

## Mannheim Business School e-Newsletter

Welcome to the 4th issue of the Mannheim Business School e-Newsletter. Below we offer you an overview of the latest news from Mannheim Business School.

### MBS News

#### 1. Official Opening of MBS Lecture Hall September 18, 2009

A mere year after opening the Education Center at Dalbergplatz, Mannheim Business School celebrates the Grand Opening of the new MBS Lecture Hall. Guest of honor will be Dr. Georg Müller, CEO of MVV Energie AG and member of the school's board of trustees, whose company significantly supported Mannheim Business School in this latest endeavour. Dr. Müller will also deliver the evening's keynote speech, discussing "Entrepreneurial challenges in a rapidly changing energy market".

Located in the Ehrenhof east wing of Mannheim Castle, the premises of the new MBS Lecture Hall consist of an amphitheater, seating 80 people, and six breakout rooms. Having undergone extensive reconstruction, the facilities are now furnished with the latest technology and provide an ideal learning environment.

The event will take place on September 18, 2009, starting at 7 pm. If you are interested in attending, please write to Christy Schumacher, Office Manager & Event Manager, at [schumacher@mba-mannheim.com](mailto:schumacher@mba-mannheim.com) by September 11, 2009, at the latest.

#### 2. Mannheim Business Forum Conferences:

- Value Investing, September 11, 2009
- Niche Strategy – Heraeus' Success Factors, October 16, 2009

After a short summer break Mannheim Business School continues its successful series of business conferences. We look forward to welcoming Prof. Dr. Max Otte, Director of the German-based Zentrum für Value Investing, on September 11, 2009, at the MBS Lecture Hall. Professor Otte will present an exclusive extract of the executive education seminar on value investing taught at Columbia Business School by renowned authority Professor Bruce Greenwald, PhD.

At the next Mannheim Business Forum conference, scheduled to take place on October 16, 2009, Dr. Frank Heinrich, Chairman of the Board of Management of Heraeus Holding GmbH, will give a lecture on "Niche Strategy – Heraeus' Success Factors". Both events will take place at the MBS Lecture Hall at Mannheim Castle, starting at 7 pm. Current students please register under iConn/events. If you are not at present a student at Mannheim Business School, but interested in attending, please email Katharina Haxel, Career Services & Career Development Manager, at [haxel@mba-mannheim.com](mailto:haxel@mba-mannheim.com). For Professor Otte's lecture, please register no later than August 28, 2009. Registration for Dr. Heinrich's lecture, will be open from September 14, 2009 until October 2, 2009.

### 3. "Schlossfest" at Mannheim Castle, September 12, 2009

In 2008 more than 3,000 visitors came together at the annual "Schlossfest" and enjoyed a night of music, art and cabaret, set against the historic backdrop of Mannheim Castle. Ranging from jazz over rock to classical music, this year's program has something to offer to music lovers of almost every genre, while comedy lovers will be looking forward to seeing Bülent Ceylan and other local comedians and cabaret artists on stage free of charge. Between acts, the Mannheim Business School Lounge located in the foyer of the PwC lecture hall will offer cold drinks and relaxing music by DJ Sven Hartmüller. Meet you there!

Schlossfest  
12|09|2009 19<sup>00</sup>-3<sup>00</sup> Uhr

### 4. Now online: MBS Shop

Showing school spirit has never been easier: With the launch of the new MBS Online Shop you can now order MBS or ESSEC & MANNHEIM memorabilia online anytime, anywhere: The MBS Online Shop offers a wide range of branded high quality clothing, accessories, gifts as well as articles for your office, all engraved with our Mannheim Business School and/or ESSEC&MANNHEIM logo. Visit the new MBS Online Shop here: <http://www.shop.mannheim-business-school.com>



## Program News

### 1. "RhugMe!" event to take place on September 5, 2009

The Rugby event "RhugMe!" is the result of the social class project organized by the ESSEC & Mannheim Modular Executive MBA Class of 2010. It will take place on September 5, 2009, in Houilles Carrières-sur-Seine close by Paris. Proceeds from the event will go to ABC Autisme, a French non-profit association which supports and improves the lives of individuals and families affected by autism. Find out more about the event and its supporters here: <http://www.rhugme.org>

## 2. Graduation of the Mannheim MBA Class of 2009 on September 11, 2009

On September 11, 2009, the graduation ceremony for the Mannheim MBA class of 2009 will take place at the Knights' Hall of Mannheim castle. The ceremony will start at 4.30 pm and will end with a Champagne Reception at about 6.30 pm. The keynote speech will be held by Claus E. Heinrich, former member of the Executive Board of SAP AG and alumnus of the Business School of the University of Mannheim. Mannheim Business School is very much looking forward to celebrating a memorable day with the Mannheim MBA Class of 2009, their families and friends, and wishes class members all the best for their private and professional future.

## 3. Start of Program: Mannheim MBA Class of 2010

Mannheim Business School is looking forward to welcoming the students of the Mannheim MBA Class of 2010, who will start their program on September 14, 2009. With an expected 57 participants from 21 countries, the class of 2010 attests to the extraordinary increase in international popularity and recognition the program has enjoyed since its inception in 2002. An exciting learning experience lies ahead of the new class and we hope that participants will make the most of it – for themselves and for the whole community of Mannheimers.

## 4. MBS Open Enrollment Programs: First Programs to take place in September and October

From September 24 to 26, 2009, Mannheim Business School's first Open Enrollment Program will take place. The course on "Financial Accounting for Non-Financial Managers" by Prof. Dr. Jens Wüstemann is followed by a three-day workshop with renowned marketing expert Prof. Dr. Dr. h.c. mult. Christian Homburg on "Sales Excellence" at the beginning of October (October 8 – 10, 2009). The same month, Prof. Dr. Manfred Perlitz will give a course on "Strategic Management - Concepts for Successful Business Leadership". Two more programs, one on "Corporate Finance for Non-Financial Managers", the other on "Organizational Design & Change Management", are scheduled for November of this year.

For more information contact Bettina Kosiel, Director Executive MBA & Executive Education, at [kosiel@mba-mannheim.com](mailto:kosiel@mba-mannheim.com) or go to <http://www.mannheim-business-school.com/programs/open-enrollment-programs.html>



## 5. ESSEC & Mannheim Executive MBA: Start of Modular Class of 2011, peak season for recruitment into upcoming Weekend Class

Having completed recruitment for this year's ESSEC & MANNHEIM Modular Executive MBA class, Mannheim Business School gets ready to welcome the participants in Mannheim for their kick-off week at the beginning of October. Simultaneously, recruitment for the next Weekend class, which will start in April of 2010, is picking up pace. If you are interested in applying, please contact Nilgün Vatansver, Admissions Manager, at [vatansver@mba-mannheim.com](mailto:vatansver@mba-mannheim.com) or via phone at +49 (0)621 181-3721 to see whether your qualifications match the requirements for the program and to learn more about our early bird offer.

### MBS Events

#### **September 5, 2009**

"RhugMe!" - social event organized by the ESSEC & Mannheim Modular Executive MBA Class of 2010, Houilles Carrières-sur-Seine

#### **September 11, 2009**

Graduation of the Mannheim MBA Class of 2009, Knights' Hall, starting at 4:30 pm, invitation only.

Mannheim Business Forum Conference: Value Investing, a lecture by Prof. Dr. Max Otte, Director Zentrum für Value Investing, MBS Lecture Hall at Mannheim Castle, starting 7 pm, registration required

#### **September 12, 2009**

"Schlossfest", Mannheim Castle, starting 7 pm, free of charge, no registration required

#### **September 14, 2009**

Start of Program: Mannheim MBA Class of 2010, MBS Lecture Hall

#### **September 18, 2009**

Grand Opening MBS Lecture Hall, MBS Lecture Hall at Mannheim Castle, starting 7 pm, registration required

#### **September 19, 2009**

Information Session ESSEC & MANNHEIM Executive MBA, starting 11 am, registration required, please register via email [info@essec-mannheim.com](mailto:info@essec-mannheim.com) or using our online form: <http://www.essec-mannheim.com/meet-us/events/register-for-mannheim.html>

## September 24 – 26, 2009

Open Enrollment Program “Financial Accounting for Non-Financial Managers”, Prof. Dr. Jens Wüstemann, for more information or to apply go to <http://www.mannheim-business-school.com/programs/open-enrollment-programs.html>

## October 6, 2009

Start of Program: ESSEC & Mannheim Modular Executive MBA Class of 2011, MBS Lecture Hall

## October 8 – 10, 2009

Open Enrollment Program “Sales Excellence”, Prof. Dr. Dr. h.c. mult. Christian Homburg, for more information or to apply go to <http://www.mannheim-business-school.com/programs/open-enrollment-programs.html>

## October 16, 2009

Mannheim Business Forum Conference: Niche Strategy – Heraeus’ Success Factors, a lecture by Dr. Frank Heinrich, Chairman of the Board of Management, Heraeus Holding GmbH, MBS Lecture Hall at Mannheim Castle, starting 7 pm, registration required

## October 17, 2009

Information Session Executive Master of Accounting & Taxation, starting 11 am, registration required, please register via email at [emat@mannheim-business-school.com](mailto:emat@mannheim-business-school.com) or by using our online form: <http://www.mannheim-business-school.com/emat-registration>

## October 21 – 23, 2009

Open Enrollment Program “Strategic Management - Concepts for Successful Business Leadership”, Prof. Dr. Manfred Perlitz, for more information or to apply go to <http://www.mannheim-business-school.com/programs/open-enrollment-programs.html>