



University of Mannheim
Business School
School Profile

Contents

A Letter from the Dean	3
About the Business School	4
Governance of the Business School & Dean's Office	6
Our Mission	8
Our Mission Applied – Faculty & Research	9
Education & Students – Our Degree Programs	10
Doctoral Education	12
Management Education	13
Academic & Corporate World	15
Once More – The International Scope of Our Business School	16

A Letter from the Dean

From its foundation in 1907 onwards, the Business School of the University of Mannheim has displayed a remarkable success story. However, during the last 10 to 15 years its reputation has made a quantum leap when Mannheim started to climb to the top of the German league. Nowadays, it is widely considered not only as the national number one institution, but also as one of the leading Business Schools in Europe. Additionally, it is perceived to play a remarkable role amongst renowned international peers beyond the borders of Europe.

This achievement has been widely acknowledged for our public institution, the Business School of the University of Mannheim with its consecutive programs, but at the same time for our private organization, Mannheim Business School gGmbH with its non-consecutive MBA-programs.

Our success derives from the proven Mannheim Concept, which in the long-term is based on three action pillars:

- Research and teaching at the highest level and its assurance through continuous quality management;
- A distinct international focus in all aspects;
- Connecting academia and the corporate world for the sake of practical relevance.

Mannheim offers an excellent scientific breeding ground for research, due to the fact that we cover the complete spectrum of business subjects, encourage focused as well as interdisciplinary exchange, and rely on top faculty. Most of our faculty members are internationally well-known for numerous outstanding publications and awards.

Mannheim's reputation enables us to prudently select the best students. They get the chance to benefit from a professional scientific and teaching environment with well-tailored degree programs, while they

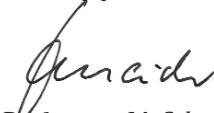
enjoy the privilege of a unique campus with modern lecture halls, well equipped institutes and libraries, all housed in Europe's second largest baroque palace. Mannheim cooperates within a well-established international network of nearly 200 foreign Business Schools for exchanges, double degrees and of course research collaborations. Student exchanges are mandatory for undergraduates, voluntary for master students and self-evident for faculty members.

Mannheim partners with many different industries in the corporate world. They accompany students during their academic studies, offer internships, workshops and lectures, bring in practical knowledge and career opportunities and help to discuss research results and their impact on an ever-changing world.

Whereas we are proud of our achievements, we are well aware that a top position cannot be taken for granted. We are prepared to face future challenges. Therefore, strategic goals are regularly evaluated, discussed and redefined by our faculty committees. Questions like how do we intend to foster qualified research output, how to retain top faculty, what kind of program changes or structural adjustments will be required in the near future, or how to make better use of more intensive partnerships with the industry are on the agenda.

You are welcome to join us, be it as a student, a faculty member, corporate partner or any other outside stakeholder. Become a part in the process of the change, development and progress of a first class Business School. It will certainly be one of your most fascinating and rewarding experiences.

Sincerely yours,



Dr. Juergen M. Schneider, Dean



About the Business School

With about 4,000 students, 50 professors and more than 100 additional faculty members, our Business School is one of the largest and most reputed institutions of its kind in Germany.

The University and its Business School are housed in Europe's second largest baroque palace. Reconstructed after the war, completely modernized on the inside, carefully renovated on the outside, its location offers an exceptional atmosphere where studying is a unique experience.

Founded in 1907 as one of the first Commercial Colleges in Germany, it has always been home to renowned scientists and German pioneers, such as Walter le Coutre, Heinrich Nicklisch or Friedrich Henzel, followed by many famous successors until today, who, over time all contributed to, developed and refined our business admini-

stration into a respected science that stands up to international standards.

For the past ten years, German recruiters have considered us to be the best institution for management education in the country. At the same time we are recognized as the leading German university for research in business and economics. Numerous rankings published by national and international newspapers and magazines consistently confirm our leading position. This success is largely due to carefully selected students, first class faculty and successful alumni.

Theory Meets Practice

Students at the Business School profit from our close ties to the corporate world: they can visit guest lectures held by cor-

porate executives, attend workshops or career days offered by companies, where they have the possibility to get in touch with potential employers.

Our corporate relations are made of a partnership of trustees who are involved in designing and reviewing our various educational programs, adding practical insights to our research work, and generally supporting our Business School in many aspects.

Our Programs

The Business School of the University of Mannheim is a public organization that offers the complete spectrum of consecutive programs: Bachelor, Master, and Ph.D. Via our private non-profit organization Mannheim Business School, the faculty provides



high quality non-consecutive management education programs, such as the MBA, EMBA and customized solutions.

All programs have an explicit international focus. Bachelor students are required to spend a mandatory semester abroad at one of our international partner universities. Most master students choose to take advantage of this opportunity as well. Every year, we welcome around 400 incoming exchange students and send more than 500 students abroad. Around two thirds of our consecutive modules are taught in English. Ph.D. and our management education are solely English-taught. The variety of double degree programs and numerous foreign degree-seeking students foster diversity and make studying in Mannheim an enriching and distinctive experience.

Quality Management

Systematic quality assurance and continuous improvement of all processes, programs and structures are our most important objectives. On account of this rigorous quality management we are the first and only institution in Germany that has been accredited by the three leading international accreditation organizations, AACSB (reaccredited 2010), EQUIS (reaccredited 2009), and AMBA (accredited 2007). This so-called Triple Crown is an honor and an obligation at the same time.



ABSOLVENTUM MANNHEIM

Being a “Mannheimer” does not end with achieving the desired degree at our University. Thanks to ABSOLVENTUM, Mannheim also has a large and continuously growing alumni network that helps students to stay in touch with friends, colleagues and faculty beyond their studies. It provides alumni and student members with a plethora of advantages, mainly in cooperation with its more than 30 partner institutions.

Special events in Mannheim’s National Theater, guided tours through the city’s galleries and free use of the University’s library are only some examples of the broad range of the network’s benefits. Furthermore, many student members take advantage of ABSOLVENTUM’s popular “Mentoring Program”, which brings young mentees together with experienced company executives.

At present, the alumni network has more than 5,900 members from all over the globe. More than 40 regional groups organize meetings and events at the different locations on a regular basis. Once a year, former students return to visit their “Alma Mater”, when ABSOLVENTUM invites its members for a homecoming day.

FACTS AND FIGURES



Faculty

- 31 full professors
- 20 assistant professors
- 14 honorary professors
- 34 adjunct faculty members
- More than 150 research assistants / Ph.D. students



Student Body

- Around 4,000 students
- 35% with international background
- More than 400 international incoming exchange and 500 outgoing students per academic year

Governance of the Business School & Dean's Office

The Business School's Governance Structure consists of the Faculty Board, the Policy Committee and the Assembly of Full Professors. The Dean chairs these bodies, prepares and leads their meetings. He also represents the Business School within the University, the office of the President of the University and its administration. Additionally, the Dean is a member of the University's Senate and the representative of the School for national and international partners and institutions.

The Faculty Board is composed of the Dean, the Associate Dean of Research, the Associate Dean of Student Affairs, who is in charge of the programs and curricula, the Chief of the Examination Committee, and the President of the Mannheim Business School gGmbH. The Faculty Board attends to all relevant operational and strategic issues, evaluates and initializes processes, practices and policies. It meets in two-week intervals.

The Policy Committee consists of the Faculty Board as well as delegated full professors who are designated to represent their Area. The Business School has seven Areas. Each Area combines chair holders and faculty members working in related fields of research.

The different Areas include Accounting & Taxation, Banking, Finance & Insurance, Economic & Business Education, Information Systems, Management, Marketing, and Operations Management. The Policy Committee deals with all strategic topics of the School, discusses and prepares them to achieve utmost consensus in the decisions made afterwards by the Assembly of Full Professors. Both the Policy Committee and the Assembly of Full Professors meet on a monthly basis.

This rigorous governance structure and its procedures assure not only a maximum of faculty participation, but also a large variety of perspectives and idea input. Overall, it guarantees determined strategic pace making and progress, based on our common denominator to deliver excellent research, outstanding teaching and practical relevance.

Dean's Office

The Dean's Office provides important administrative services for the Business School and acts internally and externally as a link



between various institutions and stakeholders. Its expert employees perform their duties and services under the leadership of an experienced Managing Director.

Program Management

The Dean's Office assures that courses of different programs do not interfere with each other and take place in appropriately equipped lecture halls corresponding to the group size. Furthermore, the Dean's Office has to cope with and execute all revisions of the curriculum and its modules.

Student Counseling and Admission

Every day, the Dean's Office welcomes many applicants and students asking for advice and counsels on how to organize and succeed in their studies, the variety of specializations and choice alternatives. The personal recommendations and assistance of our experts are widely recognized and appreciated.

Application numbers generally exceed our School's defined capacities. Therefore, the annual selection process for the admission of applicants to the bachelor and master programs is thoroughly prepared to select only the best.

International Relations

Our Business School maintains about 160 partnership agreements with international partner institutions. Initiating new ones and updating current ones is an important task of the Dean's Office. The exchange process of hundreds of incoming and outgoing students is an enormous logistical task. It involves advice, selection decisions, appropriate credit acknowledgements, lots of support and communication to accommodate studying and living in Mannheim for incomings or to assure an optimal stay for outgoing students abroad. Furthermore, double-degree-agreements on the master level exist with renowned partners in France,



“The International Department at the Dean's Office takes care of the relations to more than 160 partner universities and the same number of exchange agreements. Thanks to this network, we are able to send all of our B.Sc. students abroad.”

Yvonne Hall
Head of International Affairs



“The Dean's Office ensures professional quality management. We are proud to have successfully passed the assessments of the three most significant international accreditation institutions: AACSB, AMBA and EFMD (EQUIS).”

Dr. Ingo Bayer
Managing Director Business School

Norway, Denmark, Canada and USA. Existing programs require constant communication with the partner schools and assessments on a regular basis. Further additions are thoroughly investigated before they are initiated.

AACSB, AMBA and EFMD (EQUIS). Execution and control of quality management as well as passing accreditation and reaccreditation processes are successfully managed under the responsibility of experts in the Dean's Office.

Quality Management and Accreditations

Our quality management consists not only of a thorough controlling and evaluation of each course at the end of every term, but also of a systematic long-term assessment called „Assurance of Learning“ (AoL). This enables the Business School to detect and improve weaknesses in our programs in order that students reach the required learning goals.

Since we aim to perform constantly on an international top level, we are committed to fulfill the highest quality standards. This is why we regularly undergo demanding reaccreditation processes, especially with our international accreditation institutions

Communications and Corporate Relations

Our acknowledged reputation triggers a variety of media interest which requires professional administration by communication experts in the Dean's Office. The same applies for official internal and external events. Additionally, our website needs continuous update, brochures and publications need to be edited, all according to professional standards.

Last but not least, our corporate partners require continuous attention, sensitivity and responsiveness. In the future this will become even more challenging and intensive, because we plan to expand our partnerships with trustees from the corporate world.



Our Mission

Looking back on a tradition of more than 100 years of research and education in business administration, the Business School has committed itself to the following mission:

1 Faculty & Research

We aim to produce excellent research with the highest possible impact on science, education and practice. Therefore, we strive to attract and retain the best scholars, to provide and produce innovative knowledge and disseminate it through top-tier scientific publications.

2 Education & Students

We aim to attract the most talented students and to enhance their potential by offering outstanding degree and post-graduate study-programs: Bachelor, Master, Ph.D., MBA and EMBA. In addition to the development of professional knowledge, our aim is to enhance students' personal skills, their intercultural competence, critical thinking and awareness of social responsibility.

3 Academic & Corporate World

We aim to bring faculty and students together with our corporate partners in order to enable fruitful exchanges and relevant intellectual feedback between all parties.

1 Our Mission Applied – Faculty & Research

What is unique about Mannheim is our clear focus on research. We are convinced that a dynamic research environment is indispensable for excellent study conditions – because in our opinion state-of-the-art teaching is impossible without a profound and sound research background. All faculty members are therefore strongly committed to promote research activities at the highest international level. Accordingly, the essential prerequisites to be appointed as a new faculty member at the University of Mannheim are a considerable track record of research activities as well as a strong and solid motivation to further propel this work.

A Breeding Ground for Research

Our Business School is known for its unique research environment. It offers ideal working conditions for resident academics as well as for our international guest professors, who visit our School for research and teaching projects. Hence, it comes as no surprise that our School is regularly acknowledged for its outstanding research achievements by media rankings and other independent institutions.

During an academic year, our faculty produces a substantial amount of research contributions, among others on average:

- 130 journal articles
- 80 conference visits
- 25 book (co-) authorships

The faculty has received more than 40 best paper awards and is involved in more than 100 ongoing research projects.

The Business School closely cooperates with several research centers that are part of the School or the University of Mannheim, such as: the Graduate School of Economic and Social Sciences (GESS), the Institute for Banking and Finance, the Institute for European Business Research (Zentrum für Europäische Wirtschaftsforschung, ZEW), the Institute for Insurance Science, the Institute for Market-Oriented Management (Institut für Marktorientierte Unternehmensführung, IMU), the Institute for Enterprise Systems (InES), and the Institute for Small and Medium Enterprise Research (Institut für Mittelstandsforschung, ifm).

However, we do not only provide our students with up-to-date research results, but also encourage them to think independently. Students acquire a profound theoretical background, but also apply it to the real world through case studies, workshops and simulations.



2 Education & Students – Our Degree Programs

Our flagship degree programs, the Bachelor in Business Administration and the Mannheim Master in Management, fulfill the highest national and international standards of quality – which is continuously demonstrated by rankings and accreditations.

- Ranked Germany’s best business school by the “Handelsblatt” Publishing Group for the 10th time in a row in 2011.
- An average top ten position in the Financial Times Masters in Management Ranking 2007-2010.
- Accredited by AACSB, AMBA and EFMD (EQUIS).

Our programs are well-known for offering an excellent theoretical foundation, based on an up-to-date research background. HR-managers appreciate that our graduates are also equipped with hands-on practical knowledge. This combination is highly attractive for Germany’s top high school graduates. In 2011, we have

attracted more than 4,000 prospective students that have applied for one of the 400 open slots of our Bachelor in Business Administration.

Bachelor of Science in Business Administration

Our Bachelor of Science in Business Administration is a three-year-program that provides a well-rounded academic curriculum in business administration, combined with fundamentals from neighboring disciplines like economics and law. Additionally, bachelor students receive training in key qualifications, for example presentation skills and rhetoric. The program exhibits a unique international profile through foreign language courses and a compulsory integrated semester abroad.



Students receiving their degree have been provided with skills, expertise and intellectual sophistication to apply for a job in the industry, take up an internship position or enroll directly in a master degree program.

Mannheim Master in Management

The Mannheim Master in Management (MMM) is a consecutive four-semester program, awarding the academic degree 'Master of Science' (M.Sc.). A previous academic degree is required for admission, for example a Bachelor of Science in Business Administration.

Our professors cover a wide range of disciplines in business administration and provide students with an indepth core management program. It is completed by the integration of other key disciplines, such as 'Empirical Methods', 'Applied Econometrics' and 'Corporate Social Responsibility'.

Within the electives, students can attend interdisciplinary courses from other schools of our University. They enjoy great flexibility regarding the composition and specialization of their curriculum, which opens the opportunity to either attain a broad academic education or a thorough scientific specialization, depending on the intended professional orientation. MMM students are also ideally prepared for an academic career, because our School actively supports future enrollments in Ph.D. studies: A co-curricular collaboration between the MMM and the Graduate School of Economic and Social Sciences (GESS) allows future Ph.D. students to attend core courses from the Ph.D. program during the second year of their master studies.

Bachelor of Science in Business Education

The three-year program qualifies students for managing human resources in personnel departments of companies, non-profit-

organizations and public establishments. Graduates are capable of lecturing in commercial qualifications and training programs. Internships at companies as well as practical training at vocational schools are an integral part of the program.

Master of Science in Business Education

The courses offered within the two-year master program are based on the contents of the bachelor program mentioned above. Students acquire the qualification to teach at vocational schools. After graduation, they are competent in designing effective learning environments in the domain of economic and business administration and in general education.

UNIVERSITY OF MANNHEIM

BUSINESS SCHOOL

CONSECUTIVE EDUCATION

B.Sc. in Business Administration

B.Sc. in Business Education

Mannheim Master in Management (M.Sc.)

M.Sc. in Business Education

Ph.D.:
Accounting & Taxation
Finance
Management
Marketing
Operations &
Information Systems

NON-CONSECUTIVE MANAGEMENT EDUCATION

MANNHEIM BUSINESS SCHOOL

Mannheim Fulltime MBA

ESSEC & MANNHEIM Executive MBA

MANNHEIM & TONGJI Executive MBA

Mannheim Master of Accounting & Taxation

Executive Education

DEGREE PROGRAMS



Doctoral Education

The Center for Doctoral Studies in Business (CDSB) represents the postgraduate training pillar of the Business School. It offers structured doctoral programs in business designed according to international standards, which represent an alternative to the traditional Ph.D. track as a research assistant at a School's chair. Along with the Center for Doctoral Studies in Economics (CDSE) and the Center for Doctoral Studies in the Social and Behavioral Sciences (CDSS), it constitutes the Graduate School of Economic & Social Sciences (GESS). The Graduate School is among very few in the world to integrate the disciplines of business, economics, and the social sciences into a consolidated concept. It is one of only two graduate schools in the economic and social sciences that have been funded by the Excellence Initiative, an initiative by the German federal and state governments to promote top-level research in Germany, since the very first round in 2006.

The CDSB as such is unique in Germany as it is the only graduate school offering structured doctoral programs in all major subdisciplines of business:

- Accounting & Taxation
- Finance
- Management
- Marketing
- Operations & Information Systems

Interdisciplinary Studies

Each program starts with an intensive sequence of core courses. The core courses of the first semester equip students with the basic tools in empirical and quantitative research necessary for academic work. The focus of the core courses during the second semester lies on the application of these methods and techniques to various research fields in business. A further concentration on a specific research area is possible through electives.

The interdisciplinary character of the graduate school and the designed curricula provide the students with a wide variety of courses. Thus, it fosters the exchange of ideas across the boundary of disciplines and encourages students to benefit from advanced teachings in empirical and quantitative methods in neighboring fields. After the successful completion of the course phase, students enter the thesis-writing phase, during which they present their current research at in-house workshops and research seminars as well as international conferences.

Due to this innovative model of doctoral training in business in Germany, coupled with the fact that the course and administrative language at the CDSB is English, the Business School attracts excellent candidates from all over the world.

Management Education

Mannheim Business School gGmbH is the private non-profit organization of our Business School, which offers high quality, non-consecutive programs in management education. The School was founded in 2005 in order

- to offer companies and individuals a qualified and acknowledged basis for lifelong management education on the highest international level
- to educate responsible business leaders
- to complement the excellent international standing of the public Business School of the University of Mannheim by non-consecutive programs.

Today, approximately 400 students from more than 40 countries around the globe are enrolled at Mannheim Business School. The school maintains strong relationships with other top institutions worldwide. These include ESSEC Business School (Paris, France), Tongji University (Shanghai, China), Warwick Business School (UK), Leonard N. Stern School of Business, New York University (USA) and the National University of Singapore. The company network comprises more than 300 national and international companies. High-ranking executives of 25 selected companies are active Board of Trustee members and support MBS in numerous ways.

Quality-assuring features that characterize the Bachelor, Master and Ph.D. courses are also the hallmarks of the programs of Mannheim Business School. Four degree programs are offered:

Mannheim MBA

Targeted at high-potentials with at least three years of professional experience, the Mannheim MBA is a 12-month intensive business education program. "As unique as you are" is the idea behind the Mannheim

MBA. Instead of giving students just another "one-fits-all" MBA, the Mannheim MBA offers an unequalled level of flexibility, allowing students to personally round off their qualification profile. The full-time program can be completed entirely in Mannheim ("German Track"), with a three month stay at a renowned North-American or Asian partner institution ("Transatlantic/Eurasian Track"), with two terms at associated top European business schools ("European Track") or with one term in Europe and one term in North America or Asia ("Global Track"). Stays abroad are not the only part of the program that allow for

project are integral parts of the curriculum as well.

ESSEC & MANNHEIM Executive MBA

This program is at the heart of a long and successful cooperation between two leading European academic institutions – the French ESSEC Business School and Mannheim. The joint Executive MBA program is specifically tailored to the needs of established executives with a minimum of five years of professional experience and therefore available in two formats:



"I chose Mannheim Business School for its high academic reputation, central location and diverse mix of students. The program has given me a solid foundation in marketing, finance and strategy with the right balance of theory and practical application."

Kaori Woodbine
Mannheim MBA Class of 2011



"Mannheim Business School is the ideal partner for both companies and high potentials in all areas of management education. It is our aim to offer innovative and practice-oriented programs at the highest international level."

Prof. Dr. Jens Wuestemann
President Mannheim Business School

an individual setting of preferences. Apart from core courses, which convey fundamental business knowledge in the first two terms, students can additionally choose elective courses according to their interests. Soft-skill courses and a social

modular and weekend. The curriculum of the ESSEC & MANNHEIM Executive MBA ensures that participants are equipped with the necessary skills to become strong team leaders and to play a decisive role in multinational corporations. Three residencies at



renowned international partner business schools and participants from diverse cultural backgrounds guarantee an integrated and systematic perspective on European and international business matters. A class project and an entrepreneurial team project round off the curriculum, giving participants the opportunity to apply their newly acquired skills to real professional challenges.

MANNHEIM & TONGJI Executive MBA

This program was established in Spring 2011 and is offered in cooperation with the School of Economics & Management of Tongji University, Shanghai. Customized to the needs of executives with a distinct Sino-German orientation, the program is offered as a modular degree program with two options regarding the overall timeframe: Participants can either fulfill their degree requirements including the Master Project en bloc within 18 months, or they can do so cumulatively over a maximum time span of five years. Additionally, we offer an open-enrollment option for individuals who do not pursue a degree but wish to participate in particular courses or modules.

Mannheim Master of Accounting & Taxation

The Mannheim Master of Accounting & Taxation provides young professionals in the fields of Accounting and Taxation with theoretical knowledge and practical skills necessary to success-

fully meet their professional demands. One of the program's key characteristics is the close and multi-level collaboration with the so-called Big Four and other similar companies.

Our faculty members of the University of Mannheim are supplemented by highly renowned executives and experts from these companies and institutions. Both tracks, Accounting and Taxation, are offered in a modular format with an overall program duration of three years. The program constitutes the ideal preparation for the exams required to become a "Wirtschaftsprüfer" (German public auditor) or a "Steuerberater" (tax advisor). It qualifies students of the Accounting Track upon successful completion to apply for exemption from major parts of their professional exam.

Executive Education

Additionally, Mannheim Business School offers Executive Education programs, providing companies with solutions uniquely suited to the challenges of their respective business. By providing their employees with conceptual skills and frameworks to succeed in a competitive global market place, Mannheim's programs are an important pillar of the management development strategy of many companies. The Executive Education program portfolio includes short practice-oriented open courses on selected management topics and comprehensive tailored company programs.

3 Academic & Corporate World

Our Business School's fruitful cooperation with the corporate world is an integral part of our mission and constantly of utmost strategic interest. We are proud to partner with numerous large, leading companies as well as with high performing mid-size champions and also with smaller fast growing players and start-ups. We are firmly committed to extend and widen this valuable partner-network.

The most active and renowned corporate partners form a Corporate Advisory Council headed by the CEO of BASF SE. We appreciate their advice and impact on various activities and subjects of our School.

Theory Meets Practice - a Win-Win Situation

Business executives complement our School's teaching resources by acting as guest speakers or as honorary professors. On one hand, their practical experience gives students insights into industries. On the other hand, the faculty receives valuable feedback about up-to-date practices and applications.

Our partners enjoy the privilege of the lively direct exchange with the students, while our School receives valuable insights, practical research possibilities and feedback to improve the curriculum. Thus, our guaranteed practical relevance obviously justifies the qualification of our graduates as the top recruitment choice in Germany.

Financial Sponsorship

Made possible by the financial support of some of our corporate partners, our Business School enjoys the funding of staff and



"Interns from the University of Mannheim are very popular with IBM. When it comes to recruitment, we have been particularly interested in graduates from the Business School of the University of Mannheim for a long time. They not only convince us with their well-founded theoretical knowledge, but also with their autonomy, social competence and broad interests."

Michael Diemer
General Manager IBM Global Technology Services and Managing Director IBM Deutschland



"The period of my studies at the University of Mannheim had a great impact on my development. At this University, you receive an excellent education. Particularly, there are not only the professional skills you are trained in during your studies. From a human perspective, professors and fellow students had an important influence on the development of my personality. In both ways, the University of Mannheim provided the best possible basis for my career."

Bernd Beetz
CEO Coty Inc.

infrastructure of four full chairs. Furthermore, our corporate partners contribute to some of our area-related institutes. The Business School is planning to establish a Research Center supported by private corporate funding to enable selected young high caliber researchers to be employed at our School as assistant professors based on internationally commensurable pay conditions. This collaboration will further en-

hance our international research ranking, which is ultimately the lead indicator for the School's reputation in the world.

Student Initiatives, Entrepreneurial and CSR Projects

Studying in Mannheim allows thinking outside the box. The University promotes

numerous extra-curricular student initiatives and projects with different purposes: from corporate social responsibility (CSR) to counseling on entrepreneurial activities. Polimotion, SIFE, sneep, (CSR and ethical issues), Arbeitskreis Börse, MARKET TEAM, MTP (business in practice), AIESEC, VISUM (international exchange) and thinc! (Entrepreneurship) are just some examples from

a multitude of possibilities to complement one's studies with meaningful engagement tailored to individual affinities.

Since 2011, our Business School is partnering with the non-profit organization "Big Brothers Big Sisters". The organization has received several awards for offering an elaborate mentoring program, where volun-

tary mentors are partnered with underprivileged children who benefit from the mutual exchange of experiences and values. Students who participate in the initiative are supported by our School and receive an official certificate for their commitment.

Once More – The International Scope of Our Business School

Internationality is a core concept of Mannheim's business studies that we strive to live and foster on different levels. We feel confident that student exchanges are especially essential when it comes to acquiring

network of international exchange partner schools: Within the last ten years we have doubled the number of partner institutions to more than 160 worldwide and adapted our academic calendar to match international standards.



intercultural understanding, bringing our internationalization strategy to life. Therefore, we put great effort into fostering our

Exchange Programs

Our flagship program at undergraduate level, the Bachelor in Business Administration, includes a semester abroad which is fully incorporated into the curriculum and therefore not a study option but mandatory for all enrolled students. Since its first launch in 2006, this semester abroad has been a success story. In their second year of studies, students apply for their desired exchange program and thanks to our partner network we are able to offer all students a study place abroad during their fifth semester. Students enrolled in our Master in Management can also apply for a semester abroad on graduate level.



Double Degrees within the MMM

Since 1992, the Business School has been running a double degree program with one of its closest partners: ESSEC Business School in Paris, France. In 2009, with the launch of the Mannheim Master in Management (MMM) program, it was transformed into a double degree master program.



In the years 2009 and 2010 further programs have been launched and the School is very proud of its partners in Canada, Queen's University, School of Business, and its partner in Norway, NHH Bergen. Only recently, the School arranged two further double degrees with a prestigious American School – the Darla Moore School of Business at the University of South Carolina – and the renowned Copenhagen Business School in Denmark.

In all of these programs, students gain the opportunity to achieve two internationally renowned degrees within two years of intense studies. The School selects especially qualified candidates after admission to the MMM program.

Each year, 25-30 students in total get the opportunity to complete a double degree. Tuition fee waivers at the host school abroad are part of our double degree agreements.

Our Double Degree Partner Schools

- Copenhagen Business School, Denmark
- ESSEC Business School, France
- NHH Bergen, Norway
- Queen's University, Canada
- University of South Carolina, USA

International Students on Campus

The Business School's stimulating academic climate is attractive to international students, reflected in record numbers of high

quality international applicants we have welcomed over the past few years.

About 15 per cent of the cohorts in our undergraduate programs consist of international degree-seeking students. However, for all degree programs, applications from abroad are increasing, due to a significant amelioration of conditions for students without or with little German language skills.

Courses taught in English, for instance, have been extended considerably. Furthermore, there is an English track available for students of the Mannheim Master in Management. The entire program is taught in English, proof of German language skills is not necessary.

In our structured Ph.D. programs, approximately 35 per cent of the students have an international background. For our full-time MBA programs, the percentage of internationals is even higher – approximately 50 per cent. Ph.D. and MBA programs are completely taught in English. All of these programs make it easy to get in touch with colleagues of diverse cultural backgrounds. They provide a unique intercultural study experience in Mannheim.

In addition to our foreign degree-seeking students, our Business School welcomes more than 400 exchange students per academic year. We are delighted about this high number, not only because our exchange students bring an international atmosphere to the Mannheim Campus, but also because we are perceived as an attractive host for students who want to have an international Germany-based experience.

Full-Time MBA Students

Participants of the full-time program “Mannheim MBA” have several opportunities to study abroad. The School offers three different internationally oriented tracks: The German Track, the Eurasian/Transatlantic Track (includes a three-month stay at a North-American or Asian partner

next, but residencies have taken place at partner institutions in Belgium, China, Hungary, Norway, Singapore and Spain.

The 2011 launched MANNHEIM & TONGJI Executive MBA program is taught at Tongji University in Shanghai, China and at Mannheim Business School. It includes a highly flexible Sino-German curriculum

tural experiences with personal contact to leading companies in Germany, the program has proved very successful and has become a brand over the years.

Short Term Programs and Residencies

For student groups from our partner schools but also for business schools out-

“All of us at the Darla Moore School of Business at the University of South Carolina are extremely pleased that we are partnering with the Business School of the University of Mannheim in offering the opportunity for students to pursue the double degree program leading to the Mannheim Master in Management and the South Carolina Master of International Business. The academic excellence of both faculties, the innovative curriculum of the double degree program, the opportunity for students to learn with each other on both campuses – all contribute to the development of the global mindset so necessary for business in this century.

Through the substantial German investment in South Carolina, the business leaders of our state have developed extraordinarily close ties with the business community in Germany. It is only fitting that these highly regarded programs will prepare their graduates for future strengthening of these ties. My colleagues are honored with our partnership with Germany’s leading business school, and we look forward to many years of cooperation in this double degree program.”

Professor Hildy Teegen, Ph.D.
Dean of the Darla Moore School of Business, University of South Carolina



school) and the European Track (includes a two-terms-stay at a partner institution in Europe). The curriculum of the German Track is as international as the others, but sets a particular focus on German economy in a global context.

Executive MBA Programs

Participants from a wide range of cultural and professional backgrounds are enrolled in the ESSEC & MANNHEIM Executive MBA. Its curriculum includes at least three residencies abroad at renowned partner business schools in Europe and worldwide. Destinations vary from one class to the

preparing participants for managerial challenges in a Sino-German context. For executives who will be involved in economic relations between China and Germany, it offers a unique learning opportunity.

Summer School

Every summer, our Business School hosts a three-week summer program for business students from all over the world. The diversified program with its components “Campus, Culture and Companies” includes lectures by professors of the University of Mannheim, company visits and trips to historic areas in the region. Combining cul-

side our network, we create tailor-made programs to enrich their programs with a residency at Mannheim. An individual program can be designed that suits the needs and preferences of the visiting classes.

This way, participants will gain new insights and perspectives both through the exchange with Mannheim students and through industry experts sharing their first-hand knowledge with them. In recent years, company visits included SAP, BASF SE and the European Central Bank.

"The Mannheim Business School is generally reckoned to be Germany's leading business school."
The Economist 2010

"If there will be a German Harvard, it will most likely be Mannheim."
Handelsblatt 2011

Imprint

Editor:

University of Mannheim
Business School
Dean's Office
L 5, 5
68131 Mannheim, Germany
www.bwl.uni-mannheim.de

Coordination:

Dr. Jürgen M. Schneider, Dean

Conception:

Liane Weitert

Photography:

Alexander Grüber
Fotostudio Backofen
Liane Weitert

Design:

Punktsprung
Agentur für Kommunikation
und Gestaltung GmbH
www.punktsprung.de

University of Mannheim,
Business School 2011

Contact

University of Mannheim
Business School
Dean's Office
L 5, 5
68131 Mannheim, Germany

Phone: +49(0)621/181-1470
Fax: +49(0)621/181-1471

dekanat@bwl.uni-mannheim.de
www.bwl.uni-mannheim.de



UNIVERSITY OF MANNHEIM
BUSINESS SCHOOL