully completed courses are recognized as well as those taken through our programs. These courses and/or work experience are part of the online application process.

In discussion with you we will clarify the appropriate items for credit transfer according to your chosen study program. Afterward, the Examinations Office will make the final decision.



Acknowledgements

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