



# Carnegie Bosch Institute

*for Applied Studies in International Management*



*...where academia and business meet*

# A Joint Endeavor of Two Strong Partners

The Carnegie Bosch Institute is a unique alliance between the Tepper School of Business at Carnegie Mellon University and the Bosch Group, one of Germany's leading multinational, industrial companies. The Institute was established as an entity within the Tepper School in 1990 through a major endowment provided by the Bosch Group.

## The Tepper School of Business, Carnegie Mellon University

The Tepper School of Business at Carnegie Mellon, located in Pittsburgh, Pennsylvania, USA, is renowned worldwide for its pioneering role in introducing management science to higher education and corporate management practices. The Tepper School offers doctoral, graduate, and undergraduate degrees, and its MBA program is continuously ranked among the top MBA programs in the nation.

Carnegie Mellon is a global research university with approximately 10,000 students and more than 4,000 faculty and staff. It is recognized for its world-class arts, humanities, technology, and science programs, collaboration across disciplines and innovative leadership in education. Thirteen Carnegie Mellon faculty and alumni have been awarded Nobel Prizes, including six received by current and former professors in the Tepper School.



## The Bosch Group

The Bosch Group is a leading global supplier of technology and services. In the areas of automotive and industrial technology, consumer goods, and building technology, some 260,000 associates generated sales of 43.7 billion euros in fiscal 2006. The Bosch Group comprises Robert Bosch GmbH and its roughly 300 subsidiary and regional companies in over 50 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. Bosch spends more than three billion euros each year for research and development, and in 2006 applied for over 3,000 patents worldwide. The company was set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as "Workshop for Precision Mechanics and Electrical Engineering."

Additional information can be accessed at [www.bosch.com](http://www.bosch.com).



## The Carnegie Bosch Institute Mission Statement

The Institute's mission is to help to improve international management by developing guidance for managers in an international environment by:

- Stimulating scientific research in management issues relevant to multi-cultural businesses competing in a global marketplace,
- Disseminating knowledge in the field of international management to academics and practitioners, and
- Fostering international cooperation by encouraging close partnership among corporate, foundation, and academic partners from around the world.

The Carnegie Bosch Institute works with the business and academic communities worldwide. As a catalyst the Institute strives to develop reliable contacts and lasting networks beyond the boundaries of one's own original community.

The Carnegie Bosch Institute sponsors five academic chairs and funds research projects focusing on the management of international corporations. In addition, the Institute designs and delivers innovative executive education programs specifically targeted to meet the needs of multinational companies.

## The Institute's Portfolio— Where Academia and Business Meet

The Carnegie Bosch Institute enables research and executive education in key aspects of global business management. The Institute's portfolio focuses on the following key areas where academics and business people meet:

### Research

In accordance with its mission, the Carnegie Bosch Institute emphasizes cutting-edge research in management issues, for which it has created five academic chairs. These chairs focus not only on their research fields, but also take a cross-boundary and interdisciplinary approach.

### Research Fora and Conferences

In its commitment to disseminate knowledge, the Institute continuously works to find new ways of facilitating exchange between experienced business managers and academic experts by developing fora that share new contributions to knowledge. Both here and at its conferences, the Carnegie Bosch Institute focuses on areas that are key to successfully leading a global business.

### Executive Programs

The Carnegie Bosch Institute offers executive programs regarding timely topics that are relevant to both academics and business executives. For senior executives and academic presenters from around the world, the executive programs have become a byword for a courageous, stimulating, and invigorating development experience.

### Customized Programs

The Institute supports and delivers custom programs and designs in response to corporate and academic requests that align with the Institute's mission and strength.

*“As the product of an international alliance, the Carnegie Bosch Institute is uniquely positioned between globally-based industry and academia. As a result, the CBI is able to draw on the theory and the practice of international management on the one hand, and on the experience and insight of seasoned practitioners and the knowledge of academics on the other.”*

Dr. Wolfgang Malchow  
Chairman of the Governing Board of Carnegie Bosch Institute and  
Member of the Board of Management, Robert Bosch GmbH



# Research at the Institute— Practical and Pertinent

The Carnegie Bosch Institute is dedicated to management issues and projects, and committed to sponsoring leading-edge research in the fields of study of its chairs. Additional Carnegie Mellon University (CMU) faculty members are involved as interdisciplinary research demands, and the results of this research not only benefit academics and business people, but also enrich the undergraduate and graduate coursework at the Tepper School.

## Dr. Sunder Kekre, Bosch Professor of Manufacturing and Operations Management

Dr. Kekre's focus is on time-to-market and new product development structures, lean innovation, strategic management of product and process designs, emerging global supply chains, drivers of customer satisfaction, and the integration of technology, process and people issues in net-enterprises.



Dr. Sunder Kekre

## Dr. Linda Argote, Carnegie Bosch Professor of Organizational Behavior and Theory

Dr. Argote's focus is on organizational learning, innovation, productivity, organizational memory, social identity, transfer of knowledge among workers and work groups, and group processes and performance. Dr. Argote is the Editor-in-Chief of *Organization Science*, a top-tier management journal.



Dr. Linda Argote

## Dr. R. Ravi, Carnegie Bosch Professor of Operations Research and Computer Science

Dr. Ravi's field of study is combinatorial optimization. His research focuses on developing fast and useable algorithms for computationally hard optimization problems in a variety of application domains ranging from logistics to bioinformatics.



Dr. R. Ravi

## Dr. Don Moore, Carnegie Bosch Faculty Development Chair and Associate Professor of Organizational Behavior and Theory

Dr. Moore's research focuses on negotiation strategies, overconfidence, comparative judgment of personal skill sets, decision-making and decision-making biases, and conflicts of interest.



Dr. Don Moore

## Dr. Vishal Singh, Carnegie Bosch Faculty Development Chair and Assistant Professor of Marketing

Dr. Singh focuses on retail competition, the empirical application of game theory to understanding competitive pricing, and developing econometric models to help companies gather and analyze marketplace data for better decision-making.



Dr. Vishal Singh

# Research Fora and Conferences— Sharing Knowledge around the World

As the Carnegie Bosch Chairs develop new insights and management techniques, they develop and present fora and seminars to businesspeople and academics on contemporary topics in international business, as well as on emergent research issues.

High-profile international conferences and chair fora cover such topics as trends in international mergers and acquisitions, international leadership, innovation in corporate growth, identity and organizational learning, and many other relevant management challenges. As an integral part of the Institute's mission, the chair fora improve both managers' and researchers' understanding of fundamental business issues.

With audiences and presenters attending from around the world, these chair fora and seminars foster international cooperation among corporate, foundation, and academic partners. Ranging from a half-day to several days in length, some events are by invitation only while others are open to audiences of up to several hundred.

Presentations given at the Carnegie Bosch Institute fora and conferences are summarized in a series of Forum Synopses. These publications make the outcomes of the Institute's programs available to the business and academic communities.



*“The Carnegie Bosch Institute’s research topics reflect the Tepper School’s three-pronged approach to research: the interactions between Economic, Behavioral and Quantitative Analysis. This approach ensures that research results are meaningful, measurable, and readily applied to both corporations and individuals. We encourage insights and applications that have real and immediate value in the business world today.”*

Dr. Kenneth B. Dunn, Dean  
Tepper School of Business at Carnegie Mellon



# Executive Programs— Top Seminars for Excellence in Management

The economic and managerial changes and complexities created by the global marketplace mean that today's managers need sophisticated and specialized tools to achieve personal and business success. The Carnegie Bosch Institute's executive fora and seminars focus on key areas relevant to the challenges of managing a modern global business. Topics are fueled by the chairs' innovative applied research, and address issues such as change management, cross-cultural negotiations, and international team-building and project management, as well as the development of effective inter-cultural leadership practices.

Each program is targeted to managers and executives from companies around the world who aspire to key roles in global operations. Participants maximize their personal and professional growth and development through outstanding lectures supported by hands-on projects and team-building exercises. A focus on corporate and international diversity enhances the learning process.

*“Excellent, well-structured programs with experienced faculty who are engaged in exciting work. The program I attended well-surpassed my expectations in every department.”*

– Participant feedback, 2006

*“You made us feel at home even after crossing the Atlantic Ocean!”*

– Participant feedback, 2007



The GLOBAL LEADERSHIP EXECUTIVE SUMMER FORUM is the Carnegie Bosch Institute's flagship program and enjoys an excellent reputation with companies around the world. This intensive four-week forum presents, synthesizes, and applies knowledge about the multi-cultural professional environment. World-class faculty from the U.S., Europe, and Asia address key issues of strategy and leadership, while also presenting international topics of broader economic interest.

The GLOBAL LEADERSHIP EXECUTIVE SUMMER FORUM is not simply about renowned faculty, high-caliber senior-level participants, and up-to-date topics tailored to professional and personal needs—the program utilizes very diverse learning approaches to provide much more than simple knowledge and to enable participants to return to work as changed people. It also provides a platform to enhance business networks through interacting with peers.

*“We firmly believe that global networks play a pivotal role in helping international managers cope with their future entrepreneurial tasks. We therefore welcome every opportunity for managers to look beyond their own company, profession, and nationality, since this allows them to gain a better understanding of global markets before assuming a position of global responsibility.”*

Dr. Wolfgang Malchow  
Chairman of the Governing Board of the Carnegie Bosch Institute  
and a Member of the Board of Management, Robert Bosch GmbH

# The Governing Board of the Carnegie Bosch Institute

**Dr. Wolfgang Malchow** (*Chairman*), Member of the Board of Management and Director of Industrial Relations, Robert Bosch GmbH

**Dr. Peter Adolff**, Former Member of the Supervisory Council, Robert Bosch GmbH

**Dr. Jared Cohon**, President, Carnegie Mellon University

**Dr. Kenneth B. Dunn**, Dean, Tepper School of Business at Carnegie Mellon

**Dr. Mark Kamlet**, Provost, Carnegie Mellon University

**Dr. Lester Lave**, Harry B. and James H. Higgins Professor of Economics, Tepper School of Business at Carnegie Mellon

**Mr. Peter J. Marks**, President, CEO and Chairman, Robert Bosch LLC

**Dr. Attila Molnar**, President and CEO, Bayer Corporation

**Dr. Jens Neumann**, Former Member of the Board of Management, Volkswagen AG

**Mr. Tilman Todenhöfer**, Managing Partner, Robert Bosch Industrietreuhand KG

**Dr. Konrad Weis**, Former President and CEO, Bayer USA, Inc.; Trustee, Carnegie Mellon University

**Dr. Hartmut Weule**, Professor Emeritus, University of Karlsruhe; former Member of the Board of Management, Daimler Benz AG

The structure and composition of the Institute's Governing Board affirms its mission to act as a bridge between industry and academia and to enhance knowledge of international management in globally-oriented companies and world-class universities. Stakeholders from both international business and academia oversee the Institute's general direction, while the President of the Carnegie Bosch Institute, who represents the world of business in the academic environment, facilitates the exchange of ideas between these professional communities.

*"The direct connection between industry and academia that is central to the Carnegie Bosch Institute exemplifies Carnegie Mellon's philosophy of education and research. This collaborative approach allows business professionals and university researchers to leverage their knowledge, skills and acumen both to improve our understanding of international management issues and to enable practitioners to apply these advances in research towards improving their companies' performance."*

Dr. Jared Cohon, President  
Carnegie Mellon University

## Modern Facilities in The Most Livable City in the U.S.

Carnegie Mellon is located in the heart of Pittsburgh, the "most livable city in the United States" according to the 2007 Places Rated Almanac. The bustling neighborhood is also home to several other universities and colleges as well as a medical school and research facilities. Museums, theaters and restaurants are within walking distance of the campus.

The Carnegie Bosch Institute facilities are located in the Tepper School building and feature exceptionally well-equipped classrooms supported with state-

of-the-art information technology, including full IT access at each seat. Breakout rooms, an executive lounge and a separate conference room for ad-hoc meetings contribute to both the learning and the networking processes.

The Carnegie Mellon University campus allows for wireless networking and all Carnegie Bosch Institute seminar participants have access to the University's modern libraries and computing and athletic facilities.



**Carnegie  
Bosch  
Institute**  
*for Applied Studies  
in International Management*

Carnegie Mellon University  
Tepper School of Business  
Posner Hall  
5000 Forbes Avenue  
Pittsburgh, PA 15213-3890  
USA

Tel: +1 (412) 268-7344  
Fax: +1 (412) 268-7057  
Email: [cbi@andrew.cmu.edu](mailto:cbi@andrew.cmu.edu)  
<http://cbi.tepper.cmu.edu>

*...where academia and business meet*

