
Global Management Competences

Prof. Bertram Lohmüller, Ph.D.
Steinbeis University Berlin | SGIT Steinbeis Global Institute Tübingen

Examples/References Internship Master General Management

Tübingen, July 2020



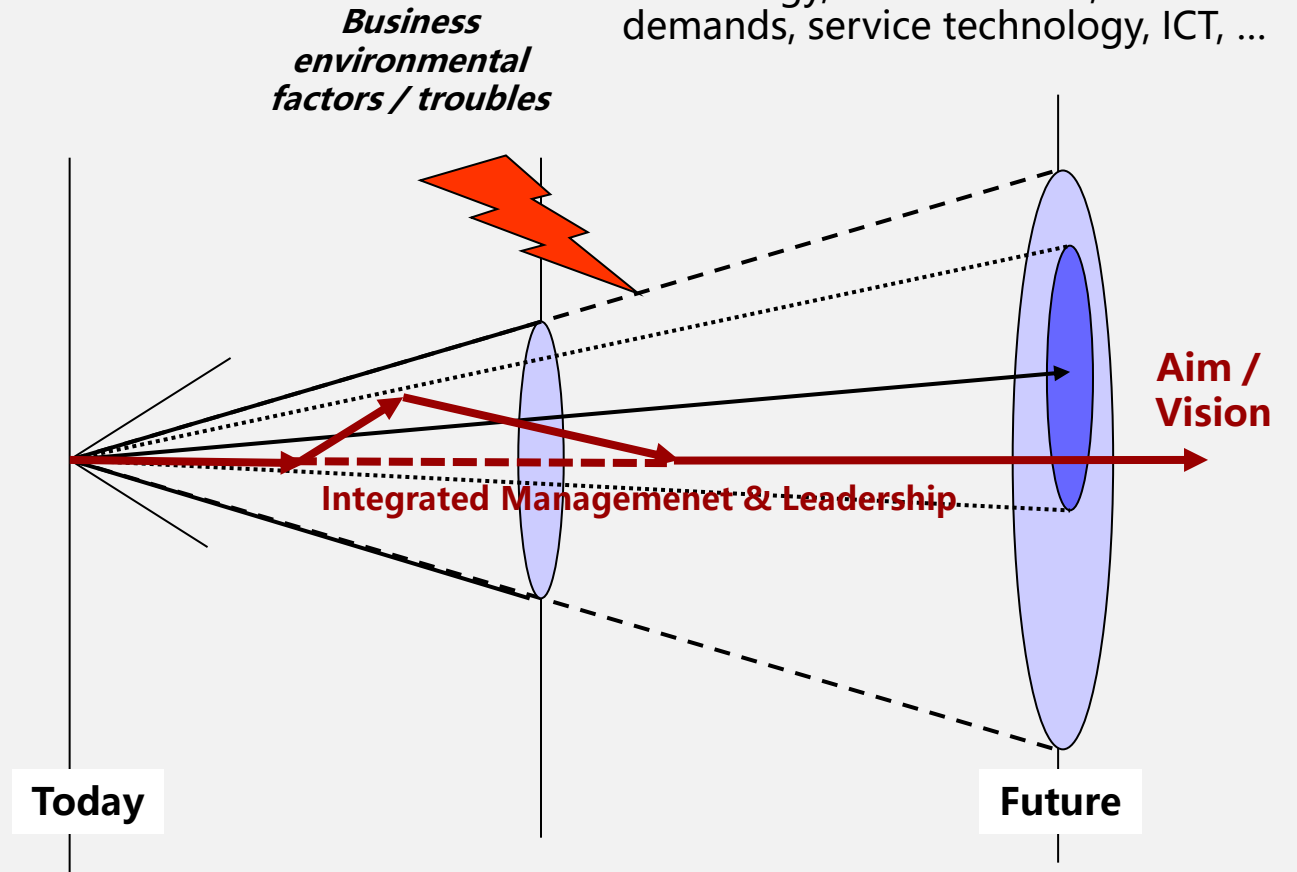
General Qualification Aims

■ Framework for the project study is the concept for Integrated Management & Leadership IMLead®

- Decision making in complex situations
- Co-ordination of global business activities
- Planning, organization, controlling
- Leadership with focus on company visions and aims
- Sources for technologies and their implementation

Managing the Future

Capturing of trends, branches, environment, manufacturing technology, market trends, customer demands, service technology, ICT, ...



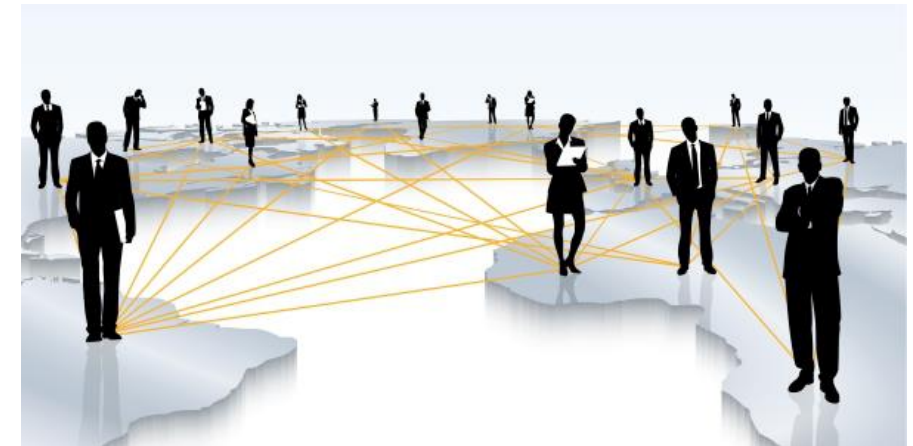
Requirements for Getting an Internship Position in Germany

1st year: Online study in India

- German language course
- Level B1/B2 is required for coming to Germany
- Tests of Export-Akademie must be passed successfully

2nd year: Online study + Internship in Germany

- 6 months internship is organised by Export-Akademie Baden-Württemberg. It is not official part of the study program.
- German visa regulations must be taken into account
- Travelling and accommodation on own costs
- Salary is minimum about 800 Euro/month and is dependent on performance



Reference 1

Use of cCyber Physical Systems

■ Student

- Brazilian, female, 31 years old, bachelor in mechanical engineering

■ Internship Aims

- Working in the project group:
Development of criteria for the human use of cyber physical systems and artificial intelligence

■ Experience Gained in the Internship

- Learning German working culture
- Experience in the use of cyber physical systems
- Learning how to use marketing tools

■ Duration

- 9 months internship in Karlsruhe
- March 2018 to December 2018

■ Results

- Job opportunity in a German consulting company after finishing the study course

■ Host Company

- PROMATIS software GmbH
- www.promatis.de

PROMATIS



Reference 2

Information & Communication Technology

■ Student

- Indian, male, 28 years old, bachelor in engineering

■ Internship Aims

- Working in the marketing department Asia for an IT company

■ Experience Gained in the Internship

- Learning German working culture
- Experience in marketing & sales
- Seeing how international projects are managed in Germany

■ Duration

- 6 months internship in Stuttgart
- July 2018 to December 2018

■ Results

- Job opportunity in the German branch of an Indian IT company after finishing the study course

■ Host Company

- Small medium sized IT company near Stuttgart



Reference 3

Medical Engineering

■ Student

- Indian, female, 27 years old, bachelor in engineering

■ Internship Aims

- Working in the business development department for an medical engineering company

■ Experience Gained in the Internship

- Learning German working culture
- Experience in business development
- Seeing how international projects are managed in Germany

■ Duration

- 6 months internship in Heidelberg
- July 2018 to December 2018

■ Results

- Job opportunity in a medical device company finishing the master course

■ Host Company

- Small medium sized medical device company near Mannheim/Heidelberg

Reference 4

Use of Biomass in the Danube Region

■ Student

- Russian, male, 34 years old, bachelor in psychology, MBA

■ Internship Aims

- Working in the research group: Feasibility study for generating energy out of biomass in the Danube region.

■ Experience Gained in the Internship

- Learning German working culture
- Experience in the use of biomass
- Learning how to generate energy out of Biomass
- Seeing how international projects are managed in Germany

■ Duration

- 12 months internship in Stuttgart
- July 2017 to June 2018

■ Results

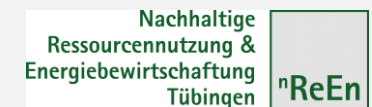
- Job opportunity in a project development company for green energy after finishing the master

■ Host Company

- nReEn Institute Tübingen for Resource Efficiency and Energy Management

■ Contact student:

- a.petrihkin@waste-recycling.de



Reference 5

Marketing of a Process Management Software

■ Student

- Russian, female, 34 years old, bachelor in mechanical engineering

■ Internship Aims

- Working in the project group: Market position of a process management software in Russian speaking countries

■ Experience Gained in the Internship

- Learning German working culture
- Experience in the use of process management software
- Learning how to use marketing tools

■ Duration

- 12 months internship in Karlsruhe
- April 2017 to March 2018

■ Results

- Job opportunity in a German well known international electrical an electronics group after finishing the study course

■ Host Company

- PROMATIS software GmbH
- www.promatis.de

PROMATIS



Reference 6

Marketing of Fintec Applications for Mico Credits

■ Student

- Ukraine, female, 29 years old, bachelor in financing, MBA in finance

■ Internship Aims

- Working in the project group: Marketing of fintec products

■ Experience Gained in the Internship

- Learning German working culture
- Experience in the use of fintec applications
- Learning different business models for marketing of fintec products
- Seeing how international projects are managed in Germany

■ Duration

- 12 months internship in Hamburg
- January 2017 to December 2018

■ Results

- Job opportunity in the fintec company after finishing the study course

■ Host Company

- Fintec Company, Hamburg

Reference 7

Business Model for Closed Cycle Fish Farm

■ Student

- Kazakhstan, female, 31 years old, master and bachelor in chemistry

■ Internship Aims

- Working in the research group: Business development for a closed cycle fish farm

■ Experience Gained in the Internship

- Learning German working culture
- Experience in project management
- Learning business model generation
- Seeing how interdisciplinary projects are managed in Germany

■ Duration

- 18 months internship in Tübingen
- January 2017 to April 2018

■ Results

- Job opportunity in an international medical device company after finishing the study course

■ Host Company

- nReEn Institute Tübingen for Resource Efficiency and Energy Management



Contact

Prof. Bertram Lohmüller, Ph.D.

Director

Steinbeis University Berlin |
SGIT Steinbeis Global Institute Tübingen

Konrad-Adenauer-Straße 13
72072 Tübingen, Germany
Fon +49 (0)7071 - 94 25 55 30
Mob +49 (0)160 - 93 88 7271

bertram.lohmueller@steinbeis.education
www.steinbeis.education



***“One good idea a
day keeps your
competitors away!”***