



SCHEDULE

WEDNESDAY, 26th FEB
19.30 Welcome Dinner

THURSDAY, 27th FEB
Stuttgart City Hall
09:00 Introduction
10:30 – 12:45 Competition & Case Studies
12:45 – 13:45 Lunch Break
13:45 – 15:30 Competition
15:30 Mercedes-Benz Museum

FRIDAY, 28th FEB
Stuttgart City Hall
09:00 – 12:15 Competition
12:15 – 13:15 Lunch Break
13:15 – 17:00 Presentations
17:00 – 18:00 Award Ceremony
18:00 – 19:00 Get Together

THE EUROPEAN BUSINESS MASTERS CUP - FINALS -

Partners of the **EBMC**:



Baden-Württemberg
MINISTRY OF FINANCE
AND ECONOMICS

TOPSIM
EARNING BUSINESS BY DOING BUSINESS

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generator
HdM Startup Center

HOCHSCHULE DER MEDIEN

STUTTGART



i.e. Smart

This project is implemented through the CENTRAL EUROPE programme and co-financed by the ERDF.



THE EUROPEAN BUSINESS MASTERS CUP

Stuttgart Media University

Johanna Kutter, Dr. Hartmut Rösch

www.hdm-stuttgart.de/startupcenter/seminare/ebmc

The International
Management Simulation
Competition for Students

REAL BUSINESS – BUT FUN!

26th – 28th FEB
2014
STUTTGART
CITY HALL

IMPRINT

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THE COMPETITION



The **EUROPEAN BUSINESS MASTERS CUP** is an international management simulation competition in which students of all faculties learn to think and act as entrepreneurs.

During the simulation, the teams take on the task of managing a solar panel manufacturer. The participants make decisions on sales and distribution, purchasing, research and development, goods and services, personnel, finances and accounting, projects and planning.

In addition, the participants face special tasks in order to enhance their presentation, project management and negotiation skills.

In **2013/2014** the „generator“ Startup Center of the Stuttgart Media University is holding the EBMC in cooperation with the participating universities, the Ministry of Finance and Economics of Baden-Württemberg and the City of Stuttgart.

QUALIFIED TEAMS & PARTICIPANTS 2013/2014

Stefanie Adam, Péter Antal, Laura Attwell, Beate Baumgartner, Zsanett Benkő, Samuel Burth, Eleanor Carrol, Eva Cechova, Vladina Chira, Jeremy Cooper, Georgia Denholm, Maria Gallikova, Viktoria Hackl, Marina Ioannidou, Azra Kurtic, Tracy Lambert, Carina Lichtenberger, Hannelore Link, Osman Malvankar, Gábor Nagy, Krisztián Sándor, Mihai Andrei Tiu, Jakob Vierlinger, Derja Zarzuelo-Alvarez

UNIVERSITY OF APPLIED SCIENCES, BUDAPEST



BIRMINGHAM CITY UNIVERSITY



ABERTAY UNIVERSITY, DUNDEE



STUTTGART MEDIA UNIVERSITY



JOHANNES KEPLER UNIVERSITY, LINZ

