
>> THE AMERICAN MANAGEMENT SEMINARS

The Humanities & Soft Skills Program

for the Students of Business and Economics
at the University of Cologne

Developed and Directed
by Paul Drew-Bear

CONTACTS

Paul Drew-Bear

+49 (0)221 - 130 13 65

email: drewbear@amscologne.de

Jan-Philipp Büchler

Fund Raising

+49 (0)221 - 201 91 00

+49 (0)173 - 575 72 99

Michael Smets

Theatre

+49 (0)228 - 538 77 11

+49 (0)170 - 831 47 41

Peter Weiss

Press

+49 (0)221 - 315 51 8

+49 (0)173 - 706 12 00

WEBSITES

The American Management Seminars
www.AMSCologne.de

The Thames & Charles Company
www.MurderintheCathedral.de

Tilbury House
www.TilburyHouse.de

FÖRDERVEREIN

Freunde und Förderer der American Management Seminars

Paul Drew-Bear
Albertus-Magnus-Platz
50931 Köln

Edited by Philipp Menny and Torsten Rode

CONTENTS

04	Executive Summary
05	The American Management Seminars
07	The Program
07	Quark Soup
08	The Bright Ideas Factory
09	The Thames & Charles Company
11	Tilbury House
12	Globe Theatre Workshop
13	The Choptank Seminar
14	alpha corps
17	Events 00/01
21	The Press



Manuel Echterbecker as Gloucester & Matthias Kehrig as Edgar in our Burg Satzvey Production of King Lear (June 2001)

EXECUTIVE SUMMARY

Sie lesen diese Broschüre. Und was machen Deutschlands beste Wirtschaftsstudenten – Ihre zukünftigen Führungskräfte? Unternehmensanalysen? Konjunkturprognosen ? Lernen sie alles was sie eines Tages auszeichnen soll?

Die Mitglieder der **American Management Seminars** beginnen ihr Engagement dort wo andere Studenten die Grenzen ihres Studiums ziehen. Neben dem regulären curriculum der Universität zu Köln stehen auf ihrem Stundenplan emotionale Intelligenz, Kreativität und Soft Skills. Die ausgewählten Mitglieder der Leistungsgruppe *alpha corps* beweisen neben ausgezeichneten Noten, Fremdsprachenkenntnissen und zahlreichen Praktika ein hohes Maß an Initiative und Eigenständigkeit.

Auf der Rheinuferpromenade Kölns improvisiert eine Gruppe Szenen aus Hamlet. Einige Studenten überzeugen Passanten in der Fußgängerzone vom Nährwert frischen Rattenfleisches während andere aus Heimwerkerartikeln Musikinstrumente bauen. Zur gleichen Zeit organisieren Wirtschaftsstudenten einen Pop-Art-Workshop für Kindergartenkinder.

Denn sie durchlaufen alle das Programm der **American Management Seminars** und ihr Enthusiasmus, sich neben dem Studium für eine in Deutschland einmalige Ausbildung einzusetzen, macht sie zu den besten Wirtschaftsstudenten der Universität zu Köln.

Aber auch Ihr Engagement ist gefragt, um diese Studenten bei der Entwicklung ihres Potentials abseits der regulären deutschen Hochschulausbildung zu unterstützen.

Lernen Sie diese Studenten kennen und profitieren Sie von gemeinsamen Projekten und Erfahrungen.



THE AMERICAN MANAGEMENT SEMINARS

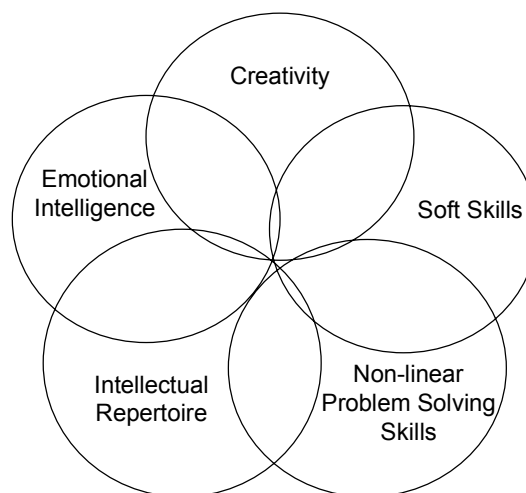
by Paul Drew-Bear

In the **American Management Seminars** the students develop their problem solving skills in a variety of contexts, most of which are unfamiliar territory. This encourages intuitive skills, creative skills and of course such soft skills as negotiating or debating. Some students will discover talents that they did not know they had.

Peter Drucker has said that results in business are obtained by exploiting opportunities, rather than by solving problems. The students in the alpha corps demonstrate an

eagerness to seize the opportunities offered in this program. Some of them even seem to share the American belief that democracy means that you have the freedom to

redefine yourself. The students also see this program as constituting an Anglo-American campus enclave within the larger and largely



The Core Elements

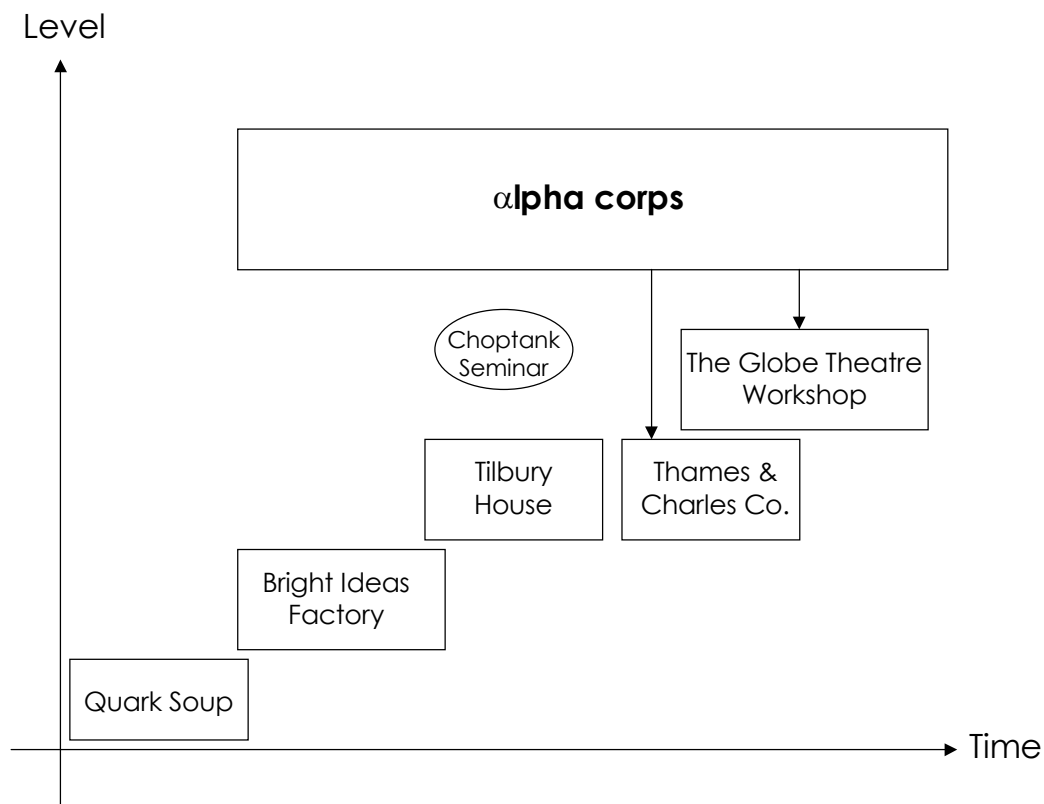
anonymous business and economics faculty, and this, too, contributes to the growing success of the program.

However, the most crucial component contributing to the success of the alpha corps, which currently numbers more than 60 members, are the students themselves. Many of them have outstanding academic records. Some have extraordinary musical or athletic accomplishments. Some are impressive on stage and one is a theater director of consummate skill. A few are dazzling debaters. Some of them have an ongoing involvement in community activities. Many of them have worked for blue chip employers throughout the world and a few run businesses of their own. Together they are fluent in thirteen foreign languages, apart from English. But most of all, all of them bring commitment and enthusiasm to this program and thus transform it into a milestone in their personal and educational development.



Thorsten Bast, Globe Theatre Workshop at Burg Satzvey (June 2001)

THE PROGRAM



QUARK SOUP: AN INTERDISCIPLINARY APPROACH TO MANAGEMENT STUDIES

WHAT WE DO This course strives to develop the student's potential to cope with complexity, chaos, irrationality, paradox, insolubility, ambiguity, novelty and creativity in his or her pursuit of managerial success.

This course establishes the holistic approach typical of the entire program and encourages the student to cut across the boundaries separating disciplines as varied as astro physics and business, as well as the boundaries separating fact and fiction, dream and reality, past, present and future. The implausible, the impossible and the inconceivable are all

seen as likely. In the process the student is taught how to approach problems in a non-linear, non-sequential way.

The texts used are taken from the Harvard Business Review, the Sloan Management Review, Emergence, Wired and The Wall street Journal. Texts by Thomas Pynchon, Borges, Patricia highsmith and Voltaire are also used.

WHY WE DO IT The purpose of this course is to train the student to see the vast opportunities beyond a conventional textbook approach to business.

THE BRIGHT IDEAS FACTORY

WHAT WE DO Business school courses in creativity tend not to venture very far from classic business problems and their solutions. While this course does not completely ignore the market and the student's desire to acquire a heuristics that will have an impact on his or her professional bottom line, its primary purpose is to open the student's mind to the creative life, to give the student some sense of the joys of being creative and to give the student an active role in the creative process.

The course involves an intense study of a selection of art works at the Ludwig Museum here in Cologne. It involves projects such as a team production of a disco evening on Noah's Ark, in which team members are required to mimic the body language of a specific animal. Everyone

who has seen our classroom presentation of a dance between a flamingo and a penguin will know how liberating and thus creative the experience was for the two students involved. It involves film making, music making with extraordinarily simple means, but it also involves more traditional marketing exercises as well as extensive brainstorming on business opportunities.

WHY WE DO IT This course is probably the student's most intense experience with right-brain approaches to problem solving during his or her business studies and as such gives him or her a crucial mind-set as well as valuable decision-making tools.

THE THAMES & CHARLES COMPANY



Florian Glattes, "Murder in the Cathedral" (January 2001)

WHAT WE DO The primary reason for creating this drama society was to provide the students with a framework within which they could work on their emotional intelligence. The reader might be familiar with Daniel Goleman's book on this subject published in 1995 or with his article on the same subject published in the Harvard Business Review in 1998. In brief, the hallmarks of emotional intelligence are self-awareness, self-regulation, motivation, empathy and social skill. The typical business and economics student might well have a healthy combination of all five traits but once he or she has been cast in a play and has in effect assumed responsibility for the success of this undertaking then he or she will be exposed to emotional pressures not found elsewhere in their university education.

WHY WE DO IT One reason why the students have been ready to commit themselves to one of these theatre productions is that the experience teaches them a great deal about their own limits - and about the possibilities of extending those limits.



Bodo Bogards & Peter Delling, "Murder in the Cathedral" (June 2001)

TILBURY HOUSE - DEBATING SOCIETY

WHAT WE DO Debating is a competitive but also highly structured form of argumentation. It enhances the student's ability to think clearly while expressing himself or herself in a convincing manner.

The standards and rules were set more than 150 years ago by the Oxford Union.



Mario Helmstätter, Tilbury House Finals (January 2001)

Tilbury House is today the only exclusively English-language debating society at a German university and as such has attracted considerable local and national media attention.

In 1999, we took part in one international competition in London. In 2000, we took part in two international competitions, one of which was at Oxford University where the Cologne team defeated one of the Oxford teams. In 2001, Tilbury House teams are

taking part in five international competitions, most of which with multiple teams.

The range of wit - and knowledge - required in a debate can be illustrated with an example of the more highbrow Cambridge style

motion ('This House would return the Elgin Marbles to Greece.') and an example of the more light-hearted Oxford style motion ('This House believes that mice eat holes in cheese.').

WHY WE DO IT Debating is not 'debattieren'. It is a sophisticated rhetorical competition, a battle of wits carried out with strict rules. Successful debating requires of the non-native speaker of English an extraordinary degree of cultural immersion. Tilbury House strives to achieve this in intense 5-hour sessions enriched with a study of famous speeches and a reading list. Successful debating also requires a degree of *esprit* difficult if not impossible to achieve in the German language, in part because of the greater semantic flexibility of English and in part because English tends to be more succinct. The possibility to test their wits in competition with native speakers of English is attracting more and more students to Tilbury House.

GLOBE THEATRE WORKSHOP

WHAT WE DO Using Shakespeare as a source for lessons on management (e.g. discussing Macbeth's hostile takeover of Scotland) has become a fad on both sides of the Atlantic.

This interdisciplinary use of Shakespeare, however, is not on our syllabus.

The Globe Theatre Workshop has an agenda devoted to a scrutiny of Shakespeare's texts. Here, the more or less impromptu acting of shorter

sequences from one of the plays allows the students to look critically at the body language rendered and to ask if it has successfully captured the meaning of the text in question. And, if not, what is the real meaning of the text and how should it be conveyed on stage, a question which often brings the students to a consideration of the Elizabethan stage, which is the second item on our agenda in this course.

WHY WE DO IT One needs no excuse to read Shakespeare, and indeed registration for this workshop doubled between the summer semester 2000, the first time it was offered, and 2001. Pre-registration for summer 2002 has already required a restructuring of the workshop. The Cologne business students read Shakespeare with enthusiasm, but they also appreciate the stage and historical approaches taken here.

THE CHOPTANK SEMINAR

This is a course on the historical novel.

It is this writer's experience that many of the students are not very experienced in identifying and understanding subtexts. Literary subtexts, however, are rich in this respect and thus serve as a more rewarding area of study. In addition, the students develop skills in decoding ambiguity, in identifying hidden patterns and in understanding complex systems, all of which are as important for an economist or a manager as for a student of literature.

α alpha corps

The α alpha corps is the honors group of the American Management Seminars. Its members, the elite of the business and economic students at the University of Cologne, make more long-term commitments to the debating or drama societies, as well as to a number of other academic and social activities.

α alpha corps core values

Commitment
Initiative
Intellectual Curiosity
Positive Thinking
Loyalty
Reliability
Sense of Humor

The data used in the following charts was drawn from a survey conducted when only 50 members of the α alpha corps were available. The data from the missing ten students would not make any substantial differences in the overall picture presented below.

Chart 1: Fields of study

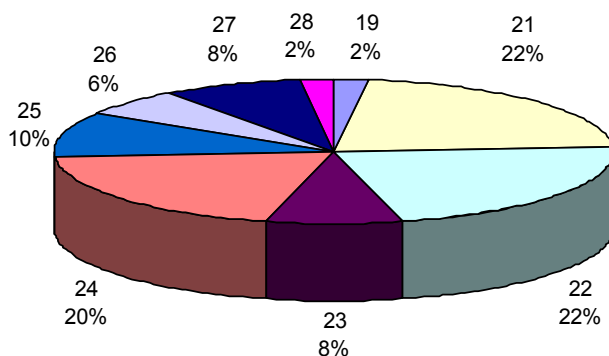
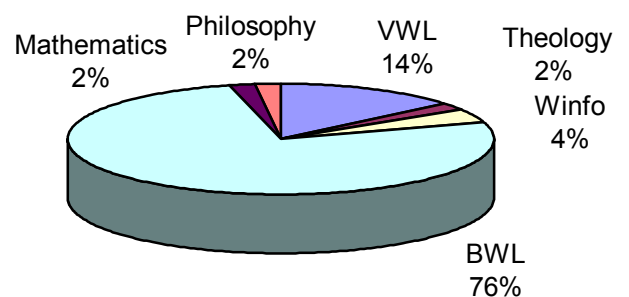


Chart 2: Age profile

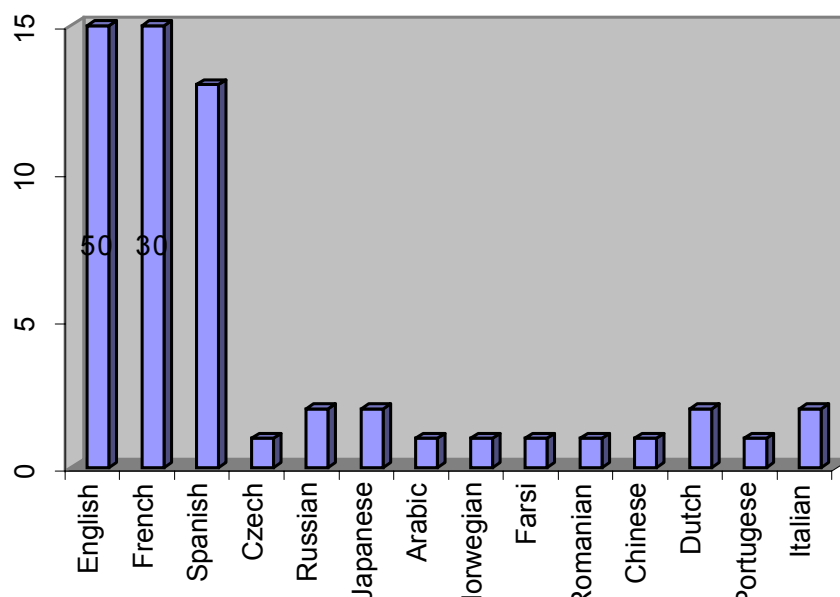


Chart 3:
Foreign
languages
spoken

Chart 4:
Number of
foreign
languages
spoken

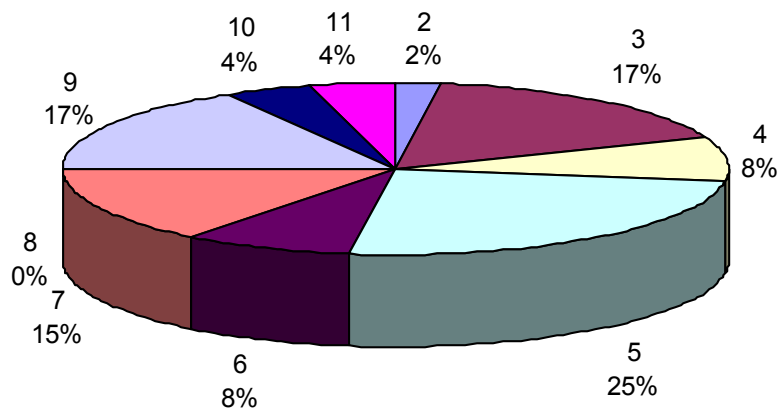
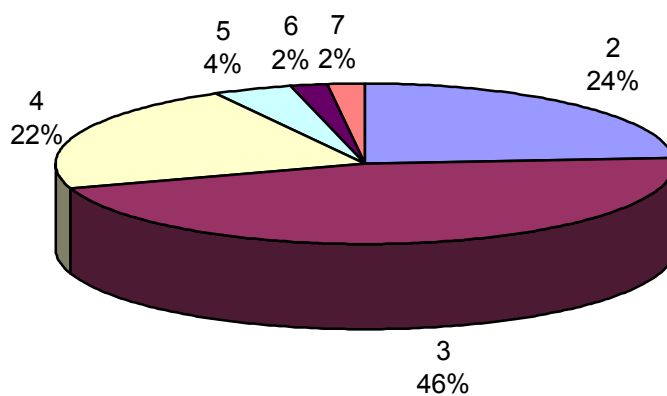


Chart 5:
Semester profile

Chart 6: Internships

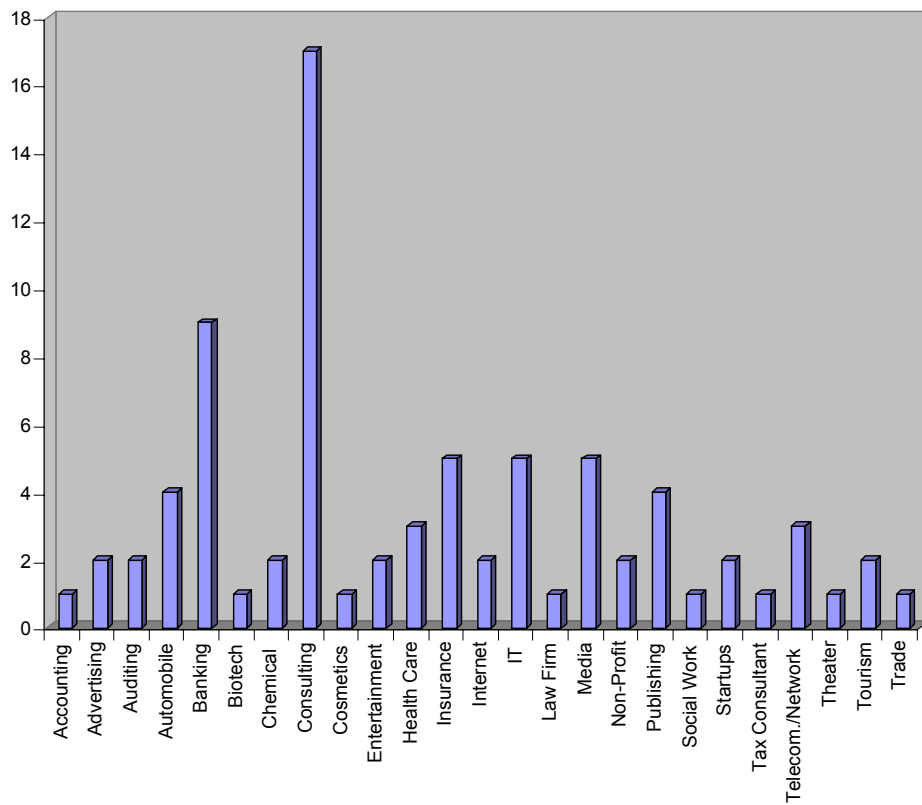
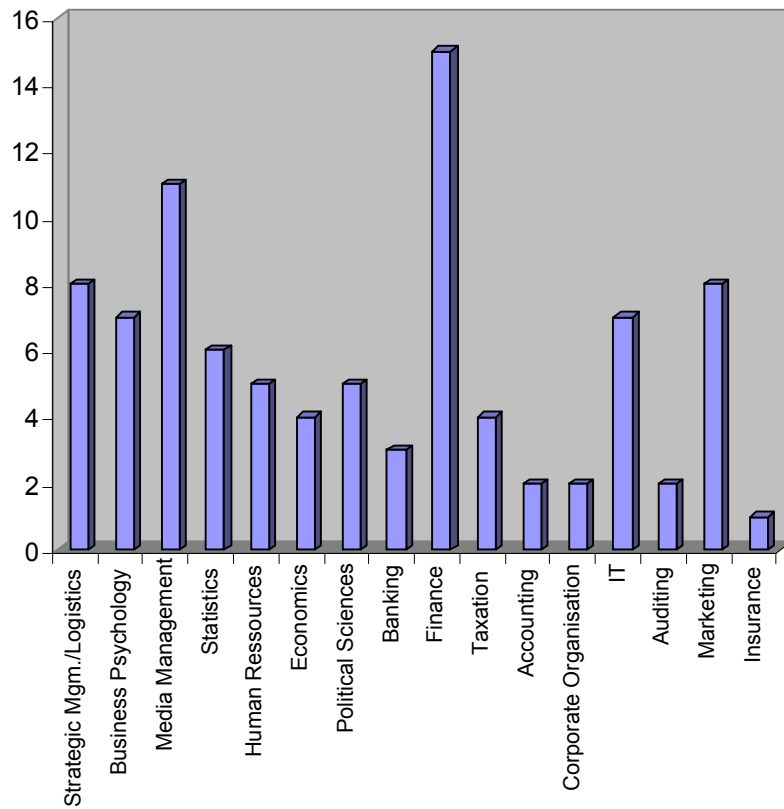


Chart 7: Majors/Minors



EVENTS 00/01

TILBURY HOUSE

- | | |
|------------------|---|
| 24 January | Third Annual Debates

New Hall of the University Senate

followed by a reception in the Senior Common

Room. Judges from DaimlerChrysler, Disney, McKinsey
& Company. |
| 10 March | Intervarsity Debates King's College, London |
| 10 & 11 November | Tilbury House at Oxford University |
| 4 December | "First Monday in the Foyer"

Motion : This House believes that our days are

numbered. |
| 23 January | Fourth Annual Debates

New Hall of the University Senate

Followed by a Reception in the Senior Common

Room. Judges from McKinsey & Company,

Bertelsmann AG, Sal Oppenheim & Cie. |

23 - 25 February	Tilbury House at IV Intervarsity Debates 2001 Inner Temple, London, England
23 - 24 March	Tilbury House at Ericsson Debating Intervarsity University of Limerick Debating Union Limerick, Ireland
29 March - 2 April	Tilbury House at European Debating Championship 2001 Portoroz, Slovenia
3 May	dies academicus Aula der Universität Exhibition Debate at the invitation of the Rector.

THE THAMES & CHARLES COMPANY

6 June	Production of Playboy of the Western World Stollwerck Kulturzentrum
11 & 12 January	Production of T.S. Eliot's Murder in the Cathedral, Maria im Kapitol.

GLOBE THEATRE WORKSHOP

- 8 May - 26 June Globe Theatre Workshop with performances
on a piazza overlooking the Rhine.
- 8 January "First Monday in the Foyer"

A student performance of the Pyramus and Thisbe
scene from Midsummer Night's Dream
- 15 June Globe Theatre Workshop

King Lear student improvisations

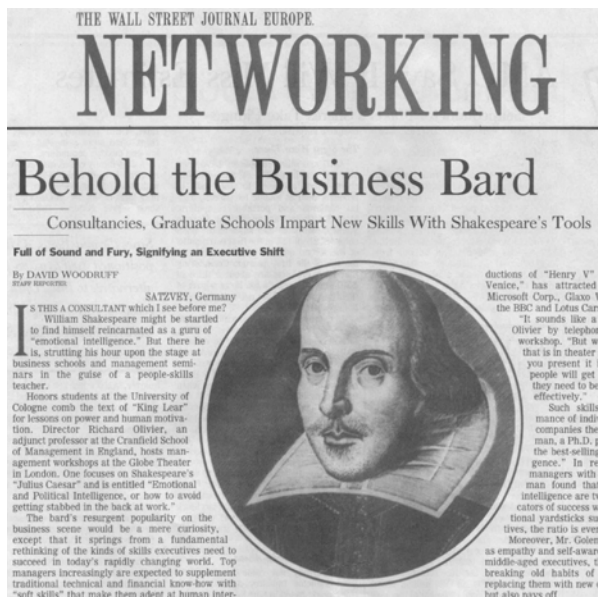
Burg Satzvey
- 7 July Shakespeare Workshop at the Globe in London



OTHER EVENTS

18 April	Summer Bash
20 June	Fourth Annual Leadership Games, Uni-Wiese, sponsored by BCG.
28 November	Annual Dinner, Wolkenburg, sponsored by McKinsey. Guest speakers : two of the founders of dooyoo.com, both alumni of the α corps.
12 January	Alumni breakfast
20 - 22 April	Weekend in the country. Fifth Annual Leadership Games sponsored by BCG
9 May	α corps at Goldmann Sachs in Frankfurt.
1 June	Waterskiing outing

THE PRESS



WALL STREET JOURNAL EUROPE:

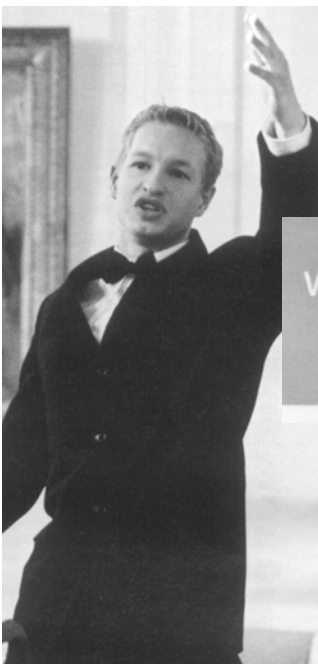
"Paul Drew-Bear offers business students a series of offbeat courses[...] Mr. Drew-Bear has also launched a debating society and a theater production company, both run by business students in their spare time."

July 09, 2001

FINANCIAL TIMES DEUTSCHLAND:

"American Management Seminars sollen eine 'Oase' bilden. Ein kultureller Rückzugsraum, in dem allerdings ebenfalls nur weiterkommt, wer fleißig ist."

January 01, 2001



Immer mehr Unis üben in Debattierclubs die Kunst des Wortgefechts. Um die Sache geht es nicht, wer die beste Show bietet, gewinnt. *stern spezial* begleitete zwei Kölner Studenten zum Redeturnier nach London

STERN SPEZIAL - CAMPUS UND KARRIERE

February 2001

Bühne statt Seminar

Von Jochen Leffers

Alle reden von den berühmten "Schlüsselqualifikationen". An der Uni Köln werden sie vermittelt: In Theatergruppen, Workshops oder Debattierclubs lernen Wirtschaftsstudenten zusammenzuarbeiten und gepflegt zu streiten.

Köln - Mord und Totschlag regieren in der romanischen St. Maria-Kirche zu Köln. Auf dem Boden liegt der Erzbischof von Canterbury, Thomas Becket, ermordet von vier normannischen Baronen. Im richtigen Leben heißt der gemeuchelte Kirchenmann Bodo Borgards, studiert Volkswirtschaftslehre und ist Mitglied der "American Management Seminars" an der Universität Köln. Dieses bundesweit einmalige Projekt soll die Teilnehmer möglichst lebensnah auf künftige Manager-Aufgaben vorbereiten.



Statt den ganzen Tag Kostenrechnung zu büffeln, spielt Bodo Borgards Theater.

UNISPIEGEL ONLINE :

"Alle reden von den berühmten 'Schlüsselqualifikationen'. An der Uni Köln werden sie vermittelt: In Theatergruppen, Workshops oder Debattierclubs lernen Wirtschaftsstudenten zusammenarbeiten und gepflegt zu streiten."

1/2001

Interview mit Drew-Bear

Kultur nützt der Karriere

Vorbild USA

Der Amerikaner Paul Drew-Bear bietet Wirtschaftsstudenten eine in Deutschland einzigartige Kombination von Hochschulstudium und Begleitausbildung mit Schwerpunkt Kultur an. Das Programm soll den intellektuellen Horizont erweitern, die Persönlichkeit bereichern und so auf berufliche Aufgaben in den Führungsetagen der Wirtschaft vorbereiten.

Herr Drew-Bear, welche Voraussetzungen müssen die Studenten mitbringen, die in Ihr Seminar aufgenommen werden möchten?

Drew-Bear: Sie sollten insbesondere sehr engagiert sein, Lehrveranstaltungen mit überdurchschnittlichen Leistungen abgeschlossen haben und zusätzliche Qualifikationen aufweisen können. So sind zehn bis 15 Prozent meiner Studenten bei Jugend musiziert ausgezeichnet worden oder treiben Leistungssport.

Was ist das Ziel der Ausbildung, die für die Studenten immerhin mit einer erheblichen zusätzlichen Belastung neben dem Hauptstudium verbunden ist?

Drew-Bear: Es wird die emotionale Intelligenz im Sinne des Autors Daniel Goleman geprägt. Das führt dazu, dass man sich selbst besser erkennt. Außerdem: Alle meine Studenten sprechen zwar fließend Englisch. Aber bei vielen fehlte anfangs noch die Leidenschaft für die englische Sprache.

Etliche Studenten, die ihre Seminare besuchten, haben mittlerweile ihr Diplom in der Tasche. Sind diese Absolventen als zukünftige Führungskräfte in der Wirtschaft bei Arbeitgebern besonders begehrt?

Wirtschaftswissenschaften

Ein Spiel um die Macht

American Management Seminars: Theater und mehr

Knallhartes Geschäft und die schönen Künste: Das sind, vordergründig betrachtet, zwei Welten, die sich nicht miteinander in Einklang bringen lassen. Paul Drew-Bear sieht dies ganz anders. Er leitet seit vier Jahren an der Kölner Universität das Projekt „American Management Seminars“, das Studenten mit „arts and soft skills“ bis zum Examen begleitet.

In den vergangenen Monaten stand für die Studenten einer Theatergruppe innerhalb dieses Seminars die intensive Auseinandersetzung mit den Werken von William Shakespeare auf dem Plan. Das ist kein Zufall. Drew-Bear: „Bei Shakespeare geht es immer wieder um Machtverhältnisse, was für zukünftige Führungskräfte von Bedeutung ist.“ Aber selbstverständlich habe die Arbeit mit den Texten auch eine „kulturelle Dimension“.

Improvisationen zu Shakespeares „King Lear“

Von den Ergebnissen konnten sich am vergangenen Wochenende rund 140 geladene Führungskräfte aus dem universitären oder wirtschaftlichen Bereich – unter ihnen auch Rektor Professor Dr. Tassilo Küpper – in einem Ambiente überzeugen, das wie geschaffen für Improvisationen zu Shakespeares „King Lear“ war. Der „Bourbonensaal“ der Burg Satzvey bei Mechenich (Eifel) wurde zur Bühne für die zwanzig Akteure, die sich mit der englischen Original-Version profilierten. Anschließend

tur. Von sich reden gemacht haben bisher vor allem die Theatergruppe „Thames and Charles Company“ sowie der Debattierclub „Tilbury House“. Studenten engagieren sich persönlich, um Geld für das Programm zusammenzubringen. Sie entrichten einen Beitrag und suchen Sponsoren. (Joachim Sprothen)



Thorsten Bast und Kathy Verheyen als König Lear und Regan im 2. Akt von Shakespeares „King Lear“. Foto: Shutterstock

KÖLNER UNIVERSITÄTS JOURNAL:

"Drew-Bears Studierende gelten als generell hoch motiviert. Sie erzielen überdurchschnittliche Noten, sind Stipendiaten verschiedener Stiftungen und sprechen neben Englisch weitere Sprachen."

Ausgabe 3 - 2001

KÖLNER STADT-ANZEIGER :

"Das Programm soll den intellektuellen Horizont erweitern, die Persönlichkeit bereichern und so auf berufliche Aufgaben in den Führungsetagen der Wirtschaft vorbereiten."

June 20, 2001

**This brochure
has been published
with the help of
Goldman Sachs**



Mr. Drew-Bear with cast & crew of "Murder in the Cathedral" at Maria im Kapitol
(January 2001)

**NOTHING GREAT
WAS EVER ACHIEVED
WITHOUT
ENTHUSIASM.**

RALPH WALDO EMERSON