

# Welcome to the Business School of the University of Mannheim !



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of MBAs

# The University of Mannheim

## Reasons for choosing us – in a nutshell

- Best Business School in Germany
- Triple accreditation (AACSB, EQUIS and AMBA)
- Favorite amongst HR-managers
- Courses are held in both English and/or German
- Preparatory and accompanying German language courses
- Helpful support staff at university and Business School level
- Unique location: Baroque palace as main university building



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# I. Zooming in on Mannheim



# I. Zooming in on Mannheim

Baden-Württemberg  
10 million residents  
9 universities

Very attractive region with  
high economic power  
(global players such as  
Daimler, BASF, SAP)

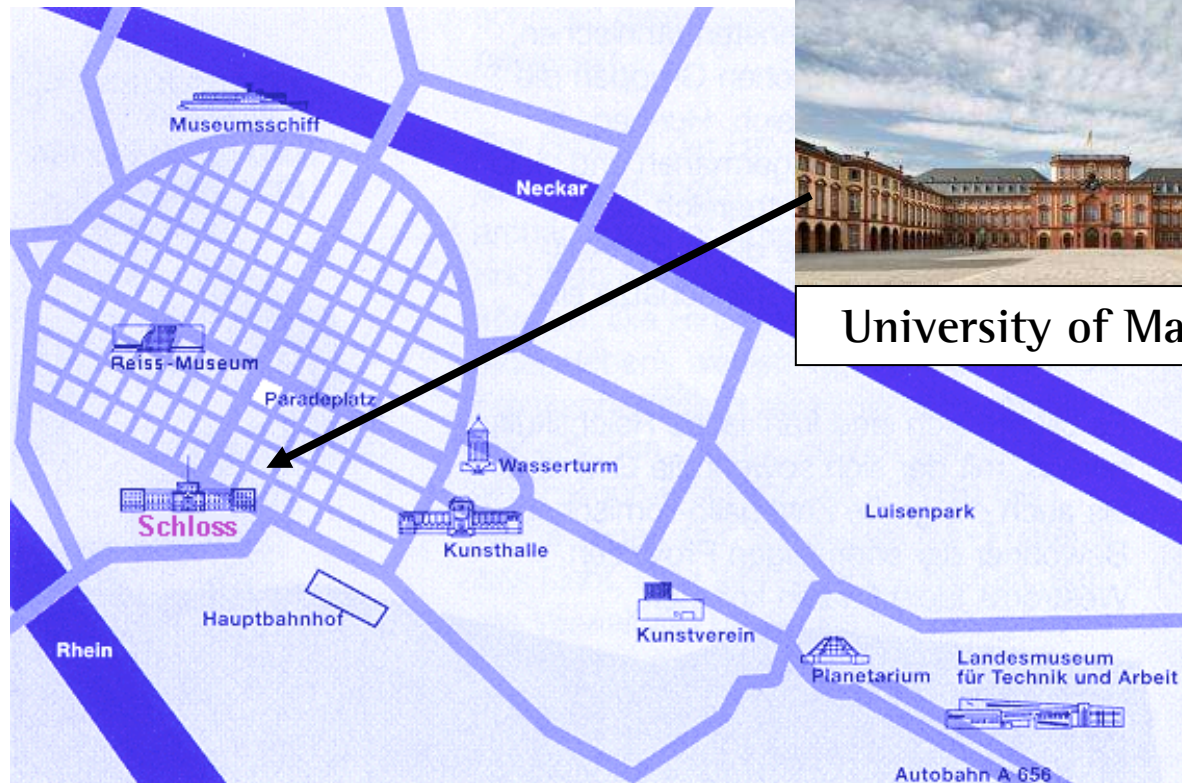


Mannheim  
320.000 residents

„Rhein-Neckar-Triangle“

- Mannheim
- Heidelberg
- Ludwigshafen

# I. Zooming in on Mannheim



University of Mannheim



# I. Zooming in on Mannheim

The town's landmark ...



... Mannheim's Water Tower

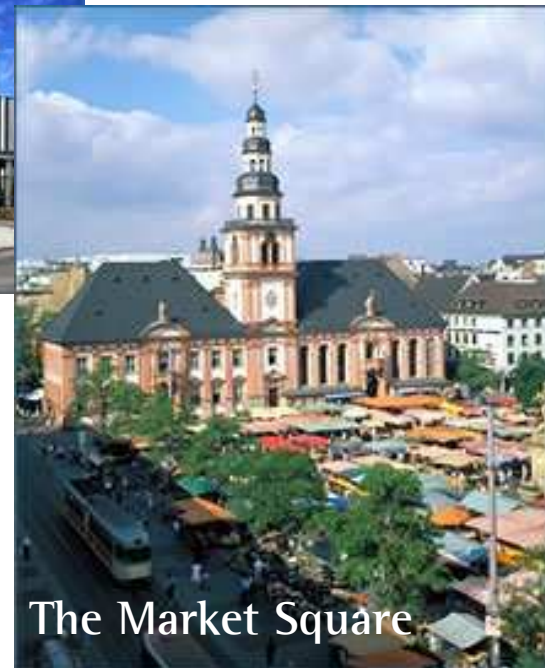


# I. Zooming in on Mannheim

National Theatre



The City Center



The Market Square



# I. Zooming in on Mannheim

Paradeplatz



Congress Center Rosengarten



Mannheim Art Museum



# I. Zooming in on Mannheim

## The University of Mannheim

- Located within the buildings of the „Mannheimer Schloss“ (Mannheim Palace) in the heart of Mannheim
- 11,000 students, 3,500 business students
- 5 schools: Business, Law & Economics, Humanities, Mathematics & Information Systems, Social Sciences
- The Business School is ranked at top level amongst all other German Business Schools
- It is the only German Business School accredited by AACSB, EQUIS and AMBA

# I. Zooming in on Mannheim

The main building of the university





# I. Zooming in on Mannheim



# I. Zooming in on Mannheim

...meets a modern learning environment!



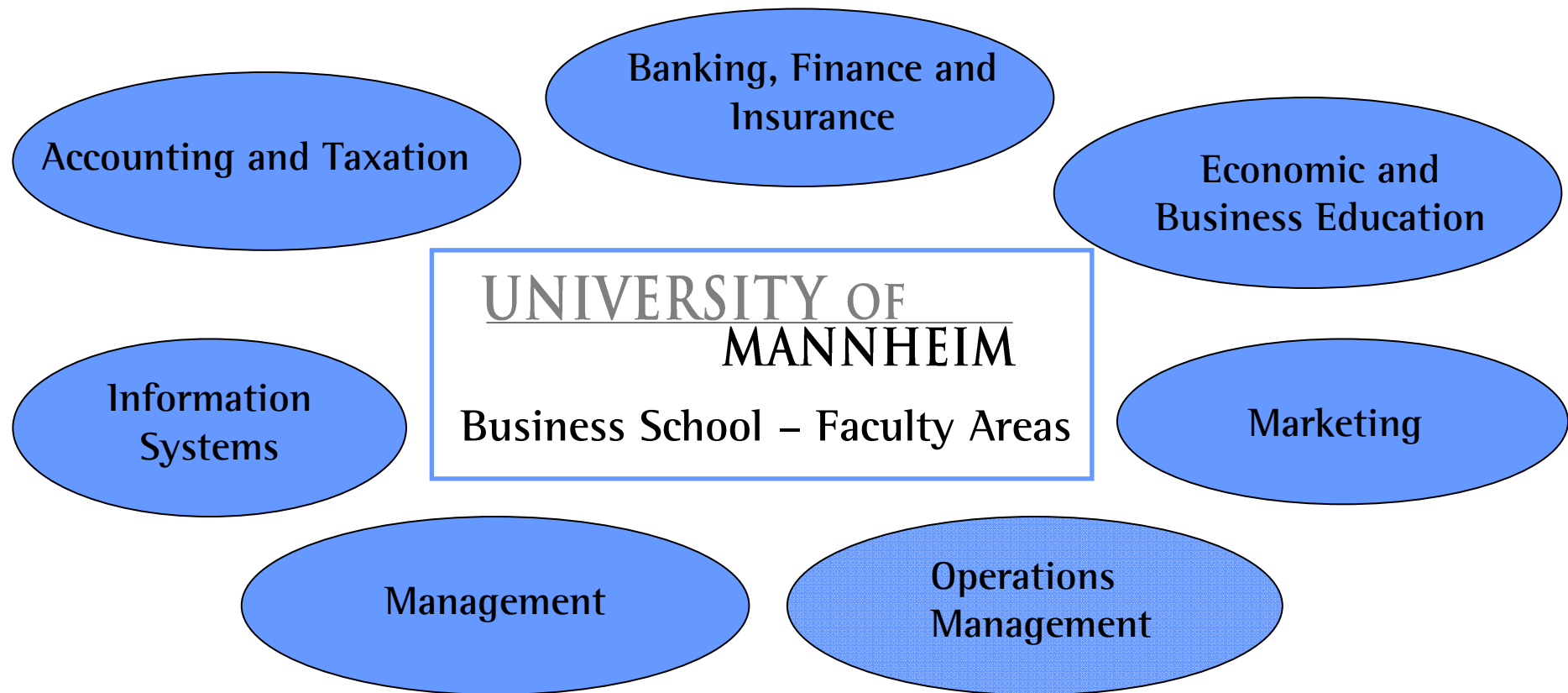
## II. The Business School





## II. The Business School

### Areas of research & teaching



## II. The Business School

### Area Accounting and Taxation

- Offers core courses and electives at undergraduate and graduate level
- Engaged in doctoral education at the Graduate School of Economics (GESS)
- Offers Ph.D. program „Accounting and Taxation“ and the exclusive „Executive Master of Accounting and Taxation“ in cooperation with the Mannheim Business School
- Wide spectrum of research fields → cooperation with:
  - Centre for European Economic Research (ZEW)
  - National Research Centre 504 (SFB)
  - High-profile professionals from the corporate world (e.g. PwC)



## II. The Business School

### Area Accounting and Taxation

- Chair of Business Administration, Accounting and Finance  
(Prof. Dr. Holger Daske )
- Chair of Business Administration and Managerial Accounting  
(Prof. Dr. Christian Hoffmann)
- Chair of Business Administration and Taxation I  
(Prof. Dr. Ulrich Schreiber)
- Chair of Business Administration and Taxation II  
(Prof. Dr. Christoph Spengel)
- Chair of Business Administration, Accounting and Auditing  
(Prof. Dr. Jens Wüstemann)
- Ernst & Young Chair of Business Administration and Accounting  
(Prof. Dr. Dirk Simons)



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## II. The Business School

### Area Banking, Finance and Insurance

#### Fields of Research

- Asset Pricing: deals with theories of fair values of financial instrument
- Banking: covers bank industry, management and regulation
- Behavioral Finance: addresses the problems of how individuals behave and how they build their expectations
- Corporate Finance: studies the cost of capital, company valuation and how corporations finance their operations
- Investment: deals with managing portfolios of institutional or private investors



## II. The Business School

### Area Banking, Finance and Insurance

- Chair of Business Administration, Risk Theory, Portfolio Management and Insurance  
(Prof. Dr. Peter Albrecht)
- Chair of Business Administration and Finance  
(Prof. Dr. h.c. Wolfgang Bühler)
- Chair of Business Administration and Corporate Finance  
(Prof. Ernst Maug, Ph.D. )
- Chair of Business Administration and Finance, especially Banking  
(Prof. Dr. Dr. h.c. Martin Weber)



## II. The Business School

### Area Economic and Business Education

#### Teaching:

- Offers bachelor's as well as master's program (B.Sc. and M.Sc. in Business Education „Wirtschaftspädagogik“)
- Aims at qualifying students for human resource management, e.g. developing and controlling vocational education, lecturing in commercial training programs
- Internships in companies as well as practical training at vocational schools are an integral part of the program

#### Research:

- Focus on questions regarding the acquisition of commercial knowledge, effective instructional design and the process of quality management at vocational schools



## II. The Business School

### Area Economic and Business Education

- Chair of Economic and Business Education  
(Prof. Dr. Hermann G. Ebner)
- Chair of Business Education  
(Prof. Dr. Sabine Matthäus)





## II. The Business School

### Area Marketing

#### Teaching

- The Area provides academically rigorous teaching at undergraduate, graduate and doctoral level
- Also involved in academic development and teaching in full-time and part-time programs of the Mannheim Business School

#### Fields of Research

- Market-Oriented Management, Customer Relationship Management and Sales Management (Prof. Homburg)
- Research of Buying Behavior and Marketing Performance Management (Prof. Bauer)
- International Marketing, Technology Marketing and Innovation Management (Prof. Kuester)



## II. The Business School

### Area Marketing

- Chair of Business Administration and Marketing I  
(Prof. Dr. Dr. h.c. mult. Christian Homburg)
- Chair of Business Administration and Marketing II  
(Prof. Dr. Hans H. Bauer)
- Chair of Business Administration and Marketing III  
(Prof. Sabine Kuester, Ph.D.)



## II. The Business School

### Area Operations Management

#### Fields of Research

- Industrial Corporations, System Theory and Computer Simulation, especially System Dynamics (Chair of Prof. Milling)
  - In cooperation with several international research groups (USA, Sweden, South Korea, Italy, Japan)
- Supply Chain Management, Network Design, Reverse Logistics, Application of Quantitative Methods in Logistics (Chair of Logistics: N.N.)
  - Focus on the design and management of logistics systems for companies and cross-company value chains



## II. The Business School

### Area Operations Management

- Chair of Business Administration, Industry and Operations Management  
(Prof. Dr. Dr. h.c. Peter Milling)
- Chair of Business Administration and Logistics  
(N.N.)





## II. The Business School

### Area Management

- Area offers two courses at undergraduate level:
  - Management I: foundations of management, strategic management and controlling
  - Management II: organizational behavior, leadership, employment relations and human resource management
- Fields of specialization in Master's programs:
  - Strategic and International Management
  - Organizational Behavior
  - Human Resource Management
  - Small and Medium Sized Companies and Entrepreneurship
  - Public- and Nonprofit Management



## II. The Business School

### Area Management

- Chair of Business Administration, Strategic and International Management (N.N.)
- Chair of Business Administration and Organizational Behavior (Prof. Dr. Dr. h.c. Alfred Kieser)
- Chair of Business Administration and Human Resource Management (Prof. Dr. Walter Oechsler)
- Chair of Business Administration, Public and Nonprofit Management (Prof. Dr. Bernd Helmig)
- Chair of Small and Medium Sized Companies and Entrepreneurship (Prof. Dr. Michael Woywode)



## II. The Business School

### Area Information Systems

#### Teaching

- The Area focuses on how information systems and technologies are utilized for improving and enabling business processes as well as how analysis, design and management of IS are conducted
- The Area provides three core courses in Bachelor of Business Administration and a broad spectrum in Bachelor of IS.

#### Fields of Research

- Information-, Knowledge- and Process Management (Prof. Heinzl)
- Distributed Systems and Context-Aware Computing (Prof. Becker)
- Component-Based Software Development, Object Data Management and Machine Learning (Prof. Schader)
- Design and evaluation of market mechanisms and innovative approaches to E-Government (Prof. Veit)

## II. The Business School

### Area Information Systems

- Chair of Information Systems I  
(Prof. Dr. Armin Heinzl)
- Chair of Information Systems II  
(Prof. Dr. Christian Becker)
- Chair in Information Systems III  
(Prof. Dr. Martin Schader)
- Chair of E-Business and E-Government  
(Prof. Dr. Daniel Veit)





## II. The Business School

### Subject Specialization

- Accounting
- Auditing & Taxation
- Banking & Finance
- Corporate Finance
- Human Resource Management
- Industry & Operations Management
- International Management
- Logistics
- Marketing
- Organizational Behavior
- Organization & Management Information Systems
- Operations Research
- Tax Management & Tax Law
- Risk Management & Insurance
- Public and Nonprofit Management



## II. The Business School

### Degree Overview

#### Undergraduate Degree Programs:

- Bachelor of Business Administration (B.Sc.)
- Bachelor of Management Information Systems (B.Sc.)
- Bachelor of Business Education (B.Sc.)

#### (Post-)Graduate Degree Programs:

- Mannheim Master of Management (MMM) (MSc.)
- Master of Information Systems (MSc.)
- Master of Business Education (MSc.)
- Full Time MBA Program
- Executive MBA Program (modular and weekend format)
- In-house Programs for companies
- Ph.D. Programs in Business and Economics



## II. The Business School

### Accreditations



The Business School of the University of Mannheim...

- ...is the 1<sup>st</sup> German institution to be accredited by AACSB and EQUIS (efmd).
- ...is triple-accredited since 2008

→ Less than 1% of Business Schools in the world hold "triple accreditation"

We are one of them!



## II. The Business School

### Rankings

„Capital“ March 2005	„Wirtschaftswoche“ March 2006*	„Focus“ 2007**	„Wirtschaftswoche“ March 2007*	„Handelsblatt“ 2008	„CHE“ 2008
1. Mannheim	1. Mannheim	1. Mannheim	1. Mannheim	1. Mannheim	1. Mannheim
2. Köln	2. Köln	2. WHU	2. Köln	2. Köln	2. München
3. Münster	3. Münster	3. Münster	3. EBS	3. Münster	3. Köln

\* (based on ratings by German HR managers)

\*\* (based on ratings by HR managers, professors of business administration and several facts and figures)

Recently, the Financial Times ranked Mannheim's Master of Science No. 10 in Europe!

## II. The Business School



For more information please visit [www.bwl.uni-mannheim.de](http://www.bwl.uni-mannheim.de)





## III. Opportunities for Exchange Students



## III. Opportunities for Exchange Students

### Exchange Program

- spend a semester or two as an exchange student at Mannheim University!

### Summer School Program

- experience “Campus, Culture and Companies” during the Business School’s short term program: Our Summer School!



## III. Opportunities for Exchange Students

### Exchange Program

#### Semester Dates

- Stay for either 1 or 2 semesters
- Choose either the fall or the spring semester for your exchange
- The University of Mannheim reorganized its semester dates according to international standards:
  - Fall semester: September - December
  - Spring semester: February - June



## III. Opportunities for Exchange Students

### Exchange Program

#### Courses

- At least 20 -25 courses are taught in English each semester
- Attend courses in both English and/or in German
- Attend courses from our International Cultural Studies Program
- Attend courses offered by other schools of the university:  
Law & Economics, Humanities, Mathematics & Information Systems, Social Sciences
- You will find details of all courses offered on our homepage:

[www.bwl.uni-mannheim.de](http://www.bwl.uni-mannheim.de) > International Relations > Studying in Mannheim



## III. Opportunities for Exchange Students

### Exchange Program

#### Language Courses

- Preparatory German language courses
  - 4-week-intensive course before the beginning of each semester
  - Classes at different levels
  - Excursions to the region
- German language courses during the semester
- Numerous language courses, presentation courses, computer skills courses etc. (offered by SUMMACUM GmbH)





## III. Opportunities for Exchange Students

### Exchange Program

#### Support Services of the Central International Office

- Welcome and Orientation Session by the central International Office
  - How to find your way around on campus
  - General tips for your studies at the University of Mannheim
- Preparatory and accompanying German language courses
- Accommodation in student residence halls (early application necessary)
- More information: [www.uni-mannheim.de/aaa](http://www.uni-mannheim.de/aaa)



## III. Opportunities for Exchange Students

### Exchange Program

Special Support Service of the Business School:  
Business Orientation Program (BOP)

- Welcome and Orientation Session:  
Introduction to the Business School
- Assistance with all questions concerning your  
business studies, e.g. how to find and choose  
your courses
- Gain work experience: work for a company  
(either during the semester or at the end of  
your stay)
- Help with job applications in Germany
- Organization of field trips (e.g. to the BASF  
headquarters or to Frankfurt stock exchange)



BASF headquarters



Frankfurt Stock Exchange

## III. Opportunities for Exchange Students

### Exchange Program Student Life

The University offers various study-distraction-possibilities:

- Buddy program
- Accommodation
- Cafés and cafeterias
- Sports ( „Institut für Sport“ offers wide range of sport-activities )
- Student unions
- Workshops & guest lectures
- The legendary Schneckenhof parties



## III. Opportunities for Exchange Students



### Summer School Program CAMPUS – CULTURE – COMPANIES

During our 2-weeks program you will get the chance to visit world famous companies, attend lectures at the university, learn more about the German culture and meet other students from all over the world.

Further information:

[www.bwl.uni-mannheim.de/summerschool.html](http://www.bwl.uni-mannheim.de/summerschool.html)



Any questions?  
Please don't hesitate to contact us:

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