



Foto: Sarah Hähne

# ANNUAL REVIEW 2023/2024

OF MANNHEIM BUSINESS SCHOOL





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Foto: Anna Logue

# HIGHLIGHTS



## SHAPING THE FUTURE: MBA EFMD CONFERENCE 2024 IN MANNHEIM

The **2024 MBA EFMD Conference** was held in Mannheim in March. The event brought together **MBA directors and business schools from around the globe** to discuss key issues facing the MBA sector, including the digital transformation, the future of MBA business models and the expectations of Generation Z. The program included interactive sessions and discussions on future challenges and opportunities. Further details can be found on page 17.



Foto: Alexander Münch



Foto: Thomas Schickel

## QS RANKINGS: UNIVERSITY OF MANNHEIM ONCE AGAIN A LEADER IN BUSINESS

The **QS ranking** assesses the performance of over 1,500 universities worldwide based on a range of criteria, including research reputation, international collaboration, publications, citations, and the reputation of graduates among employers. In the 'QS World University Rankings by Subject 2024', the University of Mannheim is ranked 136th worldwide in 'Social Sciences and Management'. **In Germany, it is the top-rated university in 'Accounting and Finance' and second in 'Business and Management Studies' and 'Economics and Econometrics'. This makes it the leading German university in ebusiness.**



Foto: Rike Allendorfer



## RECORD-BREAKING NUMBERS FOR THE MANNHEIM MASTER IN MANAGEMENT 2024

For the **fall/winter semester 2024**, the **Mannheim Master in Management** once again achieved record numbers of applicants and enrollments. The outstanding numbers underline the program's **excellent reputation and continued attractiveness**.



## NEW OPEN COURSES: EFFICIENT EXECUTIVE EDUCATION AT MANNHEIM BUSINESS SCHOOL

**Mannheim Business School expands its executive education program with new open courses tailored to the needs of (young) professionals.** These courses promote continuous learning and the development of personality and leadership style. They efficiently and practically convey the most important skills to ensure future success and apply them directly in the workplace. Read more on page 11.



Foto: Oana Szekely



Foto: Mannheim Business School

## MANNHEIM: GERMANY'S LEADING UNIVERSITY FOR CERTIFIED PUBLIC ACCOUNTANT TRAINING

A ranking by **Manager Magazine** confirms **Mannheim as the leading university for certified public accountant training**. With many years of experience and strong industry contacts, the university offers two options: the Mannheim Master in Management or the Part-Time Master of Accounting & Taxation. Further details can be found on page 21.





Foto: Felix Zeiffer

# ACCREDITATIONS AND RANKINGS

## EXCELLENCE IN RESEARCH AND PRACTICE

The Mannheim Business School stands out with its **exceptional combination of research excellence, international focus, and practice-oriented education**. As Germany's leading institution in the field, it enjoys a strong international reputation, bolstered by prominent rankings

Noteworthy is its seamless integration of theory and practice, alongside a comprehensive range of business programs across all academic levels. The Mannheim Business School attracts top-tier students, shaping them into highly sought-after graduates valued by employers worldwide. With its strong research orientation, extensive international partnerships, and location in one of Europe's most economically vibrant regions, Mannheim Business School surpasses many competitors.

Its international recognition is further cemented by world-class research, prestigious corporate collaborations, and its **"Triple Crown"** accreditation. The following rankings provide additional confirmation of this outstanding performance.



Foto: André Cögel

## INTERNATIONAL RANKINGS

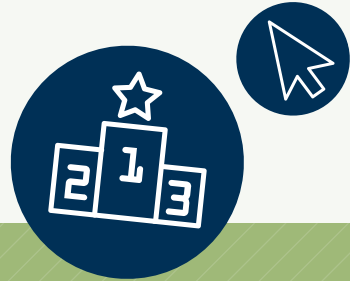
#1 2023 BLOOMBERG BUSINESSWEEK GLOBAL MBA RANKING in Germany	#1 2024 QS EXECUTIVE MBA RANKING in Germany
#8 2024 QS EXECUTIVE MBA worldwide	#1 2023 FINANCIAL TIMES EXECUTIVE MBA in Germany
	#15 2023 FINANCIAL TIMES EXECUTIVE MBA worldwide
#2 2024 FINANCIAL TIMES GLOBAL MBA RANKING in Germany	#73 2024 FINANCIAL TIMES GLOBAL MBA RANKING worldwide
	#29 2024 FINANCIAL TIMES MASTERS IN MANAGEMENT RANKING worldwide
#37 2024 FINANCIAL TIMES EXECUTIVE EDUCATION CUSTOMIZED PROGRAMS worldwide	#17 2023 FINANCIAL TIMES EUROPEAN BUSINESS SCHOOLS RANKING in Europe
	#2 2024 TIMES HIGHER EDUCATION SUBJECT RANKING „BUSINESS & ECONOMICS“ in Germany
#2 2024 QS WORLD UNIVERSITY RANKING BY SUBJECT in Germany	

## NATIONAL RANKINGS

#6 2024 WIRTSCHAFTSWOCHEN UNI-RANKING in Germany	TOP 2023 CHE SUBJECT RANKING BUSINESS Among the best in Germany
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# RESEARCH AND SELECTED HONORS



## IN THE MEDIA

In recent months, members of our faculty and their research have been featured in various national and international media outlets. Many of these articles can be found on our website at <https://www.bwl.uni-mannheim.de/blog/>. Here are some highlights:

- **Forbes** published an article on **Dean Joachim Lutz** and his **vision for Mannheim Business Administration**, discussing special faculty programs and Mannheim as a hub of innovation.
- **Prof. Dr. Carmela Aprea** shared insights in an **Authority Magazine** interview on five essential steps to improve financial literacy.
- **Prof. Dr. Cornelia Schön** explained the causes of price surcharges and best practices for price communication in an article for **WirtschaftsWoche**.
- **Prof. Dr. Alexandra Niessen-Ruenzi** was cited by outlets like **FAZ**, **ZEIT**, and **Mannheimer Morgen** on topics such as "Women in Finance" and the "Gender Gap."
- **Prof. Dr. Christoph Spengel** was quoted in **ZEIT**, **Frankfurter Rundschau**, and other esteemed media on the investigation of Cum-Cum deals.
- **Prof. Dr. Florian Stahl** explored in **WirtschaftsWoche** how corporate and brand identities are increasingly intertwined with politics.



## NEW JUNIOR PROFESSORS

Our faculty continues to grow, enriched by new professors who bring fresh perspectives to the teaching and research of the Business School at the University of Mannheim. This year, we are pleased to welcome two junior professors whose expertise and innovative approaches will further advance our faculty:

- **Prof. Dr. Eunji Lee**, Junior Professor of Supply Chain Management
- **Prof. Dr. Max Reinwald**, Junior Professor of Management



## PROF. DR. GUNTHER GLENK HONORED AS 'INFLUENTIAL LEADER 2024'

**Prof. Dr. Gunther Glenk** has been honored as an **"Influential Leader 2024"** by AACSB International. This award recognizes alumni and faculty members of AACSB-accredited business schools who have made a positive impact on business and society through their work. This year, 22 laureates received the award.

As **Assistant Professor of Sustainable Business Education at the University of Mannheim and Climate Fellow at the Harvard Business School**, Prof. Glenk is investigating the **challenges and opportunities of a sustainable economy**. His research has been published in leading journals.

**AACSB President Lily Bi emphasized:** 'Gunther Glenk's work demonstrates the potential of business schools to address global challenges and effect real change. The knowledge that Prof. Glenk produces will help to better understand the world and effect real change.'

For nine years, the Influential Leaders program has been highlighting the positive influence of business schools. The award winners represent forward-looking research in areas such as AI, healthcare, sustainability, finance and entrepreneurship.



## FUNDING

Research projects and initiatives at our Business School are gaining recognition and are frequently awarded funding. Here are some examples from 2024:

- The research campus **"Mannheim Molecular Intervention Environment" (M<sup>2</sup>OLIE)**, led by the University of Mannheim and headed by **Prof. Dr. Armin Heinzl**, has been granted a third funding phase.
- **Juniorprofessor Martin Glanzer, Ph.D.**, has been selected for the competitive postdoctoral program of the **Daimler and Benz Foundation**. He will receive 40,000 € for his research on sustainable water management. In late 2023, Prof. Glanzer also received a 12,500 € grant from the **Joachim Herz Foundation** for a related project.
- **Prof. Dr. Carmela Aprea's** chair receives support from **InnoMA** for the project **"DigiDisKursS"**. It is one of seven projects receiving a total of 1.1 € million in funding.





### WORLD-CLASS RESEARCH

The research conducted at our Business School is internationally recognized in prestigious academic journals. Notable achievements in 2023 and 2024 include:

- **35 articles** published in the top 50 journals categorized under the **Financial Times 50 (FT50)**
- **28 articles** featured in the **University of Texas at Dallas Ranking (UTD 24)**

### EXAMPLES OF PUBLICATIONS:

- The paper **"Expectation Formation under Uninformative Signals"** by **Prof. Dr. Dr. h. c. Martin Weber** and **Dr. Pascal Kieren** was published in **Management Science**. The research explores how individuals process non-diagnostic information, offering new insights into why people form and maintain false beliefs in environments where new information is easily accessible but costly to verify, such as in online media.
- The article **"The Long-Lasting Effects of Experiencing Communism on Attitudes towards Financial Markets"** by **Prof. Dr. Alexandra Niessen-Ruenzi**, **Prof. Dr. Christine Laudenbach**, and **Prof. Dr. mult. Dr. h.c. Ulrike Malmendier** was accepted by the **Journal of Finance**. The authors demonstrate that exposure to an anti-capitalist ideology can have a lasting impact on attitudes towards financial markets and stock market participation.
- The paper **"Buying Future Endorsements from Prospective Influencers on User-Generated Content Platforms"** by **Prof. Andreas Lanz**, **Prof. Jacob Goldenberg**, and **Prof. Florian Stahl** was published in **Marketing Research**. The study uses data-driven simulations to demonstrate the value of targeting potential influencers on user-generated content platforms.
- The article **"Occupational Licensing and Minority Participation in Professional Labor Markets"** by **Prof. Felix W. Vetter, Ph.D.**, **Andrew G. Sutherland**, and **Matthias Uckert** was published in the **Journal of Accounting Research**. The paper examines the impact of the "150-hour rule," which raised the education requirements for CPAs by adding an extra year of study.



### AWARDS

The dedication of our faculty members is recognized both nationally and internationally through awards and honors. Below are some recent examples of awards received by members of Mannheim Business School:

- **Prof. Dr. Jens Wüstemann** received the **Teaching Award by the Business Administration student association for the Fall-Winter semester of 2023**. "His enthusiasm is evident in his teaching, and especially the passion with which he conveys the content is contagious," said Aleksandra Apostolova, Head of Teaching and Dialogue at the student association.
- **Prof. Felix Vetter, Ph.D** received the **Teaching Award for the Spring semester of 2024** from the Business Administration student association. The award recognizes his enthusiasm, motivating teaching style and practical examples.
- In line with the implementation of the **European Charter for Equality between Women and Men at Local and Regional Levels**, the Equality Officer of the City of Mannheim and the Department for Economic and Structural Development awarded the **Julie Bassermann Prize** to young researchers. **Dr. Leo Schmalenbach**, from the Chair of Organization and Innovation, was recognized for his dissertation **"Gender Differences in Innovation and Competitive Settings."** **Laura Scheerer**, from the Chair of Business Education, was honored for her innovative master's thesis **"Resilience-Relevant Challenges, Resources, and Coping Strategies for Women in Leadership: An Interview Study."**
- The **Schmalenbach Prize 2023**, endowed with 10,000 €, was awarded to **Dr. Qi Gao Fritz** for her dissertation **"From Disclosure to Transparency: Essays on Firms' Voluntary Disclosure in a Transforming Environment."** The dissertation combines practical relevance with scientific rigor.
- **Prof. Dr. Dirk Ifenthaler** received an honorary doctorate from the **University of Eastern Finland** for his research in the field of educational technology and learning analytics.



### RETHINKING FINANCIAL EDUCATION: THE "METAFIN" PROJECT

The "MetaFin" project marks the beginning of a five-year research initiative led by the **Mannheim Institute for Financial Education (MIFE)** and the **Institute for Economic Education** at the University of Oldenburg. The project aims to sustainably improve financial literacy in Germany, with a focus on connecting research projects, conducting accompanying research, and facilitating knowledge transfer. The goal is to translate national and international research findings into practical applications, providing a solid foundation for financial education in Germany.

The formal handover of the funding approval, exceeding two million euros, took place in the Senate Hall of the University of Mannheim, with **Parliamentary State Secretary Dr. Jens Brandenburg** presiding. The project is coordinated by a team consisting of **Prof. Dr. Carmela Aprea** (University of Mannheim), **Prof. Dr. Tabea Bucher-Koenen** (ZEW and University of Mannheim), and **Prof. Dr. Dirk Loerwald** (University of Oldenburg).

### MANNHEIM TAXATION: A DECADE OF EXCELLENCE IN TAX RESEARCH

Since 2013, **MannheimTaxation** has fostered collaboration in tax research. The Leibniz ScienceCampus, initiated by ZEW Mannheim and the **University of Mannheim**, has been further supported by the **Leibniz Association** for an additional four years. Through regular conferences and workshops hosted in Mannheim, the research network facilitates intensive knowledge exchange at both national and international levels.

During the anniversary celebration, Finance Minister **Dr. Danyal Bayaz** highlighted the growing importance of MannheimTaxation in the current fiscal policy landscape. **ZEW President Prof. Achim Wambach, Ph.D.** and **University Rector Prof. Dr. Thomas Puhl** also emphasized the close cooperation and international impact of the project. Over the past decade, Mannheim Taxation has established itself as a leading center for tax research, making valuable contributions to scientific analysis and policy advising.



### DR. MAXIMILIAN BEICHERT JOINS THE BOCCONI UNIVERSITY

Starting September 2024, **Dr. Maximilian Beichert** will be joining the prestigious **Bocconi University in Milan** as an **Assistant Professor of Marketing**. From 2018 to 2023, Dr. Beichert was a doctoral candidate at the Chair of Quantitative Marketing and Consumer Analytics at the University of Mannheim. Since September 2023, he has also been serving as a Postdoctoral Research Fellow at HEC Paris.

In his research projects, which utilize multi-method approaches, Dr. Beichert explores social influence in user-generated content networks. Specifically, he investigates sales-oriented influencer marketing and its societal impacts. For his excellent dissertation, he was **recently nominated as one of the three finalists for the EMAC Enginius Best Doctoral Dissertation Award**.



# DATA & FACTS

## STUDENTS

 **4,100**  
students\*  
(Mannheim Business School, excluding Ph.D.)

### Bachelor's program in Business Administration

**33 %**  
female students

**10 %**  
with international background

### Mannheim Master in Management

**48 %**  
female students

**26 %**  
with international background

### MBA & EMBA programs

**800**  
participants

**71**  
nations

\*Status: August 2024

## MASTER'S GRADUATES (MMM)

**99 %**  
in employment 3 months after graduation

**111,000**  
USD annual salary (3 years after graduation)  
Source: FT Masters in Management Ranking 2024

## FT-MBA GRADUATES CLASS OF 2023\*

**93 %**  
employed 3 months after graduation

**107,900**  
USD annual salary on average after MBA graduation

Employers are primarily from the following industries:  
**Healthcare and Energy**

**85 %**  
work in Germany after graduation  
(before MBA 78% of the class do not work in Germany)

\*Source: MBA Employment Report 2024 of Mannheim Business School

## ACADEMICS

**37**  
professors

**38**  
junior professors, post-doctoral researches

**77**  
adjunct & honorary professors

**140**  
research assistants and lecturers



## INTERNATIONAL AFFAIRS

**>215**  
partner universities

### Bachelor in Business Administration

**1**  
Double Degree program

**2**  
special programs (IBEA & Future Leaders Double Degree Programm)

 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 programs or Double Degree programs

About **10 guest professors** per year

## ALUMNI

**>4,700**  
members in MBS's own alumni network

**8**  
Network clubs (more info [here](#))

**>100**  
events per year

**3**  
communities

# EXECUTIVE EDUCATION AT MANNHEIM BUSINESS SCHOOL

## LEADERSHIP CERTIFICATE COURSES

### Leaders of Tomorrow Certificate

- **Program Structure**  
On-site module, German run (9 - 11 April), English run (20 - 22 May)
- **Duration**  
Three days
- **Fee**  
3,500 € (2,900 € if registered by 23 February for the German run and by 6 April for the English run)
- **Requirements**  
At least 3 years of work experience; good English language skills for English run



### Next Level Leadership Certificate

- **Program Structure**  
Online kickoff, three two-day on-site modules (8 September - 13 November)
- **Duration**  
Six days
- **Fee**  
7,500 € (6,900 € if registered by 18 July)
- **Requirements**  
At least 3 years of leadership experience; currently in a leadership position; good English language skills

### Executive Leadership Accelerator

- **Program Structure**  
Online kick-off, 2 two-day on-site modules (9 September - 25 October)
- **Duration**  
Four days
- **Fee**  
6,500 € (5,900 € if registered by July 20)
- **Requirements**  
At least 7 years of leadership or significant project lead experience; currently in a leadership position; good English language skills



Topics and dates are subject to change.

## SPECIALIZED CERTIFICATE COURSES

### AI Business Impact and Leadership Transformation Week

- **Program Structure**  
On-site module (24 - 28 February)
- **Duration**  
Five days
- **Fee**  
4,900 € + VAT
- **Requirements**  
At least 5 years of work experience; good English language skills

### Negotiation: Sales Meets Procurement

- **Program Structure**  
Online kick-off, on-site module (31 January - 13 February)
- **Duration**  
Three days
- **Fee**  
3,500 € + VAT
- **Requirements**  
Position in sales & procurement; good English language skills



### Advanced Procurement Certificate

- **Program Structure**  
Online kick-off, on-site module (14 March - 3 April)
- **Duration**  
Three days
- **Fee**  
2,900 € + VAT (2,400 € if registered by 26 January)
- **Requirements**  
Experience in procurement, operations, logistics, marketing, supply chain, or new product development; good English language skills

Topics and dates are subject to change.





Foto: Felix Zeiffer

# PLACEMENTS

## PLACEMENTS IN INDUSTRY



Foto: Karin Glueckler



**STEFANIE BIRKLE**

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



HR Specialist and Consultant  
for Organizational Development at  
BAUHAUS AG

Foto: Privat



**PRATIBHA SAINI GUPTA**

Area Operations Management; Chair  
of Service Operations Management,  
Prof. Dr. Cornelia Schön



Multichannel Network Specialist,  
IKEA Deutschland GmbH & Co. KG

Foto: Privat



**LAURA OBERLE**

Area Operations Management; Chair  
of Service Operations Management,  
Prof. Dr. Cornelia Schön



Senior Associate Strategy & Transformation,  
PWC Switzerland

# ACADEMIC PLACEMENTS



Foto: Privat



**SVENJA BÖHN**

Area Economic and Business  
Education; Prof. Dr. Viola Deutscher



Digital testing / PePP employee,  
Teaching and Learning Center

Foto: Privat



**MARC KOWALZICK**

Area Management;  
Chair of SME Research  
und Entrepreneurship,  
Pro. Dr. Michael Woywode



Assistant Professor,  
Rotterdam School of Management,  
Erasmus University

Foto: Privat



**FLORIAN PETHIG**

Area Information Systems;  
Chair of Enterprise Systems,  
Prof. Dr. Hartmut Höhle



Assistant Professor, Tilburg University

Foto: Privat



**ALEXANDER PINZ**

Area Management;  
Chair of Business Administration,  
Public & Nonprofit Management,  
Prof. Dr. Bernd Helmig



Professor of Social Management and  
Organizational Sociology at the Faculty of  
Social Work, Mannheim University of  
Applied Sciences (Hochschule Mannheim)



Foto: Alexander Grüber





# ACTION FIELDS

Foto: Felix Zeilinger

## SHAPING THE FUTURE TOGETHER: THE MANNHEIM NETWORK

As a partner of the Mannheim Business School, you have the opportunity to actively shape the future of our business school and share your expectations for the education of the next generation of professionals directly with us. Together with our strong network of corporate partners, we work to identify practice-relevant research questions and develop solutions that further strengthen the connection between science and business. At the same time, we provide our students with the

best opportunities to become the most sought-after graduates and to succeed in their careers.

In the following, we will show you the latest developments in the areas of **talent management network**, **thought leadership** and **studying in Mannheim**.



## TALENT MANAGEMENT NETWORK

Foto: Orna Szekely

### HONORS PROGRAM: DEVELOPING AND CONNECTING TOMORROW'S LEADERS

The **Honors Program** supports outstanding students of **Business Administration** with the goal of **developing tomorrow's leaders and creating the foundations for responsible action**. The program commenced in the fall/winter semester of 2023/24 and will run for a period of two semesters..

The program encompasses a range of artistic disciplines and themes that are closely interwoven with economic realities through the lens of company visits. In addition to the Honors Lectures, the inaugural cohort participated in workshops in painting, acting and art, as well as a music workshop in collaboration with the Heidelberger Frühling Festival. The company visits, which took place over two semesters, enabled students to gain insights from leading companies in various sectors. These included **BCG** in Stuttgart, **MLP** in Wiesloch, Phoenix in Mannheim and **LVMH** in Düsseldorf. During each visit, students engaged with top leaders and discussed key topics such as **responsible leadership**, which is a **core focus of the program**. In the second semester, a social project was initiated, where students collaborated in teams to conceptualise and implement the social project in partnership with local institutions.

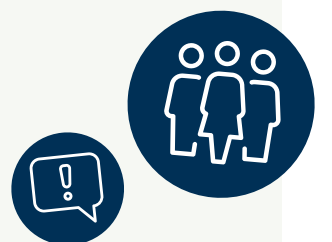
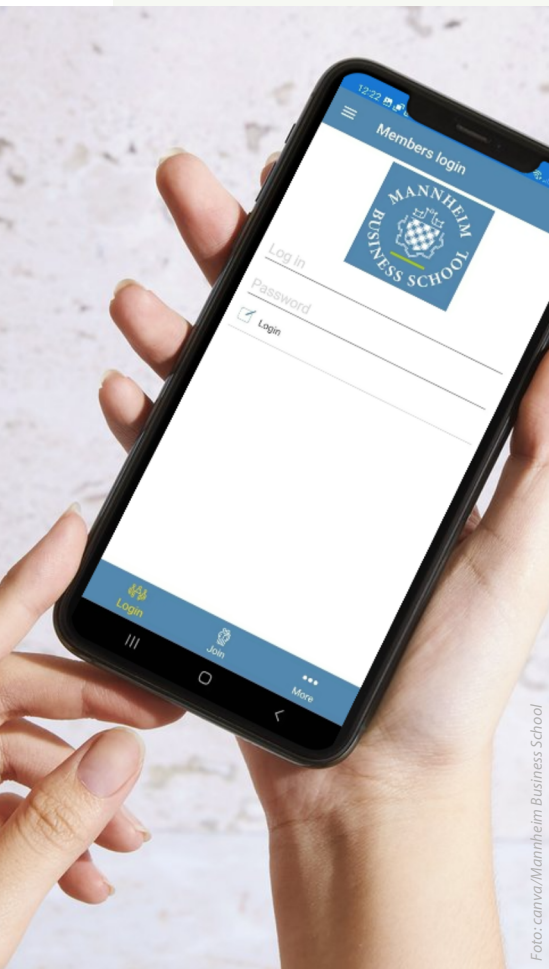


Foto: Business School





### MANNHEIMER FOR LIFE DIRECTORY: CONNECT, EXCHANGE, GROW

The **Mannheim For Life Directory** is the go-to platform for students, alumni and (former) employees of the Business School and the Mannheim Business School. With almost **1,500 members**, the platform offers the opportunity to network with other Mannheim residents. Since this year, the directory is also available as an app with many new features. Users can join regional chapter groups, network clubs, social clubs and diversity groups, exchange ideas via integrated group chats and stay informed about upcoming events in the network. Find out more at [mannheim-business-school-directory.com](http://mannheim-business-school-directory.com).



MANNHEIMER  
FOR LIFE  
DIRECTORY APP  
(FOR ANDROID)



MANNHEIMER  
FOR LIFE  
DIRECTORY APP  
(FOR iOS)



### COMPANY DAYS 2024: BUILDING ON THE SUCCESS OF THE NEW EVENT FORMAT

The **Company Days @Business School**, held in spring 2024, proved a further success. Over four days, **12 corporate partners** of the Mannheim Business School took part, offering students a series of engaging business events with exciting topics. The Company Days provided a valuable opportunity for potential employers and our young professionals to **network, explore career paths and hold forward-looking discussions**. We look forward to continuing this great success next year.



Foto: Melany Vogel

### EFMD CONFERENCE 2024 IN MANNHEIM

The **MBA EFMD conference**, held in Mannheim in March 2024, was a **significant event for MBA directors and business school staff from around the globe**. The conference offered a valuable opportunity for participants to exchange insights, strategies and best practices, enabling them to further develop their program and meet the changing demands of the business education landscape.

The conference addressed **key issues such as how to prepare MBA students for digital transformation, the relevance of current MBA business models, and the expectations of Generation Z in terms of management education**. The program included an opening plenary on 'Business Strategy in the Midst of the Twin Transition', as well as interactive sessions on business model application and a focus on future challenges and opportunities.

**Markus Ochsner, former CEO of ABB Germany**, delivered the keynote on 'Mastering the Twin Transition' and emphasized the value of continuous learning, interdisciplinary skills and a holistic approach to managing the complexity of the twin transition.



Foto: Alexander Münch



### „MANNHEIMER FOR LIFE DAY“ CELEBRATING A POWERFUL NETWORK

The **alumni network** is a central factor in the success of Mannheim Business School. The **network currently comprises approximately 5,000 MBA, Executive MBA and Master's graduates** from a diverse range of sectors and geographical regions. With over 100 events annually, 17 regional chapters and eight subject-specific clubs, the MBS network offers members tangible benefits in their career development and a valuable platform for maintaining contacts and fostering genuine relationships, in line with the 'Mannheimer for Life' motto.

The **first 'Mannheimer for Life Day'** on 4 May 2024 served to illustrate the diversity, activity and performance of this network. On this day, **students and alumni from all over the world were invited to meet with other 'Mannheimers' in their home countries**. And they were happy to respond to this call: In Singapore, London, Zurich, Luxembourg, Munich, Stuttgart and, of course, Mannheim, they brought the idea to life and made 'Mannheimer for Life Day' a real family celebration and holiday.



Foto: Mannheim Business School



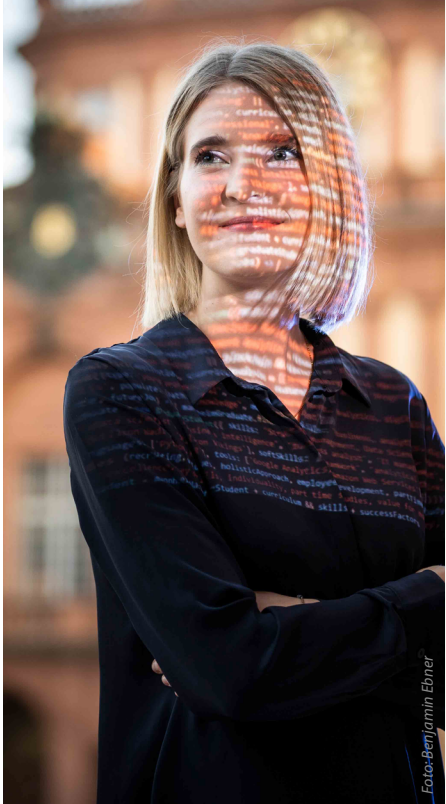


# THOUGHT LEADERSHIP

## EXCELLENCE AWARDS 2024: MANNHEIM BUSINESS SCHOOL AND ESSEC BUSINESS SCHOOLS AWARDED

For the **Excellence Awards 2024**, several finalists from various business schools worldwide have been nominated to recognize outstanding achievements in the categories: Best Innovation Strategy Award and Best CSR & Sustainability Initiative Award. These awards aim to acknowledge those business schools that are pioneering new standards in education through innovative and bold approaches, as well as those that are excelling in social responsibility and sustainability projects.

In the category **Best CSR & Sustainability Initiative Award**, we are pleased to announce that the **joint project 'LESPIRIT - Lebanon Solar Power and Light Project'** by Mannheim Business School and ESSEC Business School has been **selected as the winner**. The jury was particularly impressed by the project's significant contribution to social responsibility and sustainable development. The **Best CSR and Sustainability Initiative Award, in association with Cesim Business Simulations, recognizes innovative approaches and measurable social and environmental impact**. This recognition highlights the commitment of Mannheim Business School and ESSEC Business School to making a positive impact on a global scale.



## USING CAUSAL INFERENCE TO ASSESS PLATFORM CHANGES: A CONTRIBUTION FROM MANAGEMENT ANALYTICS CENTER

A research team from the **University of Mannheim**, in collaboration with colleagues from the universities of Tilburg, Hong Kong and Basel, recently **applied advanced causal inference techniques to assess the impact of a change in platform policy in a deal-sharing community**. In this community, a new feature was introduced that informed users when they interacted with posts from newcomers and asked them to be lenient. The results demonstrated that this message led to more positive comments on the posts of newcomers and increased their likelihood of posting again. This research provides valuable insights into the impact of changes on digital platforms and was **published in the renowned journal Management Information Systems Quarterly**.

## BERLIN CENTER OF CORPORATE GOVERNANCE AT MANNHEIM BUSINESS SCHOOL DISCUSSES THE FUTURE ROLE OF SUPERVISORY BOARDS

The **Berlin Center of Corporate Governance (BCCG) at the Mannheim Business School** provides a forum for high-level dialogue between research and practice. The center of excellence serves as a conduit for communication between the scientific and business communities on matters pertaining to corporate governance. The center's activities are focused on the empirical scientific examination of the best practices of corporate management and supervision. The roundtable, which brings together leading figures from both academic and business communities, provides a regular platform for knowledge exchange between these two sectors. **The BCCG at Mannheim Business School is led by Prof. Dr. Alexandra Niessen-Ruenzi (Academic Director) and Prof. Dr. Jens Wüstemann (Center Director)**.

Following the revision of examination board guidelines, the BCCG's roundtable meetings in the past academic year concentrated on the revised role of supervisory boards, which has increased in terms of time and content, and is now more demanding. The discussion focused on the tensions that arise from the provisions of the national legal system (a two-tier system) and the international corporate governance practices that are usually organized in a one-tier system. Some key areas for discussion include the challenge of maintaining the separation of management and control despite increased requirements, the role of supervisory boards in fully integrated group companies, and the divergence between national legal requirements and the practice followed in internationally oriented companies.



**Luka Mucic**, who has experience of a range of perspectives and roles, including as former CFO of SAP SE, current CFO of Vodafone Group and member of the supervisory board of a DAX 40 company (Heidelberg Materials), provided valuable insights into practice and food for thought. Mucic is also Chairman of the Board of the 'Gesellschaft von Freunden und Förderern des BCCG an der Mannheim Business School e.V.'. His conclusion: the prerequisite for a stable governance structure is not so much the question of a one- or two-tier system, but rather a collaborative structure between management and supervisory functions that is geared towards transparency and constructive cooperation.

The discussion within the committee was intensified and expanded to include the perspectives of various disciplines through guest lectures by **Prof. Dr. Dr. h.c. mult. Peter Hommelhoff** (Professor Emeritus of Civil Law, Commercial and Economic Law, Comparative Law at the University of Heidelberg), **Prof. Dr. Hans-Christoph Ihrig** (co-owner/partner of the law firm Ihrig & Andersen and honorary professor at the University of Mannheim) and **Prof. Dr. Christopher Koch** (holder of the chair of Corporate Governance and Auditing at the University of Mainz).



DETAILED INFORMATION ABOUT THE BERLIN CENTER OF CORPORATE GOVERNANCE AT MANNHEIM BUSINESS SCHOOL CAN BE FOUND [HERE](#).



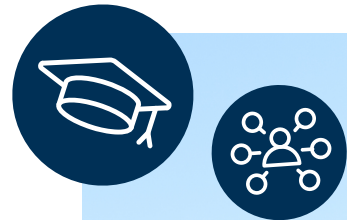


Foto: Oana Szekely

UPDATES FROM THE PEOPLE ANALYTICS NETWORK

Following a brief recess, the **People Analytics Network** has resumed its meetings, featuring engaging presentations and intensive discussions. The meeting focused on potential applications of AI. **Rion Kinosaki from Boehringer Ingelheim** demonstrated how AI-based sentiment analysis offers precise insights into employee sentiment. **Ralf Buechsenschuss from Microsoft** provided insights into the impact of generative AI on employee behavior, while **Benjamin Blum** offered an overview of the legal framework set out in the EU Parliament's new AI Act. One particularly noteworthy presentation was **Jochen Baumeister's** overview of the scientific methodology employed in people analytics within corporate environments.

We are pleased to announce a face-to-face meeting at Boehringer Ingelheim in November 2024, which will feature engaging presentations and a productive exchange of ideas. We look forward to pursuing further ambitious projects in the field of people analytics.



MANNHEIM BUSINESS SCHOOL'S EXECUTIVE MBA PROGRAM RANKED AMONG THE WORLD'S ELITE

The most recent rankings demonstrate that **Mannheim Business School is one of the world's leading providers of Executive MBA (EMBA) programs**, with a clear leading position in Germany.

In autumn 2023, the **ESSEC & MANNHEIM Executive MBA**, which has been offered in collaboration with the French Grande École ESSEC for 20 years, will enter the **top 15** for the first time in the Financial Times ranking. The program therefore improved by 12 places compared to the previous year. The **Mannheim Executive MBA** also saw a significant improvement in the esteemed ranking list, **advancing from 74th to 47th place**.

The **QS Ranking**, published in summer 2024, confirmed the high quality of the two Mannheim Executive MBA programs. The **ESSEC & MANNHEIM EMBA is ranked 8th worldwide, while the Mannheim EMBA is ranked 25th**. The part-time EMBA programs are designed for experienced professionals and managers with substantial professional and, in most cases, leadership experience. A significant number of alumni from the Mannheim EMBA program have subsequently assumed positions of responsibility within the boardrooms or management teams of internationally renowned companies.



Foto: Norbert Bach



Foto: Mannheim Business School

MANNHEIM IS GERMANY'S LEADING UNIVERSITY FOR CERTIFIED PUBLIC ACCOUNTANT TRAINING

**Mannheim University is Germany's leading institution for the training of future public accountants.** This is the result of a ranking conducted by Manager Magazine. The ranking is based on a survey of over 80 auditing companies and approximately 1,400 of their clients. The University of Mannheim's extensive experience in training the next generation of auditors and its strong relationships with leading industry organizations are significant advantages. There are two pathways for pursuing a career in auditing: the first is a specialization as part of the **Mannheim Master in Management** at the University of Mannheim, and the second is the part-time, practice-oriented **Mannheim Master of Accounting & Taxation**, which has been offered by Mannheim Business School with great success since 2008.





## STUDYING IN MANNHEIM

### MBS SUMMER SCHOOL 2024: GLOBAL PERSPECTIVES AND INTERNATIONAL CONNECTIONS

The **MBS Summer School** 2024 took place from 24 June to 12 July. It offered **45 participants from 14 countries** the opportunity to work on current business topics over three weeks on a project basis. The MBS Summer School provided a distinctive combination of professional development and cross-cultural interaction.

The first module, **Entrepreneurship and Innovation**, attracted 14 students and featured lectures by Dr. Andrew Isaak, Dr. Baris Istiqlil and Prof. Dr. Kateryna Nekit. The program was enhanced by pitch training with Birka Wolff from Next-Mannheim and a company visit to Annimally/Good Goods GmbH in Heidelberg. One of the cultural highlights was the wine tasting at the wine cooperative in Schriesheim.

The second module, entitled **Artificial Intelligence in Business**, saw 25 participants gain insight into the role of artificial intelligence in the business world. The program included lectures by Prof. Dr. Dennis Steininger, Lena Erber and Giuliano Ciavarrella, as well as a visit to the Heidelberg Technology Park and GEHR GmbH, which served to enhance their theoretical and practical knowledge. The program was concluded with a guided city tour.

The final module, **Designing Data-Driven Business Models**, was particularly well-attended. Accompanied by Andreas Hamann and Victoria Meil, the group worked intensively on data-driven business models. Highlights of the program included a visit to the TSG Hoffenheim Research Lab, a city tour and a brewery tour.



### INSIGHTS INTO THE GAP YEAR PROGRAM WITH STUDENT JANA HARLACHER

The Gap Year provides business students with the chance to gain invaluable hands-on experience between their bachelor's and master's degrees through exclusive internships with leading companies. Furthermore, they have access to an extensive support program comprising workshops, seminars and networking events. We spoke with **Jana Harlacher**, a participant in the Gap Year program, to gain insight into her motivations and experiences.

#### Why did you decide to do the Gap Year in Business Administration?

I was encouraged to pursue the Gap Year at the University of Mannheim by the positive experiences of a fellow student. Ultimately, I was convinced by the extensive range of internship opportunities and the emphasis placed on personal fit and motivation when matching candidates with companies. The Gap Year program at the University of Mannheim is an excellent offering that provides a range of top-tier internship opportunities at leading companies, along with a robust support structure and networking opportunities.

#### Could you please outline your main responsibilities and the projects you are currently involved in?

I elected to undertake a Gap Year with a particular emphasis on accounting and taxation. I selected PwC, FALK and Deloitte as my placement organizations, with a particular focus on auditing and tax consultancy. At PwC, I was part of a large team responsible for auditing annual financial statements in accordance with IFRS. At FALK, the primary focus was on auditing and providing tax and business advice to family businesses and private individuals. At Deloitte, I am currently working on tax aspects of restructuring.

#### Please describe the impact of the Gap Year on your future academic and professional plans.

Prior to embarking on my Gap Year, I had already determined that I wished to pursue the Mannheim Master in Management (MMM). The Gap Year provided an invaluable opportunity to gain practical experience in the field of accounting and tax, while also allowing me to gain valuable work experience between my bachelor's and master's degrees. From my perspective, one of the key benefits of a Gap Year is the opportunity to gain insight into one's professional interests and develop essential soft skills, including communication, teamwork, and problem-solving abilities. Furthermore, the opportunity to connect with potential employers and establish professional networks has significantly enhanced my career prospects. Furthermore, the Gap Year has enabled me to identify a clear career path and to further enhance my motivation for the MMM Master's program.

#### What are the benefits of participating in the Gap Year?

I would like to take this opportunity to set out the reasons why I would recommend the Gap Year at the University of Mannheim. The most significant benefit is in the application process. A wide range of internships is available, including positions that are not advertised on the company website. Furthermore, from my perspective, it alleviates a significant amount of pressure, as all the components of the Gap Year are already established prior to the commencement. This allows you to focus on the tasks at hand with a clear roadmap in place. Furthermore, you have a continuous connection to the University of Mannheim. The supporting program, which includes workshops, seminars and networking events, ensures you remain closely connected to the university. I would undertake the Gap Year again and I highly recommend that everyone takes a look at the program.



Foto: Jana Harlacher

*"From my perspective, a significant benefit of the Gap Years is the opportunity to gain insight into one's professional interests and develop essential soft skills. Furthermore, the opportunity to connect with potential employers and build professional networks has significantly expanded my career prospects."*



FOR MORE INFORMATION  
ON THE GAP YEAR,  
PLEASE CLICK [HERE](#).



IBEA: A UNIQUE STUDY ABROAD PROGRAM FOR BACHELORS STUDENTS

Since 2017, our Bachelor of Business Administration students have had the opportunity to pursue the **IBEA study option**. Over the past two years, **more than 80 students from the University of Mannheim have undertaken studies on four continents**. The international and intercultural experience is a significant contributor to personal and professional development.

**The IBEA program strikes a distinctive balance between professional and personal development.** It broadens one's perspective through travel and working in multicultural teams, which encourages one to step out of one's comfort zone and embrace new life situations. "It also allows you to establish a global network and cultivate long-lasting relationships," states student **Felisa Matsumoto**.

Our students express high levels of satisfaction with the program, just as their counterparts at the **University of South Carolina in Columbia, ESSEC on the Singapore campus and FGV EBAPE in Rio de Janeiro** do. Due to the intensive two-year program, IBEA alumni maintain close contact, feel a strong sense of connection to one another, and continue to benefit from the expanding IBEA network in their professional lives.



LEARN MORE ABOUT THE IBEA INITIATIVE [HERE](#).

FUTURE LEADERS PROGRAM: DOUBLE DEGREE IN BEIJING

Since 2019, students in the Bachelor of Business Administration degree program have been able to take part in **the Future Leaders Program at the Guanghua School of Management, Peking University**. The program's objective is to educate leaders who are well-versed in international business practices. It offers a **comprehensive understanding of China and international markets, enhances intercultural knowledge, and cultivates proficiency in languages**.

Following two years of study in Mannheim, students spend two further years in Beijing. They work in a cohort with students from other renowned partner universities and participate in the **China Immersion Project**, which includes regional specifics and dialogues with business leaders and government representatives. Upon completion of the program, graduates will receive a **Bachelor of Science in Business Administration from Mannheim University and a Bachelor of Management from Peking University**.

The third cohort recently celebrated their graduation in Beijing. **Christian Weber**, a recent graduate, emphasizes that the Future Leaders Double Degree program offers a unique opportunity to gain business expertise at one of Asia's top universities while also immersing oneself in the language and culture of China. The comprehensive assistance and diverse experiences have markedly enhanced my personal and professional growth. I would highly recommend this program to anyone considering it.



YOU CAN FIND OUT MORE ABOUT THE FUTURE LEADERS PROGRAMME [HERE](#).



Foto: Janna Ried



SUPPORT FOR CHILDREN'S HEROES: CONTRIBUTING TO EDUCATIONAL EQUITY

For nearly a decade, the **nonprofit organization KinderHelden** has been leveraging mentoring to empower primary school children from disadvantaged backgrounds. Volunteer mentors provide support to these children on a weekly basis for approximately two hours over the course of a school year, assisting with reading, learning, play, and recreation.

Recent independent studies have demonstrated the efficacy of this one-on-one contact. The study recorded a 58% increase in reading fluency, and there was also a notable improvement in the children's well-being and self-esteem. **In 2023, 1,200 children across the country received support**, marking a significant stride towards achieving educational equity and equal opportunities.

At this year's Bachelor of Business Administration graduation ceremony, a fundraising sale of wine with all the graduates' names on the label took place. **One Euro per bottle was donated to KinderHelden**. The amount was also doubled by MannheimBusiness School. The donation will facilitate the support of an additional number of children.



Foto: Burda/tonamatic



PART-TIME MBA 2024: CHARITY CONCERT „JAZZ AND FRIENDS“ AT THE ELLA & LOUIS JAZZ CLUB

**Mannheim, a UNESCO Creative City of Music**, is firmly committed to providing comprehensive support for musicians. However, the local music scene is facing challenges, including high costs for equipment, a lack of suitable venues and rising prices for travel and accommodation, especially in the wake of the pandemic-related restrictions.

As part of the social project, the **2024 cohort of the Part-Time MBA organized a benefit concert at the "Ella & Louis" jazz club**. The objective was twofold: firstly, to provide a platform for emerging musicians and enhance their visibility. Secondly, the objective was to collect donations to provide financial support to the musicians.

The concert, which featured **well-known artists such as Michael Herberger and Thomas Siffling**, the Tobias Altripp Trio and Marcel Schmidt one of the MBA participants, was a great success. A significant contribution was made to financing a new tour bus for Music Commission e.V.

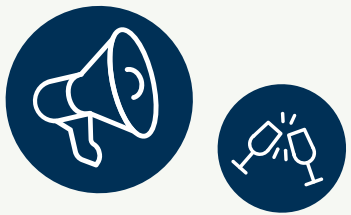


Foto: Luis Herbermann



## BUSINESS SCHOOL FAREWELLS OVER 800 GRADUATES

26 and 27 July 2024, it was that time again: **Over 800 graduates of Mannheim Business School gathered at Mannheim Castle to celebrate their graduation.** Following a welcome address by **Dean Joachim Lutz**, the current graduating class threw their hats into the courtyard of honor. **Lea-Sophie Cramer**, an alumna and entrepreneur who founded **Amorelie**, delivered a motivational speech to the bachelor's cohort, encouraging them to pursue their aspirations.

**Master of Management (MMM) graduate and current Würth Korea CEO Dominik Wahlig** addressed the Master's cohort, offering insights and guidance for their future endeavors. The event concluded with the "BWL Homecoming Schneckenhof," where current graduates and alumni celebrated together.



## BETWEEN LECTURE HALLS AND THE OLYMPICS: SUCCESS ON ALL FRONTS

Olympia and university – is that even possible? Of course it is! Our exceptional athletic and academic talents are excelling in both areas. Our school's scholarship for elite athletes produces impressive results year on year. Two scholarship holders have qualified for **the Olympic Games in Paris** while studying at the Business School.

**Sonja Zimmermann** completed her **bachelor's degree in Business Administration** at the University of Mannheim and went on to complete a **bachelor's degree in Culture and Business** with a focus on Romance Studies and Business Administration at the same university, having already completed her Master's studies there. She already participated in the 2021 Olympic Games in Tokyo and will be competing in Paris with her field hockey team this year.

**Tobias Buck-Gramcko**, a student in the **Mannheim Master in Management (MMM) program** and the bronze medalist in the individual pursuit at the 2023 European Championships, will be competing in Paris in the **track cycling discipline**.

Two former scholarship holders and graduates of the Bachelor's program in Business Administration also excelled at the Games. **Teo Hinrichs** and his team **won silver in field hockey**, while **Benedikt Eggeling** achieved **fourth place in the men's eight rowing**.



## MANNHEIM BUSINESS SCHOOL COMMENCEMENT CEREMONY: A MEMORABLE FINALE TO STUDENT LIFE

**Prof. Dr. Jens Wüstemann, President of Mannheim Business School (MBS)**, was not exaggerating when he spoke of an event that will go down in the history of the institution in his welcome address at the Commencement Ceremony.

In November 2023, the ceremony at the Mannheim Rosengarten saw a turnout of **over 1,000 visitors, marking a new record**. Additionally, for the first time, **over 300 graduates from eleven MBS programs** were able to celebrate their degrees and achievements together in the catacombs of Mannheim Palace until the early hours of the morning. Ultimately, there was consensus that it was a glamorous and atmospheric conclusion to a phase of life that was as eventful as it was formative.

In his **keynote speech**, **Dr. Dirk Elvermann, Member of the Board of Executive Directors, Chief Financial Officer, and Chief Digital Officer of BASF SE**, provided the 325 new MBS alumni with valuable insights and guidance for their future professional careers. "Whatever you do, do it because you are convinced that it is the right thing at the right time," said Elvermann, who concluded his speech with an appeal from a societal as well as a corporate point of view: "Be courageous. Stay curious. Provide solutions to problems. Look to the future with optimism. We need your talents and abilities!"







Status: September 2024, all information without guarantee



**TURNING TALENT INTO IMPACT.**