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Thomas Kern

**Success Factors of American Business Schools
in the Beginning of the 21st Century**

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Vorwort

Das Institut für europäische Wirtschaftsstudien IEWS an der European School of Business (ESB Reutlingen) der Hochschule für Technik und Wirtschaft erstellt seit 1990 im Auftrag von Industrie und Wirtschaft Studien und Gutachten zu betriebswirtschaftlichen Themenstellungen. Die ESB ist eine der führenden Business Schools im deutschsprachigen Raum und ist regelmäßig in Hochschulrankings an vordersten Rängen platziert. Das integrierte Auslandsstudium mit 2 Jahren Studium im In- und zwei Jahren im Ausland, die praxisorientierte Ausbildung aufgrund der engen Kooperationen mit Unternehmen sowie der attraktive Abschluß mit Doppeldiplom machen das Studium an der ESB einmalig.

Den Studierenden der ESB, die im Abschlußjahrgang eine herausragende Diplomarbeit verfasst haben, wird in dieser IEWS-Reihe die Möglichkeit einer Verbreitung ihrer innovativen und kreativen Gedanken geboten. Wir sind stolz auf diese Studenten und ihre Arbeiten und wünschen dieser Publikation eine hohe Aufmerksamkeit und Verbreitung.

Wenn Sie weitere Informationen über das IEWS, die Publikationen sowie Anregungen und Kritik haben, stehen wir Ihnen jederzeit zur Verfügung: IEWS an der ESB Reutlingen, Alteburgstr. 150, 72762 Reutlingen.

Prof. Dr. Ottmar Schneck

List of Abbreviations

AACSB	Association to Advance Collegiate Schools of Business
ACBSP	Association of Collegiate Business Schools and Programs
BA	Bachelor of Arts
BBA	Bachelor of Business Administration
BS	Bachelor of Science
CF	Cash Flow
DBA	Doctor of Business Administration
DCS	Doctor of Commercial Science
DOE	Department of Education
DPS	Doctor of Professional Studies
EMBA	Executive MBA
GMAC	Graduate Management Admissions Council
GMAT	Graduate Management Admissions Test
HBS	Harvard Business School
HEA '92	Higher Education Amendment of 1992
IRR	Internal Rate of Return
MBA	Master of Business Administration
MS	Master of Science
MSACS	Middle States Association of Colleges and Schools
MSF	Master of Science in Finance
MSM	Master of Science in Management
NASC	Northwest Association of Schools and Colleges
NCACS	North Central Association of Colleges and Schools
NEASC	New England Association of Schools and Colleges
NPV	Net Present Value
Ph.D.	Doctor of Philosophy
RCB	Responsibility Center Budgeting
SACS	Southern Association of Colleges and Schools
SPRE	State Postsecondary Review Entity
UMBS	University of Michigan Business School
UGPA	Undergraduate Grade Point Average
UQPA	Undergraduate Quality Point Average
VCM	Value Centered Management
WASC	Western Association of Schools and Colleges

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