

who should participate

The ebmc is open to all students enrolled at a European University.

These universities attended the competition in 2009:

Nancy 2 University

School of Business and Engineering Vaud (HEIG-VD), Yverdon-les-Bains

Stuttgart Media University (HdM)

University of Abertay, Dundee

University of the Arts London - London College of Communication

imprint

Editor: Magdalena Weinle

Photographs and Art Director: Sylvia Rennert

Publisher: Stuttgart Media University (HdM)

european business masters cup

real business. international management
but fun. simulation competition
for students

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 HOCHSCHULE DER MEDIEN

www.hdm-stuttgart.de/ebmc

the competition

The European Business Masters Cup is an international management simulation competition in which students learn to think and act as entrepreneurs.

Whether you study business administration or engineering, whether you are a future designer or scientist: The ebmc is a beneficial experience to all students who want to learn more about the complexity of running a business.

At the same time, the ebmc is a team-training exercise. Up to six students per team manage every area and function of a company. Each company competes directly with other teams who are also trying to defend their market position during the intensive two-day simulation. In addition, the participants face creative special tasks, such as presentations or advertising campaigns.

The national preliminary rounds take place locally at interested European Universities. The winning team will go on to be selected for the international ebmc finals.

Seminar language is English. There is no participation fee. Travel expenses are paid by Stuttgart Media University.

learn how to ...

... work together in national and international management teams.

... manage a (virtual) company.

... present your company to stakeholders and shareholders.

... make typical business decisions in a realistic environment.

... deal with complex decision-making in uncertain situations.

... make decisions within a team while managing time constraints.

your task

During the preliminary round, every team takes over the management of a copier manufacturer. The former executive board has retired, now it is time to get the company back on track.

Find new distribution channels and invest in new technologies in order to keep the company growing. Use your chance, be creative, but keep one thing in mind: Every decision you make will affect the entire company's future.

the ebmc finals

The best teams of the preliminary rounds win a trip, including transport and accommodation, to the ebmc finals in November 2010.

In the finals, the students work in international teams in order to encourage intercultural dialogue and exchange.

contact and registration



european business masters cup
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