

Onboarding Session Mannheim Master in Management



WELCOME

AT THE UNIVERSITY OF MANNHEIM BUSINESS SCHOOL

Business School

Management

7 Chairs & Professors

Operations Management

5 Chairs & Professors

Banking, Finance & Insurance

7 Chairs & Professors

Information Systems

5 Chairs & Professors

Areas of the Business School

Accounting & Taxation

8 Chairs & Professors



Prof. Dr. Jannis Bischof
Chair of Business
Administration & Accounting

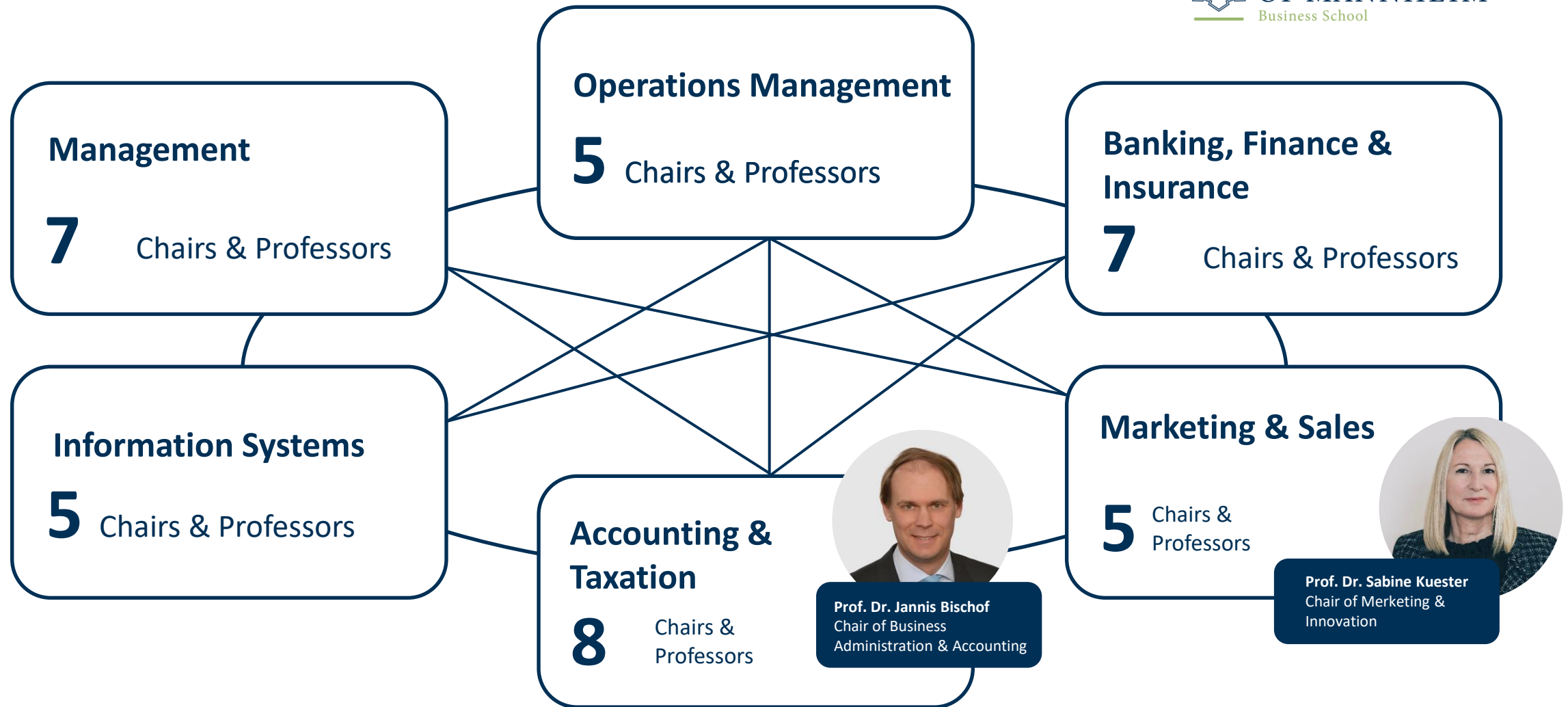
Marketing & Sales

5 Chairs & Professors

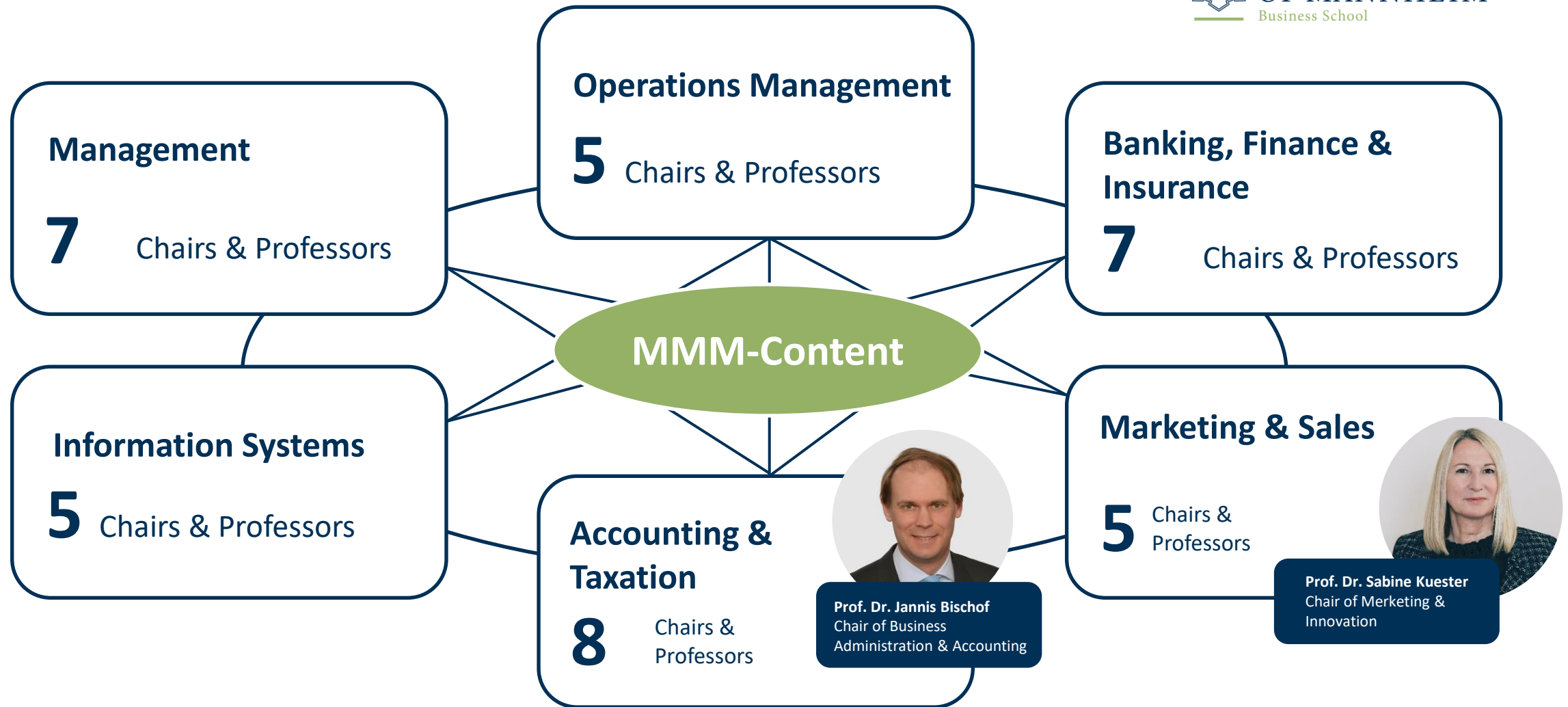


Prof. Dr. Sabine Kuester
Chair of Marketing & Innovation

Network with Interfaces



Network with Interfaces



Career Tracks (exemplary selection)

Entrepreneurship

Introduction to
Entrepreneurship

Leadership & Motivation

Innovation Management

Branding & Brand
Management

Data Analytics

Business Analytics

Marketing Analytics

HR Analytics

Process Management &
Analytics

Consultancy

Managerial Accounting

International Business
Taxation

Private Equity

Corporate Finance

Management

Banking, Finance &
Insurance

Accounting &
Taxation

Marketing & Sales

Information
Systems

Operation
Management

Electives

Psychology or Sociology

Mathematics or Computer
Science

Business Law



> 30 Corporate Partners



- Job Board
- Campus Events
- Internships
- Case Studies
- Teaching Assignments
- etc.



Adjunct Lecturers

Prof. Dr. Wilhelm Schmundt
BCG
Managing Director and Senior Partner
MMM: ACC 662 Private Equity:
Due Diligence and Value Creation

Dr. Claudia Max
Zurich
Executive Board / Chief Operating Officer
MMM: ACC 560 Managerial Accounting

Salvatore Lombardo
SAP Procurement
Chief Product Officer
MMM: OPM 597 Next
Generation Procurement

Dr. Gabriel Wiskemann
SAP
HR Director / Management Board
MMM: MAN 648: Incentives and
Performance



Spotlight on Courses in the Master of Management

Example: Chair of Marketing & Innovation

Lecture & Cases

MKT 575 Marketing Strategy for Innovation & Sustainability

Explore the complex challenges organizations face in successfully bringing sustainable innovative ideas to market!

3

ECTS

**Case Study (50%) &
Design Thinking (50%)**
Grading

**Spring
Term**
Semester

MKT 580 Digital Marketing Strategy

Learn about digital marketing strategies companies use to get a sustainable position in the age of social, digital, and mobile!

6

ECTS

**Exam (60%) &
Team Pitch (40%)**
Grading

**Fall
Term**
Semester

Simulations

MKT 622 Country Manager

Apply your knowledge of marketing concepts to actual international business situations in a realistic setting!

2

ECTS

**Simulation Performance (50%)
& Reports (50%)**
Grading

**Spring
Term**
Semester

MKT 623 Strategic Marketing Management

Experience the challenges of strategic marketing management acting as a brand manager in a pharmaceutical company!

2

ECTS

**Simulation Performance (50%)
& Reports (50%)**
Grading

**Fall
Term**
Semester

Research

MKT 730 Research Seminar

Work on interesting research topics along the intersection of Marketing & Innovation! Apply for the topics of your interest!

6

ECTS

**Paper (70%) & Presentation
(30%)**
Grading

**Spring &
Fall Term**
Semester

Master's Thesis

Finish up your studies with a unique paper on cutting-edge research! Pick from 7 topic categories or propose your own!

24

ECTS

Paper (100%)
Grading

**Spring &
Fall Term**
Semester

Spotlight on Courses in the Master of Management

Example: Serious Game Strategic Marketing Management

Lecture & Cases	MKT 575 Digital Marketing Strategy Explore the complex challenges organizations face in successfully bringing sustainable innovative ideas to market!	MKT 580 Digital Marketing Strategy Learn about digital marketing strategies companies use to get a sustainable position in the age of social, digital, and mobile!
	3 ECTS Case Study (50%) & Design Thinking (50%) Grading FSS Semester	6 ECTS Exam (60%) & Team Pitch (40%) Grading HWS Semester
Simulations	MKT 622 Country Manager Apply your knowledge of marketing concepts to actual international business situations in a realistic setting!	MKT 623 Strategic Marketing Management Experience the challenges of strategic marketing management acting as a brand manager in a pharmaceutical company!
	2 ECTS Sim Performance (50%) & Reports (50%) Grading FSS Semester	2 ECTS Sim Performance (50%) & Reports (50%) Grading HWS Semester
Research	MKT 730 Research Seminar Work on interesting research topics along the intersection of Marketing & Innovation! Apply for the topics of your interest!	Master's Thesis Finish up your studies with a unique paper on cutting-edge research! Pick from 7 topic categories or propose your own!
	6 ECTS Paper (70%) & Presentation (30%) Grading FSS & HWS Semester	24 ECTS Paper (100%) Grading FSS & HWS Semester

Spotlight on Courses in the Master of Management

Example: Serious Game Strategic Marketing Management



Develop your team strategy to win the PharmaSim competition

The course in a nutshell:

- Act as a brand manager for an OTC medicine consumer products company
- Develop a strategy outline together in a team of four students
- Run the simulation in a competition format and adjust the multiple parameters strategically
- Summarize your performance in a final report and discuss your learnings

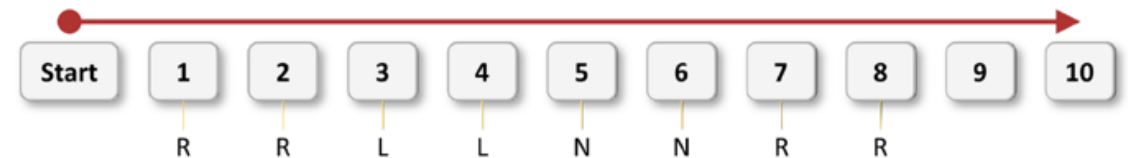
Course Information
(Module Catalog)



Course Information
(Syllabus)



Allstar OCM Product Development Timeline



R = Allround Reformulation Decision

L = Line Extension Decision

N = New Product Introduction Decision

→ = Progress from Year 0 to Year 10

Next Steps

Course choice?
Housing?

Enroll at the
University of
Mannheim
until 12 July

Visit our
Webpage for
First-Year
MMM students

Join our
Welcome Week
starting on 28
August

Enjoy your
studies in
Mannheim!

International Options?
Social Events?

Student Life at the University of Mannheim



Cultural Activities and Recreational Areas



Tips for Mannheim and campus life



Everything within walking or cycling distance



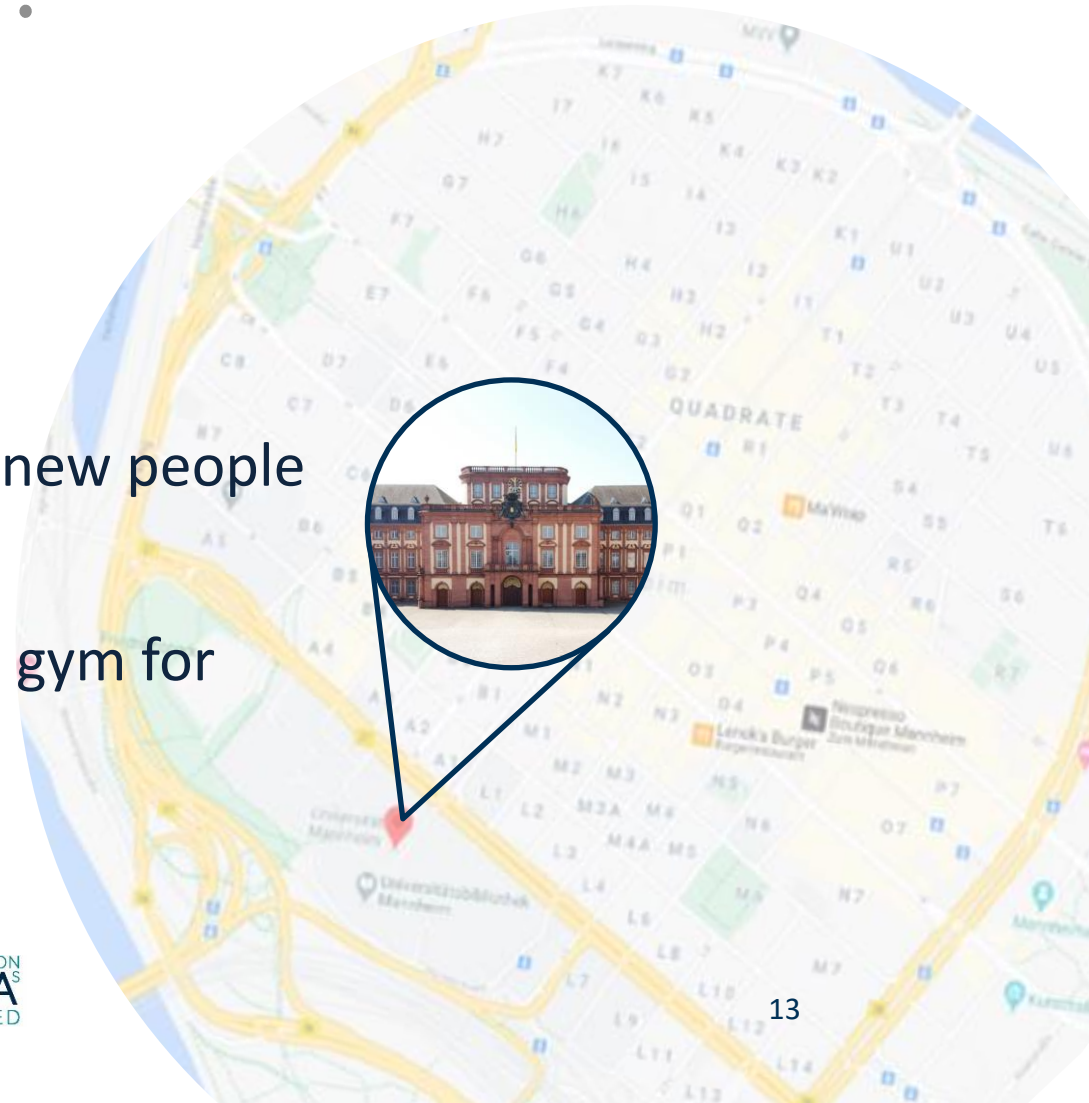
Student housing available: Apply early!



Over 50 different initiatives: Chance to meet new people



Free sports activities: “Institut für Sport” and gym for students



Contact



Dean's Office

Julia Dreisbach
Program Manager
Julia.dreisbach@uni-mannheim.de



Student Council

Fenja & Marty
Master Team, Student Council
mmm@fsbw1.de

MMM 2023
WhatsApp-Gruppe



iOS



Android



Any Questions?

See you soon!