



Welcome!

Onboarding Session Mannheim Master in Management

Business School



Management

6 Chairs & Professors

Operations Management

4 Chairs & Professors

Banking, Finance & Insurance

7 Chairs & Professors

Areas of the Business School

Information Systems

5 Chairs & Professors

Accounting & Taxation

7 Chairs & Professors



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

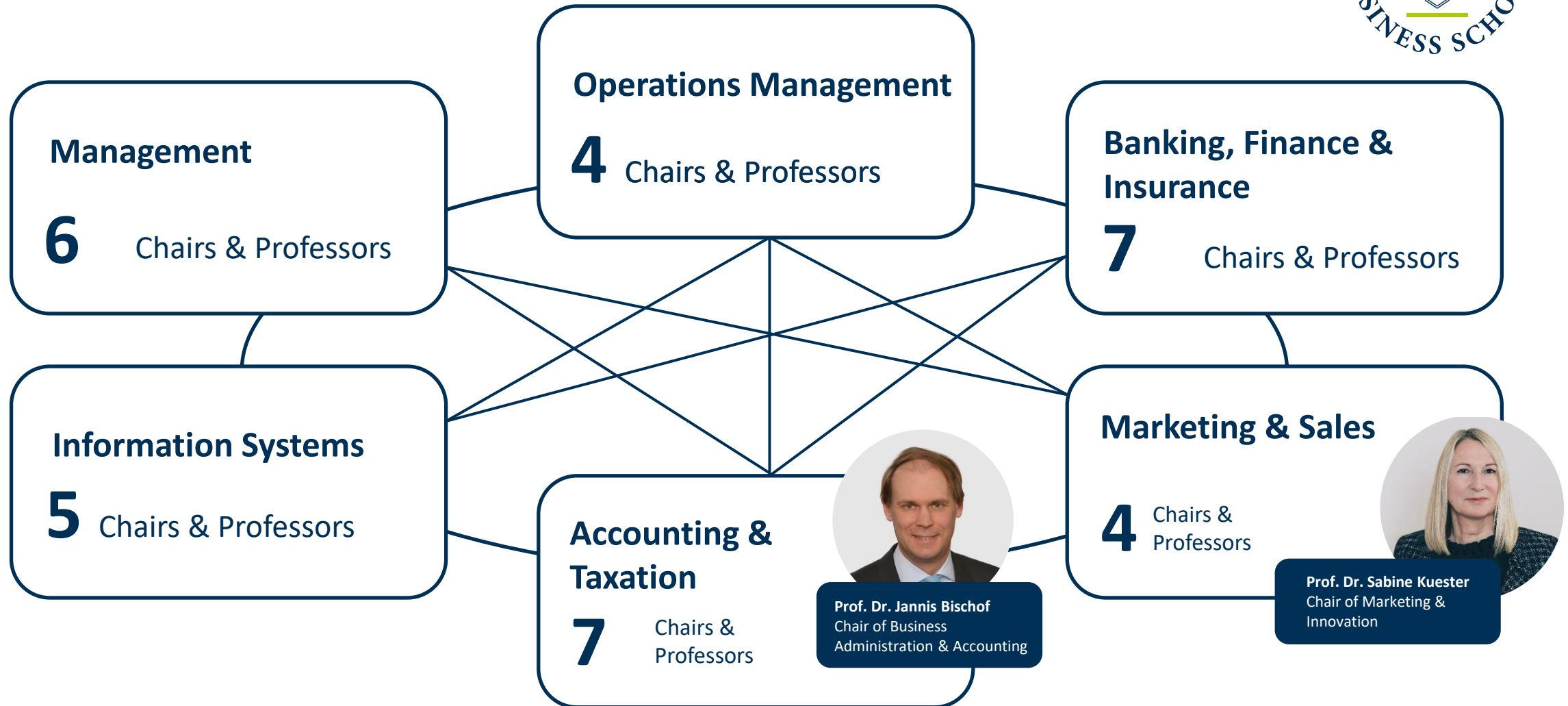
Marketing & Sales

4 Chairs & Professors

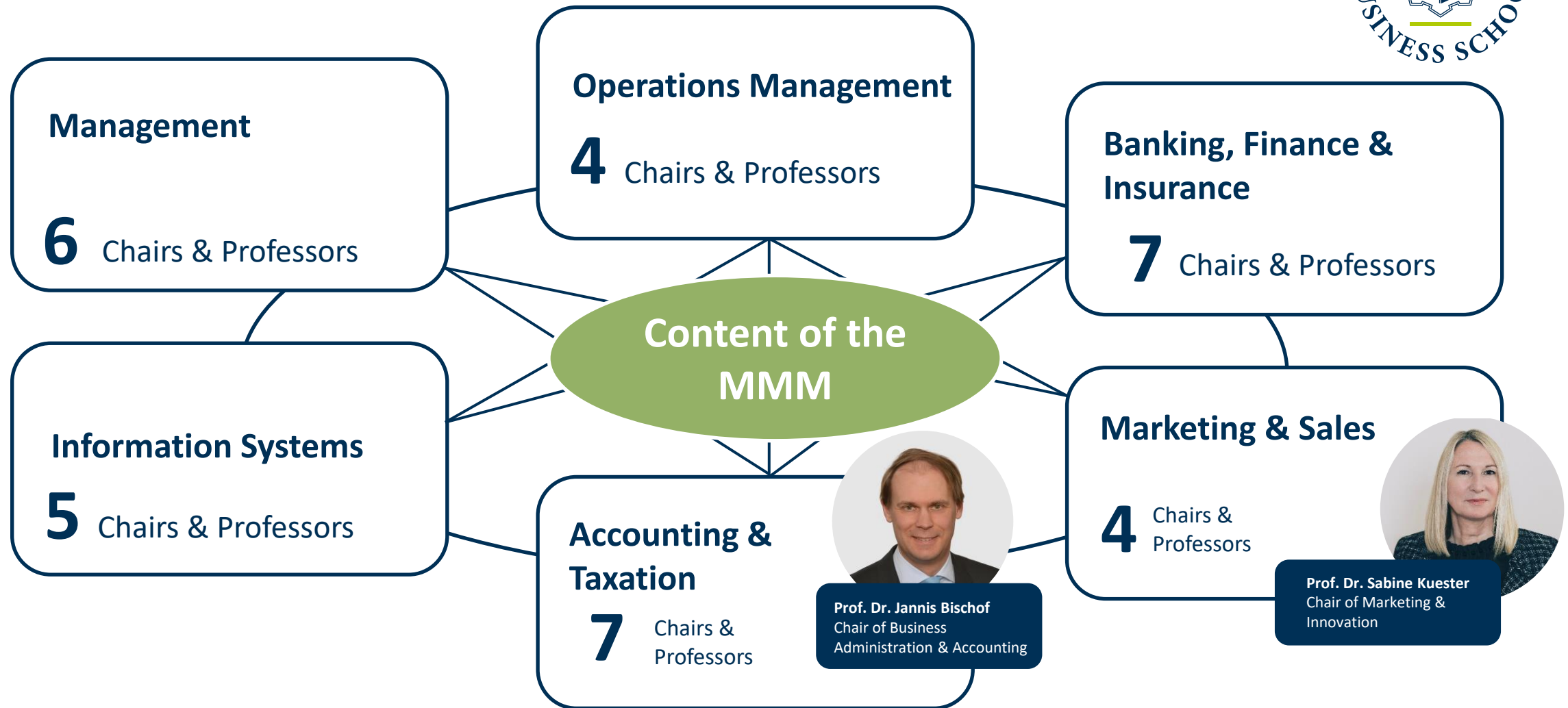


Prof. Dr. Sabine Kuester
Chair of Marketing &
Innovation

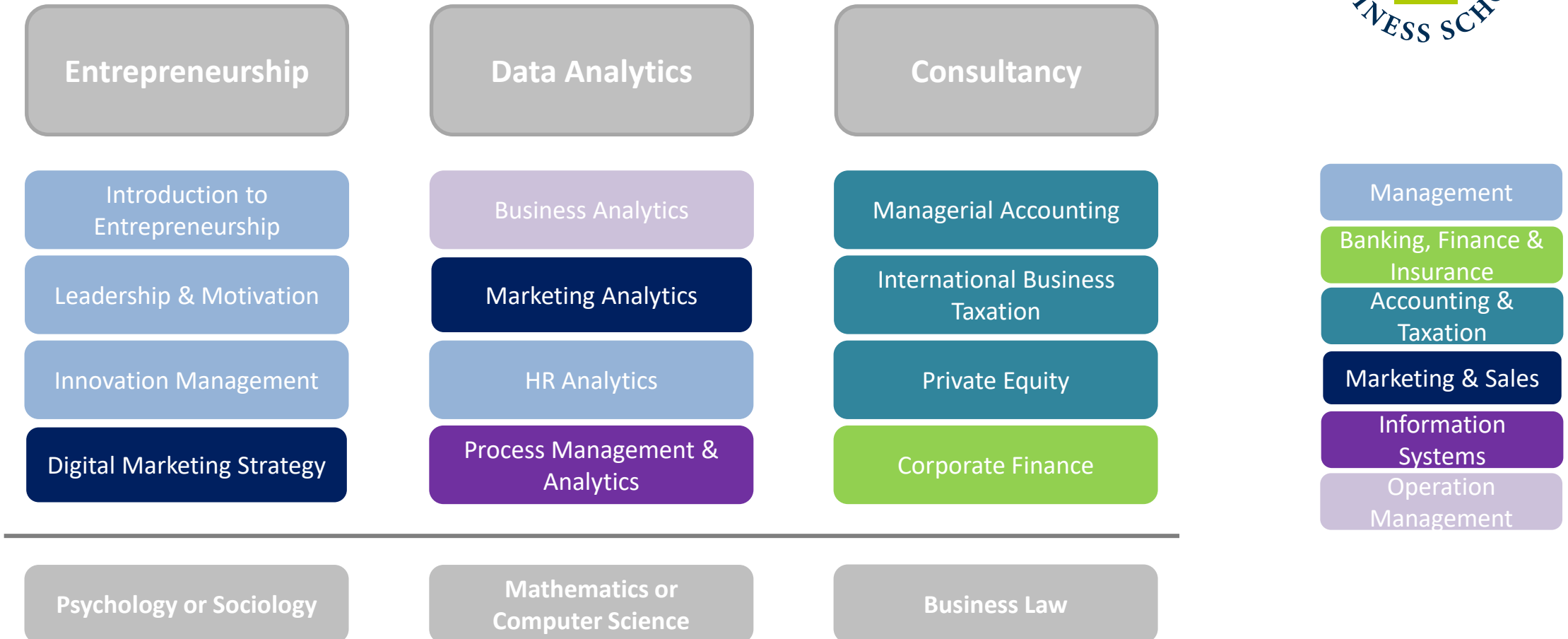
Your Network



Your Network



Career Tracks (exemplary selection)





> 30 Corporate Partners



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

Adjunct Lecturers

Dr. Holger Rubel
BCG
Senior Partner Emeritus
MMM: ACC 661 / ACC 662 Sustainability
Management and Performance
Evaluation / Value Creation

Can Toygar
CVC Capital
Partner
MMM: ACC 560 Managerial Accounting

Dr. Tatjana-Xenia Puhan
Swiss Re
Head Asset Allocation
MMM: FIN 682 International
Asset Management

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 FSS 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 (100%) Grading HWS Semester
	MKT 622 Country Manager Apply your knowledge of marketing concepts to actual international business situations in a realistic setting! 2 ECTS Sim Performance (50%) & Reports (50%) Grading FSS Semester	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 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! 6 ECTS Paper (70%) & Presentation (30%) Grading FSS & HWS 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 FSS & HWS Semester



Spotlight on Courses in the Master of Management

Example: MKT 575 Marketing Strategy for Innovation & Sustainability



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 FSS 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 (100%) Grading HWS Semester
	MKT 622 Country Manager Apply your knowledge of marketing concepts to actual international business situations in a realistic setting! 2 ECTS Sim Performance (50%) & Reports (50%) Grading FSS Semester	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 HWS Semester
Simulations	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 FSS & HWS 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 FSS & HWS Semester
Research		

Spotlight on Courses in the Master of Management

Example: MKT 575 Marketing Strategy for Innovation & Sustainability



Transform your marketing knowledge with a **focus on sustainable innovations** and discover how to **drive positive change in the marketing landscape!**

Lectures

Case studies

Design thinking

Classroom discussions

In-class presentation

Some of the key challenges addressed in the course:

- How does a business address sustainability in its innovation strategy?
- Which marketing strategies ensure rapid customer adoption and market success?
- What consumer insights and methods support sustainable innovation?

Lecture (50%)

Grasp **theoretical and practical insights** into sustainable marketing management.

Interactive Workshop (50%)

Collaboratively develop the next strategic step of a sustainable company in a **design thinking workshop**.



Students developing their design thinking persona.



Course details



From the University of Mannheim to becoming a Strategic Generalist



Lara Nüßle

M.Sc. Management
University of Mannheim

B.Sc. Economic Sciences
University of Constance

- 2019 – 2021: Mannheim Master in Management
- 2022 – 2023: Management Trainee @Burda
- 2023 – 2024: Product & Innovation Data Strategy @Burda
- 2024 – today: Strategic Corporate Development @Burda



Hubert Burda Media

Hubert Burda Media

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Career Tips: Make the Most of Your Studies



- **Choose your lectures wisely:** Select courses that match your interests and career goals → Module Catalogue
- **Pick internships that fit your goals:** Look for internships that align with your personal interests and desired career path
- **Apply early:** Be proactive and apply for internships, scholarships, or graduate programs well in advance
- **Attend networking events:** Take part in career fairs, guest lectures, and industry talks to expand your network and meet potential employers
- **Use the Business School's corporate network:** Benefit from the school's partnerships with leading companies to find internships, thesis opportunities, or entry-level jobs
- **Engage with the alumni & career network:** Register as a student, join events, and connect with alumni to gain valuable insights and contacts in the business world

Here you can find all
of our career services:
<https://www.bwl.uni-mannheim.de/en/career/career-service/>



Next Steps



Course choice?
Housing?

Enroll at the
University of
Mannheim
until 18 July

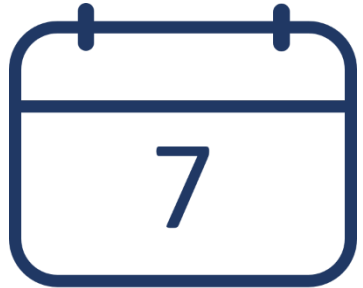
Visit our
Webpage for
First-Year
MMM students

Join our
Welcome Week
starting on 25
August

Enjoy your
studies in
Mannheim!

International Options?
Social Events?

For our international students



7 July 2025
1:00 p.m.
(online, in English)

**Onboarding Webinar specifically
for international students**

Contact

degreeseekings@uni-mannheim.de

Webpage for international students:



Consultation appointments:



Cultural Activities and Various Areas



Tips: Life in Mannheim and on Campus



Everything in **walking & biking distance**



Student housing available: Apply early!



Over 50 different student initiatives



Free Sports: Institute of Sports and Student Gym



Have a look at the Campus!



First Semester Introduction Week (ESEF)



25.08 – 31.08.



We want to help you to
get started in Mannheim



We´ve prepared lot of
events for you

There are trips like the
Ersti weekend planned



Make friends for life

Your **start** in
Mannheim

First Semester Introduction Week (ESEF)

- FSBWL Events 25.08. - 31.08.



... and much more

Mon

Welcome at the Aula

Pubcrawl



Tue

Initiativenmarkt

Meet my Master

Wed



Cityrallye

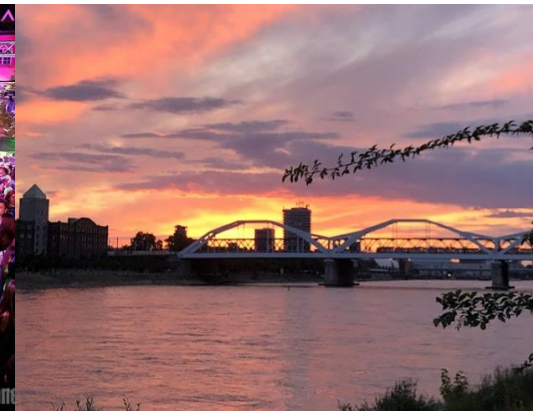
Thu

Campustour

Get-together +
Schneckenhof

Fri

Boat Cruise



What Makes Life in Mannheim Special?



- Countless events organized throughout the semester: Running Cocktail/Dinner, Quiz Night, Beerathlon, Battleships...

Sport at Uni Mannheim



- University Football League with two teams from the MMM (pick wisely)
- And much, much more: Tennis, Student Gym, Running Clubs, Cheerleading, Dancing, Dodgeball, Volleyball...

Join our WhatsApp Community!



All the Information you need:

- Events
- Housing
- Volunteering



First connection to other students

Contact



Dean's Office

Kevin Pfeffel
Program Manager
kevin.pfeffel@uni-mannheim.de



Student Services

Ines Schäfer
master-bwl@uni-mannheim.de



Student Council

Julia & Semir
Master Team, Student Council
mmm@fsbwl.de

Any Questions?



See you soon!

