



## press release

### **Gilded career kick-off – European confederation for service management CFSMI announce scholarships for the MBA-Program of ISS International Business School Hamburg**

*Hamburg, April 2011:* the demands on managers are multifarious like their capabilities in the economy system. Especially the industrial sector of high-tech-services faces a strong need for well educated experts and leaders. The classical product business declines – in contrast to individual services. They become more and more important for enterprises in order to have the edge over competitors of the home country and abroad, to convince clients and tie them down on the long-run. In Germany 70% of company profit are made from services.

To cover the demand for young managers, Confederation for Services Management International (CFSMI) supports the professional further education for experts and leaders in the services sector. For the MBA Service Management program at ISS International Business School of Service Management Hamburg, three scholarships of 10.000 Euro each have been announced by the European association of the AFSMI-Chapter (Association for Service Management International).

„The involvement of CFSMI highlights the high quality and practical relevance of teaching at ISS-Hamburg“, explains chancellor Michael René Weber and adds: „We offer with our MBA a holistic economical further education. Following the general-management-approach of a classical MBA-program, however bearing strong reference to service management in every case study and its specifics.“ The teaching is held in English; campus phases in Dublin (Ireland) and Karlstad (Sweden) are significant for the international alignment of the ISS-study program.

The MBA-program starts in January 2012 – Applications for the scholarships can be sent until the 30<sup>th</sup> of October 2011. Requirements are a first academic degree, at least three years professional experience, proof to speak English fluently (certificate needed) and a motivational letter about the intension to start the MBA program.

Further information about the CFSMI-scholarship can be gained by Nina Bielau, ISS Career Centre, Tel: +49 (0)40 / 536991 -19, E-Mail: [bielau@iss-hamburg.de](mailto:bielau@iss-hamburg.de).

#### **University information**

ISS International Business School of Service Management Hamburg is a state acknowledged University of Applied Sciences in private funding. ISS promotes service excellence by offering part-time MBA- and B.A.-study programs, research, coaching and corporate programs. Since January 2008 ISS offers part-time, two-years study program „MBA Service Management“. All study programs of ISS are FIBAA-accredited. The B.A.-study programs are certified by AFSMI-Chapter Germany. In January 2012 starts the 5<sup>th</sup> class. Next study start for the program B.A. „Service Management“ is 23<sup>rd</sup> of June 2011, in September starts the 2<sup>nd</sup> class B.A. DUAL.

"Service First" – to drive Services as critical success factors for companies, is philosophy of ISS.

#### **About CFSMI**

The CFSMI (Confederation for Service Management International) was founded April 2010 by independent European Chapters of the former AFSMI (Association for Service Management International).

In Germany, France, Italy, Spain, Austria, Switzerland and the Netherlands it represents approx. 400 service managers and entrepreneurs from technology and service. CFSMI offers its members exchange of information, benchmarking, exceptional peer networking and learning opportunities, as well as research and studies.