



SCHOOL OF INTERNATIONAL
BUSINESS AND ENTREPRENEURSHIP

STEINBEIS UNIVERSITY

A development program to shape the future

Diploma of Performance and Leadership*



start is
possible at
any time



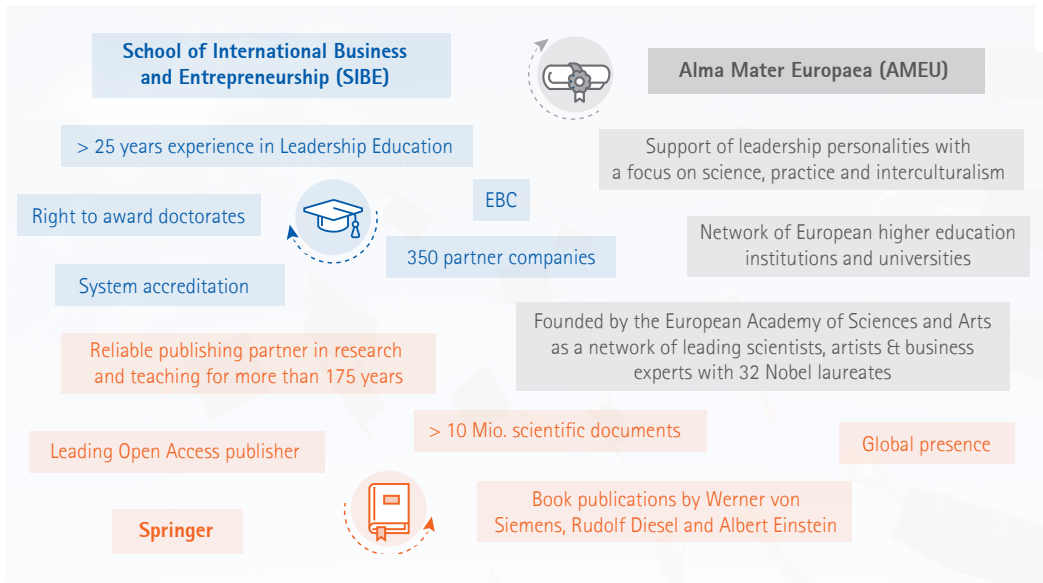
Creates value: innovation, performance and leadership



* The program is currently in the approval process.

SIBE/ Springer/ AMEU

A partnership to guarantee success



The partners SIBE, Springer and AMEU (founded by the European Academy of Sciences and Arts) bring together what is necessary to shape the future viability of our society: excellent education of young high potentials, expertise in preparing scientific information for different target groups, and an international and interdisciplinary network.

The common goal is the sustainable development of leaders who create and exploit opportunities to meet the challenges of a fast-moving world. The strategic development of leadership competencies is of great importance in this context. Their application in an innovation project creates high value and thus demonstrates performance.



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Springer



ALMA MATER EUROPAEA



»The current challenges require leaders who can handle open-ended situations. Thereby, the interlocking of scientific problem-solving ability with entrepreneurial practice is crucial.«

Prof. Dr. Dr. h.c. mult. Felix Unger, European Academy of Sciences and Arts

A unique program: Diploma of Performance and Leadership (DPL)

The DPL program enables young academics with a Master's degree to realise a professionally supervised innovation project. Based on their outstanding professional competencies they create valuable and value-adding solutions for their organization. The developed competencies in terms of personality, activity and behaviour as well as the demonstrated performance clearly prove the potential for a future leadership career. The innovative study format called Experience Based Curriculum (EBC) supports the highpotential candidates in a pedagogically and didactically excellent way with a superior network in order to achieve the best possible results. The DPL program thus offers contemporary leadership development.

The DPL is based on the three areas of theory, reality & reflection and confronts the participants with an open-ended innovation project which they handle in a self-determined way. The projects are related to the regular working environment and can come from all departments: Restructuring, development

of new target groups, product development etc. The theory - based on specific textbooks - is discussed in colloquia, so that professional debating skills are acquired.

By applying the theory in their own projects, the participants experience in reality, which strategies and measures are suitable for the task and to which results they lead - with corresponding success or failure. In presentations, the status of the project is outlined, while lecturers and fellow students provide feedback, appraisals and experiences. This reflection of very different projects promotes interdisciplinary and critical thinking.

The successful completion of the project is of immediate benefit to the company and the participants acquire the performance of a leader using didactic elements of modern leadership education.

This Experience Based Curriculum (EBC) at SIBE is unique.

Opinions on the Experience Based Curriculum (EBC) of the SIBE



95 %

of the students assess the EBC as good to very good



93 %

of the companies are satisfied or very satisfied with the competency development of SIBE students



92 %

of the companies confirm that the potential of the students can be assessed well or very well by the program*

The data used are taken from the graduate survey from 2014 to 2020 (cumulated, n=634).

* This question is included in the survey since 2017 (cumulated, n=557).

Individual, specialised & interdisciplinary

Benefits of the program:

- Individual, project-specific support during the whole program
- Interdisciplinary approach
- Didactics for systematic leadership development and leadership performance
- 360-degree feedback methodology
- Realized innovations - both incremental as well as radical and disruptive

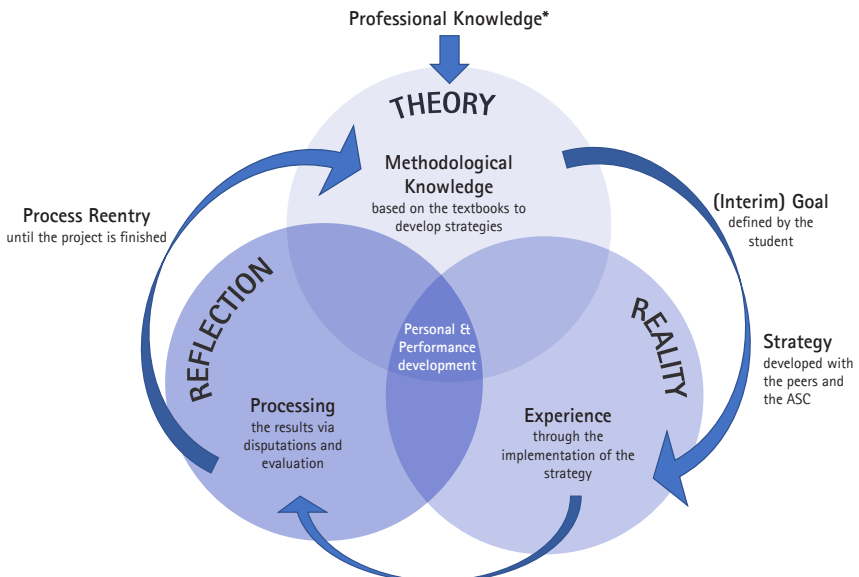
Contents for leadership development:

- Futures Research
- Digitalization/ AI
- Sustainability
- InnovationQuality
- Goal Setting
- Personality and personal development
- Competencies and performance



»Today, theoretical knowledge is more than ever connected with the actions derived from it. Therefore, it is necessary to create a unity from both elements.«

Dr. Niels Peter Thomas, Springer Nature



*needs to be available and expandable in post-graduate students based on individual responsibility and depending on the respective project

Fact & Figures

Target group	High potentials on their way to becoming leaders
Requirements	Master's degree (min. 300 ECTS)
Duration	1 year
Format	Experience Based Curriculum (EBC): Colloquia, project papers, presentations
Start	all year round (start approx. every two months)
Structure	without presence times and very interactive
Language	German, English (more languages are about to come)
Study fees*	<p>For companies: usually payment of program fees (1.110 € plus VAT per month) & student salary (depending on first degree, work experience & type of project)</p> <p>For students: payment of tuition fees (350 € per month)</p>
Project	Each participant realizes his or her own innovation project in a companyspecific area, e.g. sales, marketing, business development, R&D etc.
Contents	<ul style="list-style-type: none"> ▪ Leadership in a digital world, ▪ Performance development and goal setting, ▪ Quality of innovation/ transformation, ▪ Ethics, ▪ Futures research, ▪ Digital leadership, ▪ Competence and performance development, ▪ Sustainability, ▪ Networks
Accreditation	SIBE has a system accreditation
Credit Points	60 Credit Points (ECTS)
Degree	Master of Science in Performance and Leadership (M.Sc.) Diploma of Performance and Leadership

* Prices for 2020. Current prices can be found on the SIBE website: www.steinbeis-sibe.de.

Next steps

Aquire leadership performance

Do you want to initiate the development of young high-potentials into leading managers and provide the candidates with the necessary competencies? The DPL is the appropriate program for the professional, scientific and result-oriented development of personalities who add relevant value.

The extent of demonstrated performance enables to assess future leadership potential. Besides the opportunity for individual development, the DPL can also be realized as a corporate program with several participants. In this case, specific contents and formats are implemented for your company.

1st Step
Candidate selection

2nd Step
Online-Assessment-Center
& Competency assessment

3rd Step
Project selection
and goal setting

4h Step
Flexible program start

Start the development program now!

Get in touch with us:



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