

## Educational Concept

### Semi-virtual Education

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

This "blended-learning" approach combines 14 different instructional formats, from traditional onsite seminars to completely virtual courses. These instructional formats are applied to courses in a way that achieves an optimal "blend", depending on the course content.

Students come to Erding three times each semester for 5-6 days 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, for example, to work together with classmates on assignments and to ask the tutor for advice.

Since the bulk of the coursework can be completed from the comfort of home, it is possible for our students to both study and work at the same time. Along with this, it is possible at any time to seek the advice of our instructors without being limited to short office hours. Furthermore, students who remain fully employed during the duration of their study have the opportunity to reduce the required length of the program.

## Academic Coaching

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. The academic coach supports the development of learning strategies and gives suggestions for specific exam preparation.

After the program is completed, the challenge arises of finding a job that satisfies their potential and that offers adequate development opportunities. Our graduates will be prepared for a successful job-search through job-application training and a personal counselling session.

## The University

### Locations

The main campus of the university is in Erding which is in the proximity of the Munich metro area, the Munich airport and the new exhibition centre. Other UAM campuses in Germany include Neumarkt, Bad Tölz, Günzburg, Treuchtlingen and Berlin.

The university also runs one international campus in Accra, the capital of Ghana in West-Africa.

### Official Recognition

Our institution is recognised and approved by the Bavarian State Ministry of the Sciences, Research and the Arts. Students who acquire their academic education with us will have no problems continuing their studies internationally.

## Information

Further information, such as the overview of modules and courses, registration and application requirements, tuition fees, etc. are available in the internet. Our website is regularly updated providing you with the most current information.

[www.my-university.com](http://www.my-university.com)

If you would like to speak with one of our academic coaches, they would be pleased to assist you:

**+49 (0) 8122 – 955 948 0**

[info@fham.de](mailto:info@fham.de)



## A better way to Learn

**Business Administration (B.A., M.A., M.B.A.)**

With various specializations

**Sport Management (B.A., M.A.)**

With various specializations

**Business Psychology (B.A., M.A.)**

**Business Law (B.A., M.A.)**

**Educational Management (M.Ed.)**

## “Hands-On” Competence



### 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, methods, 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  
President

## Degree Programs

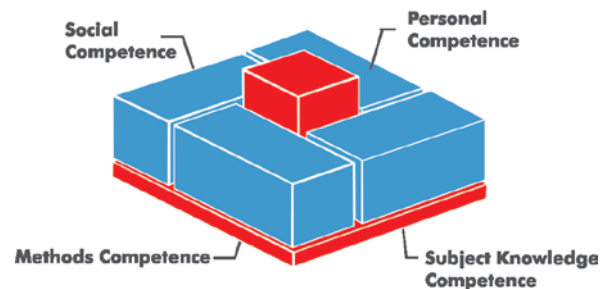
We offer Bachelor and Master degree programs in the following areas:

- **Business Administration (with various specializations)**
- **Sport Management (with various specializations)**
- **Business Psychology**
- **Business Law**
- **Educational Management**

Through problem-based learning and opportunities to apply what has been learned, we develop and encourage the “hands-on” competence of our students. Our graduates are well prepared to make direct and profitable use of their acquired competence both for themselves and the organisations for which they work. With our programs they are able to reach their goals faster, better, easier and more efficiently.

Furthermore, we support the development of personality, not only through increased subject-knowledge and methods competency, but also by promoting growth in personal and social competence (ie. skills in communication, presentation, facilitation, etc.). For this reason we have concentrated the material for maths and statistics to what is most relevant in practice.

### „Hands-On” Competence



## Recognition

### International Equivalency

Due to the 1999 Bologna Declaration, university degrees offered in European countries are becoming easier to recognize and transfer internationally. As of 2010, all programs in Germany will be offering degrees according to the international BA/MA system.

Using a system of credit points based on the ECTS (European Credit Transfer System) offers many advantages. Our students graduate with an internationally recognized degree, and new prospective students are able to more easily transfer courses completed at other institutions.

### Master & MBA

After successful completion of a 4-year degree (BA) or equivalent, it is also possible for our students to continue their education in a graduate degree program. We offer Master of Arts degrees for all our programs with the exception of Educational Management which leads to a Master of Education degree.

For business executives who want to expand their academic qualifications our MBA degree is the perfect solution. In order to qualify for this excellent program, students need to have at least 2 years of relevant work-experience, good English language skills, and an undergraduate degree.

### Competitive Advantage

Students in every program that we offer specialize in an area extending their knowledge more deeply into a field of study. Furthermore, our students add to their expertise by selecting elective courses from our wide range of programs, including market & advertising psychology or sport management.

Both students and companies participating in our educational programs are consistently impressed with the connection of theory and practice (e.g. project and case-work). Every participant has the opportunity for practical application of knowledge, collection of real experiences, and independent expansion of their own expertise.

### Application Dates:

Applications are due by September 10th (winter semester) and February 10th (summer semester). Late applications will be charged 100,- Euro for processing.