

# The MBA Stakeholder

**News from the MBA Program Team & MBA Community at HHL  
December 7, 2005**

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Welcome to this update on some of the current activities of our in-house faculty and staff, as well as those who've graduated or are on the scene as MBA students, thesis writers or doctoral candidates, etc. We invite news and views from current students, alumni and other stakeholders to keep us all informed and inspired. If you have news, please send it to Dorothee Fleischer: [dorothee.fleischer@hhl.de](mailto:dorothee.fleischer@hhl.de).

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**HEADLINES / ACADEMICS / FACULTY-STAFF / STUDENTS / ALUMNI**

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## HEADLINES. . .

### **“Pioneering” Part-time MBA Class takes on the Windy City<sup>1</sup> - Encountering General Electric’s famous CEO Jack Welch -**

For those of you who haven't already heard the news, the weeklong P1 **“Global Immersion Seminar”** in Chicago (October 2005) was a resounding success. Under the direction of Prof. Mancke, the P1s had classes at the business schools ranked by *BusinessWeek* as the two best in the world. At the University of Chicago, they took part in a 3-hour “roundtable discussion” about Leadership with former UC Dean, Prof. John P. Gould and Chicago’s Prof. of Creative Management Harry Davis. At Northwestern’s Kellogg School of Management, they had a “master class” on customer equity with the inventor of the concept, Prof. Robert Blattberg.

Returning to the University of Chicago, they participated in a Question & Answer session with former General Electric CEO, Jack Welch. In fact, P1 Sven Petersen was the first to rise and ask Welch a substantive, discussion-provoking question. Welch gladly posed with the students for a photo after his talk. The MBAs also organized their own golf tournament alongside Lake Michigan and held many enjoyable evenings out-on-the-town—in between serious thought sessions and team presentations on the topic of “Leadership.” It was a fine culminating event for all the hard work and sacrifice the P1s made in attending HHL in their “spare time” as high-potential managers and consultants. The P1 Class members are currently finishing up their theses or other study options and will soon be official alumni. For those of you who thought they were gone already, here’s what happened: they kindly dressed up in cap and gown for the official August 2005 graduation ceremony as a tribute to HHL community spirit. But soon, they really will be bona fide alumni/alumnae.

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<sup>1</sup> For a photo DVD of the Chicago trip, please contact [christian.elsner@hhl.de](mailto:christian.elsner@hhl.de). All participants get a free copy, additional copies ship at €5 each.

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## ACADEMICS. . .

**Richard Mancke** has a new title, "Professor of Leadership and Public Policy." As such, and in conjunction with his "L-BEST 2005" course (Leadership, Business, Ethics, Society and Technology), he edited an M5 collection of papers on leadership from an international perspective. (See *MBA Alumni Today*).

### Special Courses for High-Achievers a first-time offering

The MBA programs at HHL will offer a limited number of highly qualified applicants the opportunity to take part in up to four MBA courses that are only available at HHL. Those interested in participating are invited to contact the MBA office as per instructions below. Admission is competitive.

#### 1. Managing Global Corporations

Taught by Prof. Harald Hungenberg (University of Erlangen-Nürnberg), the focus is on theories, concepts and techniques of strategic management in multi-business firms. The central aim is to understand the formulation and implementation of strategies on a corporate level.

**Dates:** February 15-16, 20-21, 27-28.

**Course fee:** €3000.

**Prerequisites:** Maximum of 5 special students, permission of instructor.

#### 2. L-BEST 2006 (Leadership, Business, Society, Ethics and Technology)

The 2006 "visitor honor roll" of about ten internationally prominent leaders for this unique course promises to be exciting. Guest speakers provide brief remarks or complete lectures, followed by interactive Q & A and often topped off by an informal evening Stammtisch. Confirmed speakers as of this writing: Prof. Dipl.-Ing. **Menno Harms** (twice CEO, HP-Germany), Dr. **Michael Naumann** (Editor/Publisher of *die Zeit*), Prof. **Kurt Biedenkopf** (former Ministerpräsident of Saxony, instrumental in HHL's re-start as a private business school), **Horst Saalbach** (former CEO, FESTO USA), **Klaus Krone** (CEO, Krone MT, angel investors), **Steffen Naumann** (COO and CFO, Axel Springer Verlag), **Frank Lamby** (Vorstand HVB), Dr. **Johannes Meier** (Vorstand Bertelsmann-Stiftung) and **Bruce DeMarcus** (CEO Mibrag).

The Leadership sessions are directed by HHL's American Prof. of Leadership and Public Policy, Richard B. Mancke.

**Dates:** Late April through mid-June, 2006 - approximately 12 sessions lasting 16:00-evening.

**Course fee:** €3000 (includes invitation to all Stammtisch events and cost of dining).

**Prerequisites:** Maximum of 5 special students currently holding significant jobs with permission of course leader.

### 3. Entrepreneurship

A “hands-on” course that has been successfully taught by Prof. **Dean Goodermote**, an American entrepreneur based in Boston, for the past five years. Goodermote is currently a Venture Partner at ABS Capital Management and CEO of MSI Software. He was previously CEO of several software start-ups, including two he took public in IPOs valued at about \$2 billion each.

**Dates:** July 10-14, 2006.

**Course fee:** €5000.

**Prerequisites:** Maximum of 3 special students and they must be able to demonstrate they currently are or have been successful entrepreneurs.

### 4. Global Immersion Seminar

The destination will be determined no later than summer 2006. The previous trip to Chicago (October 2005) offered students heart-of-the downtown classrooms and reduced-rate accommodations and featured special on-campus sessions with professors from two of the world’s best business schools: the University of Chicago’s Graduate School of Business and Northwestern University’s Kellogg School of Management. They also participated in a Q and A session with former General Electric CEO Jack Welch, a talk/lunch with a major, international firm manager and a private visit to Chicago’s most prominent business club with a leading US investor.

**Dates:** one week in October 2007.

**Course fee:** €10,000.

**Prerequisites:** Maximum of 3 special students, currently holding a significant job, by permission of the instructors (Profs. Mancke and Spinler).

For up-to-date information concerning application qualifications, deadlines, dates and times of the courses, etc., please contact:

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## MBA Program gets top marks in the media . . .

Articles and interviews in *Handelsblatt*, Germany’s leading business newspaper, have given the MBA Program and HHL sterling appraisals throughout 2005. HHL was listed at the head of a list of “top flight” and “well established” MBA programs emerging in German-speaking nations. The program was praised for its sustained work, including the reward of AACSB accreditation and the promise of fruitful cooperation with leading foreign business schools internationally.

The publication also featured interviews conducted by its specialist on the topic, Christoph Mohr, with Academic Director Richard Mancke and M5 student Jiangyan Zhu. Mancke credits this season's strong and talented enrollment with the positive, in-depth analysis appearing in *Handelsblatt*, along with alumni word-of-mouth enthusiasm and other efforts throughout the HHL community. Please click on the link for stories, May 20 and June 17, 2005: [www.hhl.de](http://www.hhl.de)

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## FACULTY-STAFF. . .

MBA Deputy Academic Director, **Stefan Spinler**, is working on several projects that team academics with business and industry specialists.

One, "novel contracting schemes," pairs faculty from the Wharton School of Management (University of Pennsylvania) and specialists from a large US-based semiconductor firm to explore opportunities for allocating risk more efficiently among buyers and sellers. The team gathers empirical data to create an analytical model to illustrate the benefits of options contracts.

Another of his projects teams WHU faculty with a specialist from a large German carmaker to investigate the benefits of investing in (car engine) production flexibility under conditions of substantial uncertainty about demand.

In addition to his HHL duties, including a class on decision models in the Part-time MBA program, Dr. Spinler teaches a real options valuation class in Wharton's executive program.

If that isn't enough, Stefan and his wife Meggie are also busy parenting their daughter Annabelle born October 12, 2005.

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MBA Academic Director, **Richard Mancke**, travels to Cleveland Ohio in mid-January to attend the initial meeting of the International Advisory Board of the "Weatherhead School of Management" at Case Western Reserve University in Cleveland, Ohio. Weatherhead's Dean, Prof. Myron Roomkin, chaired the committee that evaluated HHL for AACSB accreditation in 2003.

Prof. Mancke will also make a presentation in the USA at a March 2006 conference, "Education and Development: Building Sustainable Systems of Higher Education in Developing Countries," sponsored by his undergraduate alma mater, Colgate University. Under the direction of Prof. of Computer Science Alexander Nachhimovsky, Colgate has obtained about \$1 million of initial funding for a center that will seek to provide practical solutions to these issues. The initial focus of the Center will be Afghanistan and the conference will feature Ashraf Ghani, Chancellor of the University of Kabul.

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MBA Program Manager, **Remi Smolinski**, completed a course on negotiation at Harvard/Tufts University Fletcher School of Law and Diplomacy with senior arbitrator and lawyer Prof. Jeswald Salacuse in October 2005.

Smolinski and HHL graduate, Dr. habil. **Peter Kesting**, also recently presented papers at a November 2005 conference on negotiation in Paris. In addition, Remi Smolinski and Christian Rook (see also P1) will teach a course on negotiation for the MBA Full-time and Part-time programs.

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## **MBA Program adopts new Administrative Structure . . .**

The MBA program team now has responsibility for the Full-time and Part-time MBA programs' curriculum, scheduling and overall vision and direction. We've created a new "organization chart" to give us greater efficiency, division of labor and a true spirit of cooperation. A key element is the appointment of Dr. **Stefan Spinler** (who earned his doctoral degree at WHU Koblenz and is the acting chair in Operations Management at HHL). As Deputy Academic Director, he will oversee much of what goes on in the classroom and related activities—and work with the MBA team to achieve our stated goal of "cementing HHL's position as Germany's most international, innovative and cost-effective MBA provider. "

### The new MBA Team:

Richard Mancke, Academic Director

Petra Spanka, Executive Director

Stefan Spinler, Deputy Academic Director

Remi Smolinski, Program Manager

Dorothee Fleischer, Administrative Coordinator/Alumni Relations

Plus the alumni and students, who have generously offered their assistance and input. Special thanks, too, to Kristin Spanka, who recently assisted the program in arranging space, events, etc., particularly for the incoming P2 class.

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## **STUDENTS. . .**

### **MBA Events in Brief**

November 18, 2005: Start of the P2 Class + get-together:

November 25-26, 2005: HHL Case Challenge + M6 Class get-together

### M6 Company visits

November 14, 2005: Porsche

January 31, 2006: BMW

Bosch—no date as of this writing

Workshop: International Management—how companies operate in global environments (Dr. **Stefan Spinler** and M4 **Pedro Vasquez**, Kaefer Group Bremen): January 27-28, 2006.

Workshop: Leadership (Prof. **Richard Mancke**, Prof. Dipl.-Ing. **Menno Harms** and M3 **Jack Artman**, Infineon Munich), April 21-22, 2006.

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## **Roll out the Welcome Mat to P2**

We are happy to announce that the P2 class enrolled 27 students in November 2005 and the program is now well underway. This is a dynamic group and a great addition to the Part-time MBA program, now in its second year of operation.

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## **ALUMNI. . .**

Thanks to the generosity of M1 **Federico Vitolo** and M2 **Qaisar Shaheen**, the MBA program was able to offer over 1500 Euros-worth of scholarships to the M6 class. The ongoing interest, confidence and support from these alumni are most heartening.

## **P1 Event continues telling the “Glory Story”**

Still going strong, the HHL-P1 alumni will hold its first "Glory Story" weekend on December 16-17, 2005, featuring P1 **Stefan Bielau's** friend and former colleague **Markus Adomeit** as guest speaker. Mr. Adomeit was recently promoted to CEO of ForschungsGruppe Medien (FGM), one of Germany's biggest research and consulting companies for the radio and entertainment industry. FGM is located in Leipzig and employs about 130 people. The talk, "Trends in Media & Marketing Research" will zero in on how retail and FCMG firms can track and measure the success of their media campaigns via market research. The event opens with Glühwein at the Leipziger Weihnachtsmarkt, progresses to dinner at the new Enchiladas Restaurant plus late-evening conversation at SPIZZ and ends with a post-talk luncheon at Luise. PSR-Mediengruppe (above Breuninger's retail store) is the site of the talk. Click on this link for further information: [www.fg-medien.de](http://www.fg-medien.de)

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## **HHL Homecoming 2005 one of optimism**

Around 50 alumni participated in the October 14-16, 2005 Homecoming Weekend, which took place at the Mayersche Villa, Museum der bildenden Künste, assorted Leipzig clubs like Spizz and Buddha Art Gallery, plus Sunday brunch at Sol y Mar. Students enjoyed several presentations by HHL Dean **Hans Wiesmeth** and alumni from VNG and PC-Ware, as well as comments from P1 **Sven Petersen** of SachsenLB on the topic, "High Potentials in Leipzig—Perspectives, Chances and Success Stories." The talks conveyed a dual message: first, that HHL provides a superior education and second, that the chance for a challenging job exists in Leipzig, where there

are interesting and affluent companies to which, as Sven Petersen noted, “one just has to apply with an HHL background.”

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## **MBA Alumni Today**

M2 **Gregor Dorsch** and his colleagues have won this year’s “Gründerwettbewerb,” Germany’s most renowned business plan competition, for conceptualizing *PersonalNews—the information you want*—which will provide clients with customized, custom-printed daily newspapers. A pilot project is slated for early 2006 in Augsburg, Germany.

The idea originated in an HHL course on “Management of Global Corporations” and centers on the idea of “mass-customization” or individualizing content from daily newspapers to meet subscriber needs. Customers choose sections of their favorite newspapers via the Internet, for example, “politics” from the *Washington Post* and *Frankfurter Allgemeine Zeitung*, “economics” from the *Wall Street Journal*, the lead story in *Newsweek*, and hometown/local press items. Readers can then choose days of delivery of the newspaper they have “built” themselves and have it at the breakfast table by 7 a.m. – paying according to the size of their news selections.

*PersonalNews* will be printed at cost during the first six months of its pilot phase by Digitaldrucke Bayerlein, a state-of-the-art digital color press, and is to be hand-delivered via local services. For more on how Dorsch and his colleagues developed a software/database system to develop their project, contact him directly at [gregor.dorsch@mba.hhl.de](mailto:gregor.dorsch@mba.hhl.de) or go to the website [www.individual-newspaper.de](http://www.individual-newspaper.de).

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M4 Dr. of Dental Surgery **Anil Teewaree** of Trinidad-Tobago reports that all is well and busy in his corner of the world. He teaches Brain Disease at the University and trains dental nurses as well as practicing dentistry and minor surgery.

His “second job” is to oversee a small charity clinic associated with a hospital and kindergarten and located in a rural valley. His patients often repay his kindness with gifts of plantains and mangoes. As he notes, “The people here are very poor, but carry themselves with a great deal of pride. . . . I still remember all the things we did and saw. The Studentenkeller and Moritzbastei are only memories now. Going to the Kleinmesse at 4:30 pm on a Saturday. Classes with Mr. Hellfayer. Watching the leaves turn brown and fall off the trees. Football games and picnics on Sundays by the river. I cannot talk about those things in the valley. I won’t be able to explain it and they won’t understand. Europe seems so far away. I often wonder if I will ever go back.”

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**M5 graduates** have published a collection of ten papers entitled, “Perspectives on Leadership: observations of an international group of MBA students,” under Prof. Mancke’s editorship and in conjunction with the L-BEST 2005 course (Leadership, Business, Ethics, Society and Technology).

The result is a lively, multicultural, informed discussion on a variety of leadership-related topics: **Ashish Kumar**—Team Building: an Indian Perspective; **Max Björklund**—Psychopathic Personality Disorder and Management; **Andrea Ferrari**—*Weißer Rose*: Germany’s symbol for untamed courage and ethical integrity in the face of Nazi tyranny; **Georges Hymans**—Leaders and Models: some leadership Characteristics; **Guillermo Idanez**—The Jungle and IT: an approach to changes in IT consultancy; **Joanna Izdebski**—The Importance of Classics in Leadership; **Qiang Yong**—The Wind from South or North? A superficial analysis about the art of leadership; **Jin Munakata**—How Should a Manager Take Leadership in an Organization?; **Jeong-Hwan Choi**—Change Everything Except for Your Wives and Children: Samsung’s Leadership; **Jochen Kress**—A Very Personal View on *Homo Oeconomicus*, Principal-Agent Theory and Bonus Systems.

LINK: For a copy of the work, please see Prof. Mancke or write him at [mancke@mba.hhl.de](mailto:mancke@mba.hhl.de).

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P1 Dr. med. **Christian Elsner** has been actively pursuing an impressive number and scope of projects related to the healthcare field, specifically healthcare IT solutions and health economics —thus deeply involving HHL in the business of improved healthcare delivery. Much of this effort has been in collaboration with Dean Prof. Dr. **Hans Wiesmeth** and others affiliated with HHL.

A major achievement for Elsner has been to win approval of a Center for Healthcare Management (CHM) at HHL. The venture will focus on Workflows and Processes, IT-Integration and e-Health, Economics and Reimbursement. It aims to fill the gap left by “too few companies giving easy and more or less objective figures on how feasible single technologies or new concepts are” and provides what is sorely missing, a common approach that involves all parties to the Healthcare Business: payers, providers, physicians and patients.

A second project is a web service business plan for automated biometric data communication. This enables ophthalmologists to conduct “computer-assisted systematic retina scanning or retina screening,” onsite and to detect such diseases as diabetic retinopathy (DRP) within the framework of the proposed German healthcare system. This project involves the Department for Ophthalmology at the University of Munich, AK Software Consulting, Bain & Company Boston and HHL–Leipzig Graduate School of Management.

Yet a third project provides web-based simulation for diagnostic and therapeutic purposes, for instance, the use of ultrasound to diagnose heart failure, and providing hospitals with improved data and benchmarks as a result. These simulations can apply to many medical scenarios in the context

of DRGs (Diagnosis Related Groups: a new reimbursement system oriented toward patient illnesses, not the actual procedures performed). This project is a collaboration of HHL along with the Institutes of Laboratory Medicine at the Technical University of Munich and the University Hospital Leipzig.

For further information click on [www.hhl-healthcare.com](http://www.hhl-healthcare.com) or write [christian.elsner@hhl.de](mailto:christian.elsner@hhl.de).

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P1 **Christian Rook**, Senior Vice President and President Brooks Europe of Brooks Automation, Inc. and Managing Director of Brooks Automation GmbH (Germany) spoke to the American-German Business Club Saxony e.V. on November 22, 2005 at Leipzig's Westin Hotel. The topic of his talk was "Innovation and Manufacturing in the German High Tech Industry? A Critical Perspective." He explained the fluctuations in the semiconductor industry and the long-term implications of relocating manufacturing facilities in less restrictive labor markets as well as training future industry participants, particularly those in the engineering fields.

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*The information from this edition of the Stakeholder e-newsletter was gathered and prepared by Barbara Hobbie.*