



Photo: Julia Jacoby

ANNUAL REVIEW 2024/2025

OF MANNHEIM BUSINESS SCHOOL



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Foto: Norbert Buch

HIGHLIGHTS



AACSB ANNIVERSARY: 25 YEARS OF INTERNATIONAL EXCELLENCE

Mannheim Business School celebrates **25 years of AACSB accreditation**. The six-year reaccreditation confirms the high-quality standards in teaching, research, and practice, which underscores Mannheim's position as a **"Triple Crown" institution**. Read more on page 4.



**AACSB
ACCREDITED**

ENBW JOINS THE PARTNER ASSOCIATION

We are delighted to welcome **EnBW Energie Baden-Württemberg AG**, one of Germany's leading energy companies, as a **new member of the Corporate Partner Association**. This partnership opens exciting opportunities for exchange between academia and practice, particularly in sustainable corporate management, energy economics, and digitalization. We look forward to joint projects, fresh ideas, and inspiring dialogues with a strong new partner at our side.



Foto: EnBW



EQUIS REACCREDITATION: QUALITY ACROSS THE BOARD

In spring 2025, Mannheim once again secured its **EQUIS accreditation** for another **five years**. Since 2004, the Mannheim Business School has been recognized by EFMD and continues to meet the highest standards in research, teaching, and internationalization.



RECORD APPLICATIONS FOR BACHELOR'S AND MASTER'S PROGRAMS

Interest in studying Business Administration at the University of Mannheim remains exceptionally strong. Both the **bachelor's and master's programs** once again **attracted a large pool of highly qualified applicants**, reflecting the continued reputation of our Business School as a leading destination for business education. With all available spots filled, this success underscores not only the academic excellence of our programs but also their international appeal and relevance in today's competitive environment.



Foto: Anna Loggia



Foto: Marcus Dittich

POLITICS MEETS PERSPECTIVE: MANUEL HAGEL VISITS MANNHEIM

As part of his summer tour, **Manuel Hagel**, Chair of the CDU parliamentary group in Baden-Württemberg's regional parliament, visited the University of Mannheim. In discussions with University President Prof. Dr. Thomas Fetzer, Vice Dean Prof. Dr. Jannis Bischof, and our students, the focus was on leadership, innovation, and education.



ACCREDITATIONS AND RANKINGS



25 YEARS OF AACSB ACCREDITATION: A MILESTONE FOR MANNHEIM BUSINESS SCHOOL

Mannheim Business School celebrates a special anniversary: For **25 years**, Mannheim's business programs have been accredited by the **Association to Advance Collegiate Schools of Business (AACSB)** and were once again reaccredited in 2025 for the maximum period of six years.

This year also marked the renewal of the **EQUIS accreditation** by EFMD for **another five years**. With these achievements, Mannheim remains part of the exclusive circle of international **"Triple Crown" institutions** holding **AACSB, EQUIS, and AMBA** accreditations. These distinctions reaffirm the school's consistently high standards in teaching, research, and practical relevance. The comprehensive reaccreditation process involves the entire faculty network – from students and alumni to corporate partners. Our sincere thanks go to everyone whose commitment made this success possible!

RANKINGS

#1 2025 QS EXECUTIVE MBA RANKING in Germany	#1 2025 BLOOMBERG BUSINESSWEEK GLOBAL MBA RANKING in Germany	#1 2025 QS WORLD UNIVERSITY RANKING BY SUBJECT in Germany
#1 2025 FINANCIAL TIMES EXECUTIVE MBA in Germany	#1 2025 BLOOMBERG BUSINESSWEEK GLOBAL MBA RANKING in Europe	#8 2025 BLOOMBERG BUSINESSWEEK GLOBAL MBA RANKING in Europe
#2 2025 FINANCIAL TIMES GLOBAL MBA RANKING in Germany	#21 2024 FINANCIAL TIMES EXECUTIVE MBA worldwide	#28 2025 FINANCIAL TIMES MASTERS IN MANAGEMENT RANKING worldwide
#39 2025 FINANCIAL TIMES EXECUTIVE EDUCATION CUSTOMIZED PROGRAMS worldwide	#71 2025 FINANCIAL TIMES GLOBAL MBA RANKING worldwide	#3 2025 TIMES HIGHER EDUCATION FÄCHERRANKING „BUSINESS & ECONOMICS“ in Germany
	#20 2024 FINANCIAL TIMES EUROPEAN BUSINESS SCHOOLS RANKING in Europe	

RESEARCH & AND SELECTED HONORS

RESEARCH THAT SHAPES THE FUTURE

Research at Mannheim Business School stands out for its academic excellence and global visibility. Our professors regularly publish in the world's most prestigious journals, which is a clear testament to the quality and relevance of their contributions to business research.

Publications in 2024 and 2025:

- **55 articles** in top journals listed in the Financial Times Research Ranking (FT50)
- **28 articles** in journals included in the University of Texas at Dallas Research Ranking (UTD24).

These figures highlight Mannheim Business School's strong research performance and its competitive position internationally.



EXAMPLES OF CURRENT RESEARCH:

- **„Fearless Woman“** – Tabea Bucher-Koenen, Rob Alessie, Annamaria Lusardi and Maarten van Rooij show in *Management Science* that lack of self-confidence explains about 30% of the gender gap in financial literacy, with far-reaching implications for promoting women's financial competence.
- **„Following the Blind?“** – Holger Daske, Sara Alsarghali, Hala Jada and Maarten van Rooij demonstrate in *Contemporary Accounting Research* how opaque coding rules in commercial databases can lead to misinterpretations, using IFRS non-compliance as an example.
- **„How Political Context Affects Immigrant Newcomers' Social Undermining Dynamics“** – Max Reinwald, Benjamin A. Korman, Florian Kunze and Sebastian Koos explore in the *Academy of Management Journal* how political frameworks influence workplace integration of immigrants.
- **„Predicting Problem-Solving Success“** – Sabrina Ludwig, Andreas Rausch, Viola Deutscher and Jürgen Seifried use machine learning in *Computers & Education* to predict students' learning success and enable targeted support.
- **„Social Connectedness in Bank Lending“** – Simon Rother and Oliver Rehbein provide empirical evidence in *The Review of Financial Studies* that social proximity between banks and borrower regions affects lending decisions.
- **„The Strength of Showing Weakness“** – Matthias Brauer and Louis Vandepoele analyze in the *Journal of Management* how companies can mitigate negative investor reactions to layoffs through strategic communication of vulnerability.

BACK TO MANNHEIM: PROF. DR. JENS FÖRDERER TAKES OVER CHAIR OF INFORMATION SYSTEMS II

Since March 2025, **Prof. Jens Förderer** has strengthened the Information Systems Area of the Business School as the new **Chair of Information Systems II**. His return to the University of Mannheim marks a full circle: He completed his degree in Information Systems here in 2013 and earned his Ph.D. in Business Administration with summa cum laude honors.

Previously, Förderer served as Professor of Innovation and Digitalization at the Technical University of Munich (TUM). His academic career includes international research stays at the University of Maryland and the University of Oxford, as well as numerous distinctions, including the **ERC Starting Grant, top rankings** in *WirtschaftsWoche*, and recognition in *Capital* magazine's **“Top 40 under 40”**.

His research focuses on the **impact of digital technologies on business strategies and market structures**, particularly in areas such as artificial intelligence, analytics, social media, and digital platforms.

“From my time as a student, I know that Mannheim attracts talent from all over the world, and I am very much looking forward to working with all of them,” said Förderer during his welcome at the Business School.

With his expertise and international profile, Prof. Förderer will enrich research and teaching in Information Systems and provide fresh impetus for digital transformation in business administration.

TAX POLICY IN THE PUBLIC EYE

When it comes to tax policy issues of broad societal relevance, **Prof. Christoph Spengel**, Chair of Business Taxation II, is a highly sought-after voice. His expertise on international corporate taxation, tax transparency, and tax avoidance resonates widely, not only in academia but also in politics and the media.

In recent months, Prof. Spengel has been featured multiple times in leading business and daily media outlets, including *Süddeutsche Zeitung*, *Handelsblatt*, *FAZ*, *Deutsche Welle*, *FinanzBusiness*, and *manager magazin*. His analyses of **Cum-Cum and Cum-Ex transactions** attracted particular attention: In several articles, he examined structural weaknesses in Germany's tax system and advocated for clear legislative reforms.

Prof. Spengel also critically addressed the role of financial investors in Germany's tax advisory market. In *manager magazin*, he explained the strategies international investors use to acquire German tax firms and the risks this poses for the quality and independence of advisory services.

A special highlight was his scientific contribution to the **ZDF/3sat documentary “System Error: The Cum-Ex Scandal”**, which won the **German Television Award for Best Documentary/Report**. The film explores the background and consequences of one of Europe's largest tax scandals and draws heavily on Prof. Spengel's research. The award-winning documentary is available in the ZDF media library.

THE DOCUMENTARY
CAN BE FOUND [HERE](#)
(ONLY IN GERMAN & FRENCH):





IN THE MEDIA

In recent months, members of our Business School have once again attracted broad media attention with their research and expertise. Whether in national newspapers, specialized publications, or international online platforms, the coverage reflects the relevance and timeliness of our academic work.

Here are some highlights:

- *Forbes* published a profile of **Dean Joachim Lutz**, in which he discussed the strategic direction of Mannheim Business School and the faculty's role as a driver of innovation.
- **Prof. Dr. Alexandra Niessen-Ruenzi** engaged with numerous media outlets. She was quoted in *FAZ*, *Die ZEIT*, *Der SPIEGEL*, *The Telegraph*, and, together with **Prof. Dr. Stefan Ruenzi** in *Le Monde*.
- **Prof. Dr. Christoph Spengel** was frequently cited in the media. See details on page 7.
- **Prof. Dr. Florian Stahl** appeared in several articles, including in *The Guardian*, where he shared his expertise on digital markets, and in a feature on micro-influencers on *spiegel.de*.
- **Prof. Dr. Dr. h.c. Martin Weber** was quoted in *Handelsblatt* and *Neue Osnabrücker Zeitung*.
- *EFMD Global* published a Q&A with **Prof. Jens Wüstemann**, reflecting on his 15-year tenure as President of Mannheim Business School.



A SELECTION OF CURRENT MEDIA ARTICLES CAN BE FOUND ON OUR [BLOG](#):

NEW PROFESSORS

In 2025, our Business School continues to grow, along with the diversity of research areas and teaching approaches. We are delighted to welcome two new professors whose expertise and innovative ideas will bring fresh momentum to business research and education in Mannheim:

- **Prof. Dr. Jens Förderer**, Area Information Systems
- **Assistant Professor Dr. Till Münster**, Area Accounting und Taxation

Both strengthen our team with cutting-edge research topics and a clear focus on practice-oriented teaching. We look forward to working together and to setting new accents in business administration.



Foto: Sina Dreisbach

Welcome Prof. Dr. Jens Förderer.



Foto: Sina Dreisbach

Welcome Assistant Professor. Dr. Till Münster.

ECONOMY IN DIALOGUE: INSIGHTS FROM THE GERMAN BUSINESS PANEL

In addition to outstanding fundamental research, our professors are actively engaged in applied economic research with significant societal relevance. One example is the **German Business Panel (GBP)**, led by **Prof. Jannis Bischof**, and part of the **DFG-funded Collaborative Research Center TRR 266 Accounting for Transparency**. The GBP is a long-term survey panel that systematically and representatively captures how companies in Germany perceive current issues related to accounting, taxation, transparency, and regulation.

GBP-Monitor: Economic Outlook August 2025

Following the federal election, economic expectations initially rose, fueled by hopes for policy-driven growth. However, the trade conflict with the United States halted this trend. Nevertheless, short-term growth expectations recovered slightly to 0.6% thanks to the recent tariff agreement.

Companies view reforms of income tax, reductions in electricity tax, and the digitalization of tax administration as key economic policy priorities for this legislative period. While economic policy is rated less negatively today than before the collapse of the coalition government, doubts remain about the implementation of major reforms: despite announcements, 39% consider it unlikely that corporate tax cuts will begin during this legislative term.



MORE INFORMATION ABOUT THE GERMAN BUSINESS PANEL CAN BE FOUND [HERE](#):



AWARDS

Our research members are regularly honored with prestigious awards for outstanding achievements in research and teaching, which is a clear testament to their commitment and academic excellence.

Here is a selection of recent distinctions:

- **Prof. Dr. Gunther Glenk** received the **Best Junior Researcher Award 2022** for his exceptional scientific contributions.
- **Prof. Dr. Florian Stahl** was honored with the **Best Senior Researcher Award 2022**.
- **Prof. Dr. Dr. h.c. mult. Christian Homburg** once again secured the top position in the *WirtschaftsWoche* research ranking in the "Lifetime Achievement" category. **Seniorprof. Dr. Dr. h.c. Martin Weber** ranked third in the same category.
- **Prof. Dr. Dirk Ifenthaler** was awarded an **honorary doctorate** by the University of Eastern Finland for his research in educational technology and learning analytics.
- **Prof. Ernst Maug, Ph.D.** received the **Brattle Group First Prize**, one of the most prestigious international research awards in corporate finance.
- The Student Association of Business Administration honored **Prof. Felix Frisch**, Assistant Professor at MBS until September 2025, with the **Student Teaching Award 2025**.



Foto: Rike Allendorfer

PLACEMENTS

ACADEMIC PLACEMENTS

Foto: Uni Mannheim



ALEXANDER BRODSKY

Area Economic & Business Education,
Chair of Economic and Business Edu-
cation; Professional Teaching and
Learning, Prof. Dr. Jürgen Seifried



Assistant Professor of Business Education,
University of Konstanz

Foto: Uni Mannheim



CHIA-YI YEN,

Area Finance;
Chair of Corporate Governance,
Prof. Dr. Alexandra Niessen-Ruenzi



Assistant Professor of Public Finance,
University of Liverpool Management
School (ULMS)

Foto: Uni Mannheim



CLEMENS LAUER

Area Accounting & Taxation;
Chair of Business Administration &
Accounting, Prof. Dr. Jannis Bischof



Assistant Professor, HEC Paris

Foto: Uni Mannheim



FELIX FRITSCH

Area Accounting & Taxation;
Assistant Professor



Assistant Professor of Accounting and Infor-
mation Systems, Michigan State University



PLACEMENTS IN INDUSTRY

Foto: Uni Mannheim



SABRINA LUDWIG

Area nomic & Business Education,
Chair of Economic & Business
Education, Workplace Learning,
Prof. Dr. Andreas Rausch



HR Data Analyst, Union Investment

DATA & FACTS

STUDENTS



4,804

students*
(Mannheim Business School, excluding Ph.D.)

Bachelor in Business Administration

32 %

female
students

10 %

with international
background

Mannheim Master in Management

40 %

female
students

20 %

with international
background

MBA & EMBA programs

817

participants

*Status: September 2025

73

nations

MASTER'S GRADUATES (MMM)

98 %

in employment 3 months
after graduation

119,500

USD annual salary
(3 years after graduation)

Source: FT Masters in Management Ranking 2025

FT-MBA GRADUATES

CLASS OF 2024*

116,500

USD annual salary
on average after
MBA graduation

Employers are primarily from
the following industries:
**Consulting, Manufacturing,
Technology**

85 %

work in Germany after graduation
(before MBA 80% of the class
do not work in Germany)



*Source: MBA Employment Report 2025 of Mannheim Business School

ACADEMICS

39

professors

43

junior professors,
post-doctoral researchers

169

adjunct & honorary
professors

140

research assistants
and lecturers



*Status: August 2025

INTERNATIONAL AFFAIRS

>215

partner universities



Bachelor in Business Administration

1

Double Degree
program

2

special programs
(IBEA & Future Leaders
Double Degree program)



Integrated
semester
abroad

Mannheim Master in Management

8

Double Degree
program

2

special programs
(Global Innovation Challenge &
European Management Track)



Integrated
semester
abroad

Incomings

500

students from
partner universities

Outgoings

600

students through exchange pro-
grams or Double Degree programs

About **10 guest professors** per year

ALUMNI

>5,100

members in MBS's own
alumni network

>100

events per year

8

Network clubs

3

communities

Foto: Rike Allendorfer



ACTION FIELDS

Foto: Xenia Münsterkötter

IMPULSES FOR TOMORROW: EDUCATION, RESEARCH, AND NETWORKING



Mannheim Business School stands for excellence in research, teaching, and talent development – and for a network that shapes the future together. As a partner, you help create innovative educational programs, promote practice-oriented research, and support the next generation of leaders on their journey.

Through close collaboration with our network of companies, institutions, and alumni, we generate research impulses that foster the dialogue between academia and business. Together, we develop solutions to current challenges and strengthen the link between academic excellence and entrepreneurial

practice. This interplay is a core part of our identity and drives the innovative strength of the Mannheim Business School.

Our goal is to provide students with the best possible conditions to grow both professionally and personally – and to successfully embark on their careers as highly sought-after graduates.

In the following, we present an overview of recent developments in **Talent Management Network**, **Thought Leadership**, and **Studying in Mannheim**.



Foto: Anna Székely

GLOBAL SUSTAINABILITY MANAGEMENT: DRIVING SUSTAINABILITY ON AN INTERNATIONAL SCALE

The **Global Sustainability Management (GSM) program** offers master's students at the Business School the opportunity to explore pressing sustainability challenges in depth, within an international and interdisciplinary setting. This two-semester program is part of the University of Mannheim's **ENGAGE.EU initiative** and is currently available to students in the Mannheim Master in Management (MMM) as well as those in cultural and economic sciences programs with a focus on philosophy and history.

Fully integrated into the regular curriculum, the program comprises 60 ECTS credits. In the first semester, participants spend a term abroad at an ENGAGE.EU partner university, gaining essential competencies in sustainable development through seminars, workshops, and project-based learning. In the second semester, students can continue their studies in Mannheim or at another partner institution, supported by hybrid course formats that enable access to classes across multiple locations.

Combining academic rigor with practical experience, the **GSM program enables students to build an international network and develop actionable insights for responsible leadership**. It offers new perspectives on sustainability – true to its guiding principle: "Changing the world starts by changing your worldview."



COMPANY DAYS 2025:
GROWING INTEREST AND FRESH IMPULSES

In March, the **Company Days @Business School** took place for the third year in a row, and once again recorded impressive growth. A total of twelve corporate partners participated in the event.

With **nearly 1,000 applications** for individual corporate events, a **new record** was set (compared to 578 the previous year). In total, **227 students joined various company sessions**, a significant increase over prior years. The program featured workshops, case studies, and networking sessions, giving participants valuable insights into corporate practice and diverse career paths. For companies, the event provided an excellent opportunity to meet our students and initiate conversations about internships and entry-level positions.

Over the past few years, the event has become a fixture in our internal event calendar and continues to strengthen the exchange between our students and our partner network.



HONORS PROGRAM:
EMBRACING RESPONSIBILITY AND
BROADENING HORIZONS

In the fall/winter semester 2024/25, the **second cohort of the Honors Program** launched under the leadership of **Prof. Oliver Spalt**, bringing together 30 highly motivated students from bachelor's and master's programs. The program's mission is clear: to nurture tomorrow's leaders from an early stage and raise awareness for responsible action in business and society.

The core theme, **Responsible Leadership**, was explored through six Honors Lectures with faculty members and deepened by hands-on encounters with executives from leading companies. Students visited **BCG in Stuttgart**, **Bank of America in Frankfurt**, **MLP in Wiesloch**, and **PERI in Weißenhorn**, where they gained valuable insights into corporate responsibility and strategic thinking.

To complement these experiences, creative workshops in painting, acting, music, and dance offered fresh perspectives on personal strengths and teamwork. In the spring semester, participants developed their own social projects in collaboration with regional organizations – turning ideas into impact.

The program concluded with a celebratory **Capstone Event at BASF**, where students presented and reflected on their projects, a fitting finale for a program that blends academic excellence with social responsibility.

In September, the third cohort kicked off with another 30 motivated students. This current fall/winter semester includes **company visits to BCG and Würth**, along with renewed creative workshops in dance and painting.



GLOBAL INNOVATION CHALLENGE 2025:
INNOVATION, EXCHANGE,
AND INSPIRATION

Led by **Prof. Marc Lerchenmueller**, the **Global Innovation Challenge (GIC)** brought together more than 30 outstanding M.Sc. and MBA students from leading business schools across Europe, Asia, Africa, and Australia. Over two intensive weeks, the program offered fresh perspectives, real-world challenges, and interdisciplinary exchange, both inside and outside the classroom.

At its core, the challenge focused on the **lifecycle of tech ventures** – from seed stage to growth – through direct collaboration with startups in fields such as **biotech, agritech, SaaS, and renewable energy**. Inspiring guest lectures from leaders in business, law, sustainability, and international development provided valuable insights.

Beyond academic content, participants enjoyed cultural experiences, including excursions to Heidelberg and a local vineyard, as well as numerous opportunities for international networking.

The program concluded with creative team presentations that showcased innovation, collaboration, and analytical thinking at its best. The GIC exemplifies a forward-looking, international approach to management education, seamlessly blending theory and practice in an inspiring way.



EXPLORING U.S. RETAIL THROUGH TRANS-
ATLANTIC COLLABORATION: UCONN
MANNHEIM CASE COMPETITION 2025

Spring 2025 marked the fourth edition of the **UConn Mannheim Case Competition**, a joint initiative between the **University of Connecticut School of Business** and **Mannheim Business School**. From February 17 to March 13, 32 bachelor's students from both institutions worked together on a real-world case study: "Aldi and the Hard-Discounters in America". The competition was conducted entirely online, enabling intensive international collaboration.

Under the academic guidance of **Prof. Narasimhan Srinivasan** (UConn) and **PD Dr. habil. Jan-Philipp Ahrens** (University of Mannheim), students analyzed strategic challenges and market dynamics in the U.S. grocery retail sector. A jury selected a winning team, along with second- and third-place teams, and all award-winning teams received a small token of appreciation.

The Case Competition provided participants with valuable insights into international markets, cross-cultural teamwork, and strategic thinking, highlighting it as a prime example of transatlantic academic exchange.





THOUGHT LEADERSHIP

MANAGEMENT ANALYTICS CENTER: ADVANCING RESEARCH, TEACHING, AND PRACTICE IN A DIGITAL WORLD

Since 2019, the **Management Analytics Center (MAC)** at the University of Mannheim has brought together the Business School's expertise in data-driven management research. Its mission: to advance innovative approaches in research, teaching, and practice while fostering interdisciplinary collaboration across the faculty.

In 2024, the center focused on expanding its research program on artificial intelligence (AI). Key studies examined the impact of generative AI on creative content production and organizational productivity. MAC also contributed to education by launching the new course **"Analytics for Digital Markets,"** which covers techniques like A/B testing, experimentation, and multi-armed bandits. This was complemented by **"AI Strategy,"** a course covering economic fundamentals, use cases, and the implications of AI for businesses and labor markets.

A highlight of the year was the **Case Competition with BCG Platinion**, where students developed and presented practical strategies for leveraging AI, demonstrating a strong connection between theory and application. MAC positions the Uni-

versity as a thought leader in modern management research and as a vital link between academic excellence and business practice. **Research Dean Prof. Hartmut Höhle and Prof. Jens Förderer lead the center.**



BCCG CONFERENCE 2025: EXPERTS DISCUSS KEY CHALLENGES IN CORPORATE GOVERNANCE

Corporate governance has never been more complex. Positioned at the intersection of academic research and business practice, the **Berlin Center of Corporate Governance (BCCG)** at Mannheim Business School functions as both a **competence hub** and a **dynamic platform for dialogue between academia and industry.**

At the BCCG Conference 2025, held at the Mannheim Palace, leading experts explored pressing questions from scientific, empirical, and top-management perspectives. Key topics included sustainability reporting, the evolving role of supervisory boards in international companies, and the future of the **German Corporate Governance Code (DCGK)**. The opening keynote was delivered by **Stephan Gemkow**, a member of the supervisory boards of Airbus, Amadeus IT Group, and Zurich Airport.

Three high-profile panel discussions followed, moderated by **Luka Mucic**, Group CFO at Vodafone and supervisory board member at Heidelberg Materials, together with BCCG's academic directors **Prof. Dr. Alexandra Niessen-Ruenzi** and **Prof. Dr. Jens Wüstemann.**

PANEL PARTICIPANTS INCLUDED:

- **René Aldach**, Group CFO Heidelberg Materials
- **Prof. Dr. Jannis Bischof**, University of Mannheim
- **Dr. Werner Brandt**, Supervisory Board Member (Chairman at RWE and Siemens), Member of the DCGK Commission
- **Prof. Dr. Dr. h.c. mult. Peter Hommelhoff**, University of Heidelberg
- **Dr. Christoph Jurecka**, Group CFO Munich Re
- **Prof. Dr. Rolf Nonnenmacher**, Supervisory Board Member, Continental
- **Dr. Nicolas Peter**, Supervisory Board Member, KION Group; Member of the DCGK Commission
- **Bernd Spalt**, Chief Risk Officer, Commerzbank
- **Prof. Dr. Axel v. Werder**, Professor Emeritus
- **Dr. Gunnar Wiedenfels**, CFO Warner Bros. Discovery, Supervisory Board Member, SAP

With more than 100 participants, the one-day event successfully fostered exchange between academia and senior executives. Attendees left Mannheim with valuable insights and plenty of opportunities for informal networking.





HIGH DEMAND FOR BACHELOR'S AND MASTER'S PROGRAMS

The Business School continues to attract exceptional interest from prospective students at both the bachelor's and master's levels.

Applications for the **Bachelor in Business Administration** reached an all-time high, underscoring the strong reputation and appeal of Mannheim Business School. The program remains highly competitive, with demand far exceeding available places and confirming its position as one of the most sought-after options for ambitious undergraduates.

The **Mannheim Master in Management (MMM)** also continues to enjoy strong popularity. Interest in the program has grown steadily, reflecting its unique combination of academic rigor, practical relevance, and international orientation.

These trends highlight a clear message: Mannheim Business School stands out for its academic excellence, close ties to practice, and international perspective, positioning it as the top choice for talented students aiming to shape the future of business.



DIRECTORS' FORUM AT MANNHEIM BUSINESS SCHOOL: CONTINUING A SUCCESS STORY

The **Directors' Forum Germany** once again marked the continuation of a successful collaboration between Spencer Stuart and Mannheim Business School. A select group of newly appointed and prospective supervisory board members gathered at the Study & Conference Center to explore in depth the responsibilities and challenges of board service.

Moderated by **Prof. Jens Wüstemann** and **Ralf Landmann** (Spencer Stuart Germany), participants engaged in a multi-stage role play based on a fictional corporation. Through realistic sessions, including audit and nomination committees, they examined key success factors, common pitfalls, and essential soft skills.

Experienced leaders such as **Prof. Rüdiger Grube**, **Andreas Renschler**, **Annette Walter**, **Martina Buchhauser**, and **Alexandra Schädler** enriched the program with their insights. The forum was supported by renowned partners, including **BCG**, **Citigroup**, **Linklaters**, and **WP Hayn**.

The Directors' Forum stands for outstanding preparation for demanding board mandates and for building a strong network at the intersection of business, governance, and academia.



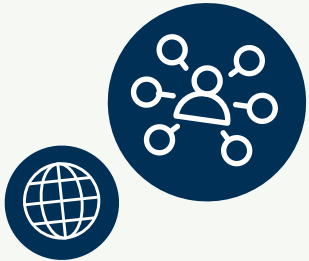


MBS SUMMER SCHOOL 2025:
GLOBAL PERSPECTIVES AND CONNECTIONS

From late June to mid-July, **Mannheim Business School** hosted its **Summer School**, an intensive three-week program that brought together participants from across the globe. Through three focused modules, international students explored current economic challenges and forward-looking topics.

The first module examined **the use of artificial intelligence in business practice**, followed by a deep dive into **corporate sustainability** strategy from a German perspective. The third module centered on **entrepreneurship and innovation**. Academic content was complemented by company visits to leading firms such as **BASF, Roche Diagnostics, Hornbach, and Renolit**, as well as to startups at the **MAFINEX Technology Center**.

Cultural highlights, including a wine tasting in Schriesheim, a boat trip on the Neckar, and a visit to Schwetzingen Palace Gardens, rounded out the experience, fostering intercultural exchange and lasting connections.



DOUBLE DEGREE: A STRONG
FOUNDATION FOR GLOBAL CAREERS

The **Mannheim Master in Management (MMM)** offers students the opportunity to earn a **double degree** by completing part of their studies at the University of Mannheim and part at one of eight prestigious partner universities worldwide. Graduates receive two degrees: the M.Sc. in Management in Mannheim and an additional international master's degree – an outstanding advantage for global career paths.

This year's graduation celebration brought together Mannheim students and peers from leading institutions such as **Bocconi University**, the **Norwegian School of Economics (NHH)**, **Copenhagen Business School (CBS)**, and **LUISS University**, highlighting the program's strong international network.

The Double Degree Program embodies academic excellence, global connectivity, and intercultural experience, the core values of Mannheim Business School.



SUSTAINABLE IMPACT CONTEST:
TURNING CLIMATE ACTION INTO PLAY

The **Sustainable Impact Contest** once again honored student projects that champion creative approaches to sustainability. This year's winner was **Greenscape**, developed by the student initiative **Enactus Mannheim e.V.**

Greenscape aims to close the **"intention-action gap"** in climate protection – the disconnect between wanting to act and actually doing so. The solution: a **mobile game** that uses **environmental storytelling** to raise awareness and motivate real-world participation in sustainability initiatives. Players restore virtual islands and earn exclusive in-game rewards by joining local events such as greening projects, creating a direct link between digital engagement and tangible impact.

The contest prize will support marketing efforts for the planned 2026 launch, helping expand reach, attract new contributors, and scale the project's societal impact. Greenscape demonstrates how digital innovation and social responsibility can work hand in hand, a powerful example of entrepreneurial thinking and sustainable urban development.





IBEA PROGRAM: GLOBAL LEARNING THAT BUILDS LASTING CONNECTIONS

Since 2017, the **International Business Education Alliance (IBEA) program** has offered bachelor's students in business administration a unique opportunity to complete their studies across four continents. The program not only promotes academic and professional development but also fosters intercultural skills and lifelong friendships.

In the spring/summer semester of 2025, all eight Mannheim students from **Cohort 7** successfully completed their studies. The ten students in **Cohort 8** are currently at their final destination at FGV EBAPE in Rio de Janeiro and will graduate in Mannheim next year. **Cohort 9** is currently studying at the University of South Carolina (USC) in the United States and will move on to ESSEC in Singapore in spring 2026 before heading to Rio. The ten Mannheim students of the newly selected **Cohort 10** will begin their IBEA adventure in the spring/summer semester of 2026 in Mannheim.

Our partner universities, **USC in Columbia**, **ESSEC onW the Singapore campus**, and **FGV EBAPE in Rio de Janeiro**, together with Mannheim, provide an intensive two-year study experience. The IBEA program is a real career booster thanks to close collaboration in multicultural teams, living across different countries, and developing a global network. The strong bonds among IBEA alumni extend far beyond graduation and have a lasting impact on their professional lives.



FOR MORE INFORMATION ABOUT IBEA, SCAN [HERE](#).



5 YEARS FUTURE LEADERS: GLOBAL STAGE FOR MANNHEIM STUDENTS

The **Future Leaders Program** offers selected bachelor's students in business administration the opportunity to complete their studies with a double degree: the first half in **Mannheim** and the second at the **Guanghua School of Management at Peking University**, together with peers from 15 renowned business schools worldwide. In the end, participants earn two degrees: the B.Sc. in Business Administration from Mannheim and the Bachelor of Management from PKU.

This year, the program celebrated its **fifth anniversary**, while the **Guanghua School of Management marked its 40th year**. To honor this occasion, our Business School participated in the Global Deans Forum at Peking University. Representatives from 16 international partner schools gathered under the theme "A New Era of Business Education: Vision • Innovation • Impact" to discuss the future of management education. A highlight was the joint signing of the **Consensus on the Future of Business Education**, which sets out four key principles for responsible, innovative, and globally oriented teaching.



EMPOWERING EMPLOYEES WITH OPEN CERTIFICATE COURSES

In times of constant change, well-trained employees are a decisive factor for your company's success. With the **Open Courses** offered by **Mannheim Business School** (ranked 52nd globally in the FT Executive Education Open 2025 Ranking), you invest strategically in leadership, general management, analytics, and artificial intelligence – delivered in a concise, practice-oriented, academically sound, and ready to be applied immediately.

Whether for emerging leaders, experienced managers, or C-level executives, our programs support careers at every stage of the leadership journey. In addition, they strengthen your organization by delivering innovative content on analytics and AI, transforming data into business success.

Turn professional development into a competitive advantage and secure access to programs that inspire people and drive organizations forward.



MORE ABOUT THE OPEN COURSES, CAN BE FOUND [HERE](#).



YOUR BENEFITS:

- Strategic development for professionals and leaders at all levels
- Immediately applicable knowledge for everyday work
- Fresh ideas and new perspectives through exchange with participants from diverse industries
- Flexible, compact, and modular learning formats – ideal even for individual enrollments.

LIVING SOCIAL RESPONSIBILITY:
MANNHEIM EXECUTIVE MBA COHORT
SUPPORTS CHILDREN WITH DISABILITIES

As part of their **Social Class Project**, the **Mannheim Executive MBA Cohort 25 (MEMBA)** partnered with **Johannes-Diakonie Mosbach**, an organization dedicated to **supporting people with severe and multiple disabilities**. The project focused on a specialized care facility in St. Leon-Rot that provides residential care for children and adolescents aged 6 to 18.

The goal was to create an inclusive and nurturing environment for the young residents. Working closely with the institution, the team implemented measures to improve the quality of life, both indoors and outdoors. This included redesigning interior spaces with vibrant colors and installing new playground and garden facilities.

A key element of the project was raising public awareness. Through an interview with the facility’s director, the team created an **authentic storytelling** piece that became the **center-piece of a social media awareness campaign**. With around 50 LinkedIn posts and printed flyers, the initiative not only generated attention but also achieved an impressive fundraising result: more than **€20,000** collected so far, and still counting.

This project is a powerful example of how entrepreneurial thinking and social commitment can go hand in hand. MEMBA 25 has not only made a lasting contribution to inclusion but also set a strong example of living social responsibility.



MEETINGS
HOMECOMING @MBS:
SPOTLIGHT ON TRANSFORMATION

At this year’s **Homecoming event**, Mannheim Business School welcomed alumni from various programs back to campus for inspiring conversations, fresh perspectives, and that unmistakable Mannheim spirit.

Under the theme “**Leading Transformation**”, alumni shared how they are driving change within their organizations. **Thomas Saueressig**, Executive Board Member at SAP SE and Executive MBA alumnus, kicked things off with insights into digital transformation, emphasizing that success depends not only on technology but also on culture, mindset, and courageous leadership.

Additional highlights included **Rohit Yadav** discussing investment strategies, **Rukayyat Kolawole** addressing the gender investment gap, and the founders of the new MBS Business Angels Club, **Saribek Karapetyan** and **Benito Campos**. A visit to a vineyard in Neustadt was the perfect way to end the day.

Saturday shifted the focus to family businesses: **Na Li** (Jaguar Land Rover) spoke about Jaguar’s the global brand transformation, while **Silvia Fischer** (MVV) and **Han Rui** (Siemens Energy) addressed the challenges of the energy transition.

A weekend full of energy, exchange, and true Mannheim-for-Life connection.



KEY FACTS ABOUT THE GAP YEAR PROGRAM

- **Program Structure:**
3 x 4-month internships
(Sept 1–Dec 31 / Jan 1–Apr 30 / May 1–Aug 31)
- **Possible Areas of Work:**
Internships in Accounting & Taxation, Operations Management, Finance & Controlling, Marketing, Management, Information Systems, and Corporate Communications.
- **Accompanying Program:**
Professional and personal development program offered by the University of Mannheim.
- **Participants:**
Bachelor graduates with excellent academic records and retained student status.
- **Benefits for Corporate Partners:**
 - Increased visibility within the University of Mannheim and among students
 - Early engagement with highly qualified talent with strong growth potential
 - Building sustainable relationships
 - Direct access to a broad talent pool through central contacts.

THE MANNHEIM GAP YEAR:
BRIDGING THE GAP BETWEEN
STUDIES AND PRACTICE

Since 2019, the **Mannheim Gap Year** has offered outstanding business graduates the opportunity to make the most of the transition between their bachelor’s and master’s degrees. Through three individually selected internships, each lasting four months, participants gain valuable hands-on experience across different industries and organizational structures – an offering that is unique in the region and a hallmark of the University of Mannheim.

They deepen their theoretical knowledge, discover personal strengths, and refine their career interests, right after completing their rigorous academic program in Mannheim. At the same time, corporate partners build sustainable relationships with highly qualified young talent and strengthen their visibility on campus.

Around **50 renowned companies** support the program with exclusive internship opportunities, playing a key role in its success. In 2025, the Gap Year will enter its seventh round.

FESTIVE FAREWELL AT THE PALACE:
BUSINESS SCHOOL GRADUATION
CEREMONIES 2025

In July, around **650 Bachelor's and Master's graduates** celebrated their graduation at Mannheim Palace, surrounded by family, friends, and mentors.

The festivities began with the **bachelor's ceremony** in the Ehrenhof, where **Dean Joachim Lutz** welcomed the graduates. In her keynote address, **Christine Steger**, CEO of Mann & Schröder, encouraged them to seize opportunities boldly, even without complete certainty.

During the **Mannheim Master in Management (MMM) graduation**, alumnus **Robert Bach**, CEO of the start-up incubator BEAM, spoke about self-reflection, curiosity, and the courage to ask ambitious questions. The **ceremony for the business education programs** also offered inspiring insights: **Malte Westers** (CTO at SAP) shared personal experiences from his career journey.

The evening **"BWL Homecoming Schneckenhof"** rounded off the celebrations, bringing together current graduates and alumni. Part of the proceeds from the wine sales supported **Greenscape**, a student initiative by Enactus. More on page 21.



EXCELLENCE AND DIVERSITY AS GUIDING
PRINCIPLES: MANNHEIM BUSINESS
SCHOOL GRADUATION CEREMONY

"Mannheim Business School is an institution that brings together bright minds from countless cultural and professional backgrounds. This event is the best proof of that." With these words, **Prof. Jens Wüstemann**, the former President of MBS, captured the essence of the 2024 Graduation Ceremony.

More than **280 graduates** from **nine MBS programs** celebrated their achievements alongside roughly **700 guests** at the Mannheim Rosengarten. The formal ceremony and the after-party in the historic palace catacombs marked the festive conclusion of an intense and transformative chapter.

The keynote address was delivered by **René Aldach**, Group CFO of Heidelberg Materials and a long-standing supporter of Mannheim Business School. He spoke about leadership in times of change and offered valuable insights for the graduates' future careers. A special highlight was the presentation of the **MBS Teaching Award to Prof. Monika Schumacher** (Justus Liebig University Giessen), Mannheim alumna and adjunct faculty member, in recognition of her outstanding teaching and consistently excellent evaluations.

The 2024 Graduation Ceremony was not only a celebratory finale but also a strong statement of the diversity, quality, and sense of community that define Mannheim Business School.



MANNHEIM ATHLETES SHINE
ON THE OLYMPIC STAGE

Once again last year, students and alumni of the Business School demonstrated how academic excellence and top athletic performance can go hand in hand. No fewer than **five athletes** competed at the **2024 Olympic Games**, supported by the university's athletic scholarship program.

Sonja Zimmermann, currently enrolled in the Culture and Business program, finished sixth with the German national hockey team and also became German indoor hockey champion. **Nike Lorenz**, an alumna of the same program (class of 2020), also placed sixth as part of the German hockey squad. **Teo Hinrichs** (Business Administration bachelor's degree, 2023) crowned his participation with a silver medal in field hockey.

In track cycling, **Tobias Buck-Gramcko**, a student in the Mannheim Master in Management program, achieved a strong ninth place. **Benedict Eggeling** (Business Administration bachelor's degree, 2021) narrowly missed the podium in rowing, finishing fourth.

These achievements underscore the versatility and strength of Mannheim Business School – not only in lecture halls and boardrooms but also on the international sporting stage.



Status: September 2025, all information without guarantee



TURNING TALENT INTO IMPACT.