THE UNIVERSITY OF APPLIED MANAGEMENT – THE UAM
UAM – A Success Story!

- 2004: UAM established first intake of 100 students
- 2015: State approval & accreditation
- Largest private university in Bavaria
- 60 Professors
- 200 + lecturers
- 2,600 + Students
- Max. 1:45 Prof/Student ratio
UAM Locations
Faculty for Business Administration

Program Majors
- Market Oriented Management
- Controlling & Finance
- Human Resource & Organization Management
- International & Intercultural Management
- International Management
- International Accounting

Sector Focus
- Building & Construction Management
- Health Management
- Tourism & Hotel Management
- Logistics Management
- Marketing & Media Management
- Music & Culture Management
- Public Management
- Retail Management & eCommerce

Master of Business Administration
## Faculty for Business Psychology

### Program Majors

<table>
<thead>
<tr>
<th>Major</th>
<th>Degree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Human Resources Development &amp; Training</td>
<td>B.A.</td>
</tr>
<tr>
<td>Organizational psychology</td>
<td>B.A.</td>
</tr>
<tr>
<td>Market &amp; Advertising Psychology</td>
<td>M.A.</td>
</tr>
<tr>
<td>Leadership &amp; Change Management</td>
<td>B.A.</td>
</tr>
<tr>
<td>Business Coaching &amp; Advisory</td>
<td>B.A.</td>
</tr>
</tbody>
</table>

### Sector Focus

<table>
<thead>
<tr>
<th>Focus</th>
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</thead>
<tbody>
<tr>
<td>Communication &amp; Advertising Management</td>
</tr>
<tr>
<td>...</td>
</tr>
</tbody>
</table>
Faculty for Sport Management

Program Majors
- Management of Sporting Institutions & Facilities
- Event Management
- Marketing Management in Sports
- Outdoor Sports & Adventure Management
- International Adventure Management
- International Event Management
- International Sports Management
- International Management of Sporting Institutions & Facilities

Sector Focus
...
EDUCATIONAL CONCEPT: BLENDED LEARNING
### Semi-Virtual Educational Concept

<table>
<thead>
<tr>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
<th>January</th>
<th>February</th>
</tr>
</thead>
<tbody>
<tr>
<td>Semester break</td>
<td>Onsite phase</td>
<td>Online Learning</td>
<td>Onsite Phase</td>
<td>Online Learning</td>
<td>Onsite Phase</td>
</tr>
<tr>
<td>March</td>
<td>April</td>
<td>May</td>
<td>June</td>
<td>July</td>
<td>August</td>
</tr>
</tbody>
</table>

- **September**: Semester break
- **October**: Onsite phase
- **November**: Online Learning
- **December**: Onsite Phase
- **January**: Online Learning
- **February**: Onsite Phase
- **March**: Online Learning
- **April**: Onsite Phase
- **May**: Online Learning
- **June**: Onsite Phase
- **July**: Online Learning
- **August**: Semester break
## Semi-Virtual Educational Concept

### OnSITE Phases

<table>
<thead>
<tr>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal contact with professors and instructors</td>
</tr>
<tr>
<td>Special courses for developing key competencies</td>
</tr>
<tr>
<td>In-depth expansion and extension of learning</td>
</tr>
<tr>
<td>Group work and discussions</td>
</tr>
<tr>
<td>Presentations</td>
</tr>
<tr>
<td>Examinations</td>
</tr>
<tr>
<td>Case studies</td>
</tr>
<tr>
<td>Game-based learning (simulations)</td>
</tr>
<tr>
<td>Bonus seminars (AC-training, business manners,...)</td>
</tr>
<tr>
<td>Conferences &amp; guest speakers</td>
</tr>
<tr>
<td>Excursions</td>
</tr>
</tbody>
</table>
## Semi-Virtual Educational Concept

### OnLINE Phases

<table>
<thead>
<tr>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preparation and review of academic learning materials</td>
</tr>
<tr>
<td>Virtual group work</td>
</tr>
<tr>
<td>Research work (online library)</td>
</tr>
<tr>
<td>Interactive online study materials</td>
</tr>
<tr>
<td>Paper writing</td>
</tr>
<tr>
<td>Web-based Training forms (Tutorials, Multimedia, Self tests...)</td>
</tr>
<tr>
<td>Flexible and individual control of workload and learning pace</td>
</tr>
<tr>
<td>Virtual class rooms</td>
</tr>
<tr>
<td>Direct and fast contact with instructors</td>
</tr>
</tbody>
</table>
The Online Learning Platform

- Onsite Phase (schedules)
- News and Updates
- Course Evaluation Tool
- Course Overview
- Calendar
- Online Library

The Online Learning Platform provides various features such as the Onsite Phase (schedules), News and Updates, Course Evaluation Tool, Course Overview, Calendar, and Online Library.
Blended Learning

https://www.youtube.com/watch?v=axpyJ2-ygMQ
Fees

Bachelor & Master programs

Registration Fee \( € 290 \)
Academic Semester, Monthly Tuition (*) \( € 395 \)
Internship Semester, Monthly Tuition (**) \( € 125 \)
Final Examination Fee \( € 250 \)

(*) Standard study duration for bachelors 6 academic semesters and for masters 3 academic semesters
(**) Internship semester for bachelor only

Apply online at

www.fham.de
**Dual academic education:** study and earn money!

- **Semester break (1 week) in:**
  - September
  - March

- **Onsite phase:**
  - October
  - December
  - January
  - April

- **Online Learning:**
  - November
  - May
  - June
  - July

- **Workload:**
  - 25 hours per week for studies
  - 20 – max. 30 hours per week at the company
Overview - Partner

Landeshauptstadt München

LSWB

wanzl

MSC Kreuzfahrten

KLEBL

MAX BÖGL

EUROPOLES PFLEIDERER

2DF

hagebaumarkt

BAUINDUSTRIE BAYERN

aROSA Resorts & Hideaways

MBS Heimwerkermarkt Verwaltungs GmbH

ProSiebenSat.1 Media AG

REW - Besser leben.

STEUERBERATERKAMMER MÜNCHEN

Flughafen München

YAHOO! DEUTSCHLAND
Overview - Partner
Overview – How it works

UAM

- Sponsorship contract
- Corporate sponsor
- Employment contract

- Study contract
- Student

- Study contract

UAM
Ideal Combination

• Shorter duration
• Participants are fully employed by a company
• Accredited university degree (instead of vocational training center)
• Option: classical industry certificate included
• Full employment and monthly earnings
• Integration into work process
• Better employment prospects
UAM International

- Language Villages
- Summer Schools
- Erasmus+
- PROMOS
- Staff Training Weeks
- Events e.g. International Week
- Weekly newsletter
- Internships and semester abroad
- Employment support (e.g. CV check, internal internship board)
Erasmus+ Partner institutions

**Greece**: University of the Aegean (Chios Island)

**Italy**: Università degli Studi di Ferrara

**Latvia**: University of Latvia (Riga), Riga Teacher Training and Educational Management Academy

**The Netherlands**: Rotterdam University

**Norway**: Norwegian School of Sport Science (Oslo)

**Austria**: Privatuniversität Schloss Seeburg (Seekirchen am Wallersee, Salzburg)

**Poland**: Jagiellonian University (Krakow)

**UK**: University of the Highlands and Islands
Non-EU Partner Institutions

China
Beijing Normal University (Beijing)
Xinjiang Normal University (Urumqi)

Ghana
University of Applied Management (Campus Accra)

Canada
Thompson Rivers University (Kamloops)

Russia
Higher School of Economics (Moskau)
Novosibirsk State Technical University (Novosibirsk)

Belarus
Minsk Institute of Management (Minsk)
THANK YOU