



# Newsletter

Spring term (June) 2009  
HHL – Leipzig Graduate School of Management

## Welcome to HHL!

**With our newsletter we want to keep you informed about news from HHL as well as events and upcoming activities. If you have any questions, please do not hesitate to contact us.**

**Enjoy reading this newsletter!**

*"Doing my MBA at HHL was among the most significant and rewarding accomplishments in my life. Thanks to the scholarship from VNG, I had the opportunity to enhance my skills at Germany's top business school. Excellent academic staff, small interactive classes, great career services, but most important, classmates from 15 countries made the MBA an amazing experience. As the cherry on top of the cake, you have the opportunity to spend a semester abroad. I spent my semester abroad at the HELP University College in Kuala Lumpur. Make sure you do not miss any of these advantages!"*



Jan Kadlec (MBA alumnus, Management Consultant)

## Steinmeier conferred DAAD-Preis 2009 to HHL's MBA student



The Foreign Minister of the Federal Republic of Germany Frank-Walther Steinmeier presented the DAAD prize, worth 1000 euros, for outstanding achievement to Soňa Žáčková (25) at an event in Prague on June 1, 2009, celebrating 20 years since the fall of the Berlin wall. Ms Žáčková is from the Czech Republic and has been studying for her MBA in International Management at HHL since Fall 2008. After graduating, she hopes to work in Germany for an international company in the field of finance. Ms Žáčková said; "I was very proud to receive the DAAD prize 2009, and especially to be handed it by the German foreign

minister in Prague. I think the recognition by the DAAD of foreigners studying in Germany is a positive sign. I am very honored that my social commitment and my excellent academic results at HHL have been recognized in this way."

## HHL's Leadership Experience Seminar. Register now!

What is the difference between management and leadership? This is a question that has been asked more than once and that can also be answered in more than one way. HHL's unique Leadership Experience Seminar for HHL's full-time MBA class has been offered annually since 2001. The idea of the seminar is to discuss leadership topics with and to learn from experienced business leaders. The 2009 seminar still features two sessions taught by Dr. Michael Kölmel (founder and co-owner of Kinowelt AG // June 24, 2009) and Bernd Euler (Executive Vice President Germany of Siemens AG // July 1, 2009). The sessions are followed by a "Stammtisch" - an informal and regularly scheduled post-seminar dinner where groups of students discussed a variety of leadership matters in a more relaxed atmosphere. Take the chance and get to know this exciting event plus the full-time MBA spirit at HHL. For more information: [www.hhl.de/events](http://www.hhl.de/events)



## New course: "Managing Public Relations"



HHL offers the unique course "Managing Public Relations", taught by Hannes Külz, journalist (e.g. at Financial Times Germany, Handelsblatt, Welt am Sonntag). The course is especially designed to introduce students to communication theory, from classical to constructivist approaches. Since practical skills are indispensable in PR, groups of students undertake field trips and visit the PR executives of major Leipzig companies and present the findings from these field trips to their co-students. Furthermore, during a crisis simulation game, groups of students represent various stakeholders of a company and elaborate their communication

plans. MBA student Asana Mohammadi (27/Iran) says: "The Public Relations course was very interesting. Through simulation, we as future managers learned how to manage crisis and how to handle the public relations of a company. The course broadened my horizons on the role and importance of public relations. This is a course that all MBAs should take. I strongly recommend it!"

## News from HHL's Career Service

HHL's full-time MBA students attended about **30 recruiting events** including company presentations, workshops and on campus interviews held at HHL. Companies that come to HHL include consulting firms (e.g. Bain & Company, Booz & Company, McKinsey & Company, Roland Berger Strategy Consultants, The Boston Consulting Group, Siemens Management Consulting), financial firms (e.g. Credit Suisse, Deutsche Bank, Greenhill, JP Morgan, Lazard and Rothschild) as well as international industrial companies like BASF and Johnson & Johnson.



The **6<sup>th</sup> MBA Career Fair 2009 in Berlin**, jointly organized by GISMA, the University of St. Gallen (HSG) as well as HHL, was again a first-class opportunity for all MBA students en route to success. This year's edition on April 27, 2009, once again attracted big-name companies such as Johnson & Johnson GmbH, Deutsche Post DHL Inhouse Consulting GmbH, Novartis International AG, Siemens AG and Georgsmarienhütte Holding GmbH who took the opportunity to meet and get to know high-potential graduates in prescheduled interviews and workshops.

Since the beginning of this year, HHL's MBA students have had access to the **exclusive services of QS TopMBA**

**Careers**, the world's leading network for top careers and education which provides graduates with current international job lists, access to various global company files as well as the QS TopMBA Career eGuide with exciting articles. In addition, HHL offers its MBA students **exclusive membership of CareerMee.com** which is available only to MBA graduates from the highest ranking business schools around the world. CareerMee.com gives students exposure to senior management and executive level positions. Rather than searching for open positions, members are directly contacted by the world's leading recruiters with opportunities of interest.

## HHL: Academy for Entrepreneurs

HHL has established itself not only as one of the best business schools in Germany, but also as a highly successful incubator of start-ups. Since 1998 HHL graduates have founded more than 70 companies in such diverse fields as e-business, software development, services and high-tech. According to a survey these businesses account for nearly 1,500 new jobs. In addition, many of the HHL entrepreneurs are also active as business angels and coaches, supporting the young founders with valuable advice and capital.



## Upcoming Events at HHL



The **GMAT preparatory seminar** is designed for potential HHL students who have not taken the GMAT test yet. The seminar on **July 11, 2009, 10.00 am - 6.00 pm** covers test taking techniques and tips for answering questions for an excellent GMAT performance.

For further information and to register please contact Franziska Rook at: [franziska.rook@hhl.de](mailto:franziska.rook@hhl.de) or Tel. +49 341 9851-613

## HHL's GMAT Quiz



Crack it! Check your analytical, problem solving and English skills with HHL's GMAT test. HHL's GMAT Quiz consists of 6 questions and takes about 10 minutes. Try it out and have fun!

[www.hhl.de/service/gmat-test](http://www.hhl.de/service/gmat-test)

## Application deadlines

Master of Business Administration  
in International Management  
Program (full-time)  
Master of Business Administration  
in International Management  
Program (part-time)

**June 30, 2009** (start of the program: September 2009)

**October 15, 2009** (start of the program: January 22, 2010)

## Contact

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