



## **New: IMM with a further location in Latin America**

The Executive MBA Program (IMM) of the GISMA Business School in cooperation with the Krannert School of Management (USA), the CEU (Hungary) and TiasNimbas (Netherlands) will be offering one more location in future. Apart from the lectures at the four partner schools, as well as in Beijing and Shanghai, participants will be also able to study in future in Mexico City and Puebla. With this step IMM covers all important economic regions. For those studying, the choice of locations opens up the possibility of realistically comparing developed regions (USA and Western Europe) with various developing economies (in Eastern Europe, Asia and Latin America).

The participants of the IMM program join with an average professional experience of 12 years. They do interdisciplinary work on projects currently of interest to their companies and work in internationally staffed teams. This MBA study program is largely taken by engineers, economists, medical doctors, commercial lawyers and sociologists. According to the Financial Times the IMM program of the four Business Schools involved counts as the most international Executive MBA program round the world. That is also due to the fact that all the institutions recruit students from their own and neighboring countries.

“Internationality plays a central role in the MBA training of executives”, says Dr. Annegret Zurawski, Academic Director of the GISMA Business School. Apart from international participants and professors, it is of decisive importance to become familiar with different economic regions on location: “With Mexico we have included an emerging region in our portfolio which will make it possible to view the whole Latin American market.”

Apart from guest lecturers from all parts of the world, of course there are professors from those particular regions at the various locations. The advantage is quite clearly to be found in their connection to the country and its economic, political and social structure. This comprehensive academic program is rounded off by visits to local companies and cultural events.

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