



Executive Education

Company Programs

MANNHEIM
BUSINESS SCHOOL



Tailored to Your Business

No two companies are the same. This is especially the case when it comes to the development of high potentials, managers and executives in your organization. Therefore, Mannheim Business School offers tailor-made Company Programs providing a unique management education solution.

No matter what your development objectives are, Mannheim Business School, as one of Europe's leading business schools, will enable you to achieve them. In close cooperation with you and your employees we will develop a program tailored to the particular challenges your organization faces.

Mannheim Business School (MBS) is the umbrella organization for management education at the University of Mannheim and is the only German institution to be accredited by AACSB International, EQUIS and AMBA. Research and teaching at a worldwide top level, a practice-oriented approach, internationality and consistent quality management are the success factors of the "Mannheim Concept."

Excellence Meets Dedication

As one of Europe's leading business schools, we have the competencies to deliver Company Programs that are outstanding in terms of quality, international outlook and the breadth and depth of the contents offered. Each Company Program is tailor-made and customized for the respective organization.

By choosing Mannheim Business School, you will gain a strategic partner for executive education and personnel development. The ongoing exchange with our corporate partners is one of our key success factors. We continuously strive to deepen our understanding of the development needs of our partner companies. Consistently, we adjust our programs and services to the demands of an ever-changing business environment.

With its competencies in a wide range of areas, Mannheim is the ideal strategic partner for your company in all fields of executive education.

MBS Quality for Your Company

Our Company Programs enable you to offer your employees new perspectives. They will thus return to your organization with fresh ideas, new skills, and a greater capacity for addressing the challenges your company faces.

We design management education solutions that

- transport state-of-the-art methods
- leverage thought leadership

- offer an approach that systematically enhances leadership competencies
- are unique to your company's needs
- support your company to formulate a competitive, winning strategy
- focus on specific best practices
- boost the development of your employees by expanding their knowledge, strategic and analytical skills
- encourage continuous improvements

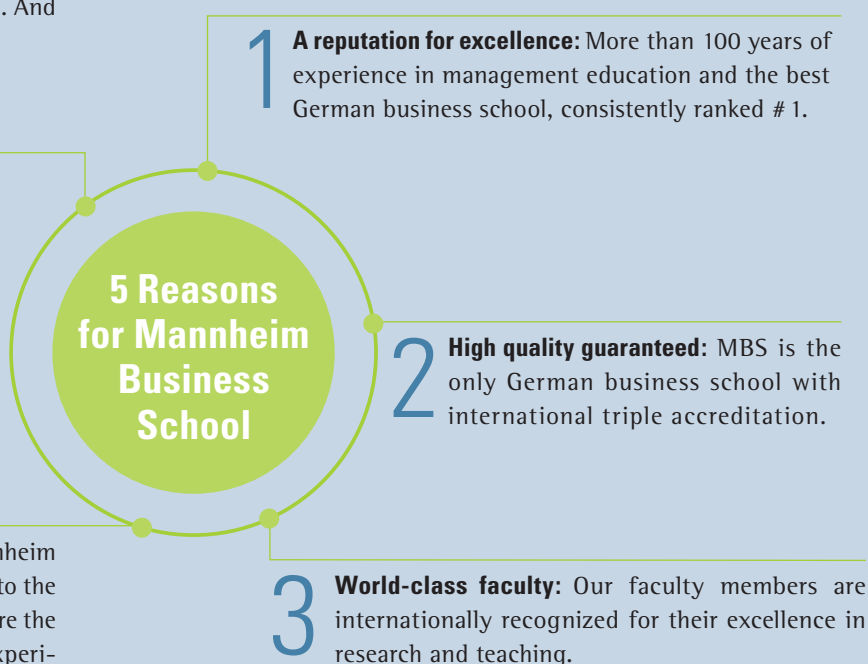
Our network of excellence includes outstanding professors and business experts, corporate partners and ambitious young professionals from all around the globe. Depending on the nature and scope of the program, participating employees may have the opportunity to become members of the exclusive MBS Alumni Network.

Mannheim Business School: Dedicated to Excellence

There is no better place in Germany to develop your employees and support their development for a career in international top management than Mannheim. And there are many good reasons for that:

5 Innovative and customized: We offer management education solutions that are highly innovative and tailor-made for your organization.

4 A practice-oriented approach: Mannheim Business School maintains close ties to the business community in order to ensure the practical relevance of the learning experience.



Leveraging Your Company's Competitiveness

Designing What is Right for You

Your business is unique, and you know that best. The basis for a highly effective Company Program is to fully understand your business requirements as well as the strategic objectives of your company. Together with you we will specify your needs, design the relevant learning objectives, select the learning methods and develop the program. Our collaborative approach allows us to work in close cooperation with you and build a long-lasting partnership.

Our well-proven process for designing customized education concepts ensures that your program best meets your organization's requirements. Together we will discuss your main concerns and challenges driving the need for the program. We will conduct interviews with experts of your company and identify key development needs and objectives.

On this basis, we will compose a Company Program for you, combining cutting-edge research and teaching, and then translating it into a high-quality management education solution that precisely addresses key issues in your organization.

Comprising all the advantages Mannheim Business School has to offer, your Company Program will support you to

- extend and develop your employees' potential
- offer them new perspectives
- prepare them to meet future management and leadership challenges

Ensuring High Impact

In order to ensure personal development and improving business results, we evaluate learning experiences and the program's impact. The specific benefits and improvement areas of the program will be reflected by the participants with the help of customized questionnaires. We will discuss the evaluation results with you and then elaborate and assess possible adaptations to the program together.

Find out more about our Company Programs and the development process involved at www.mannheim-business-school.com/cp



A Holistic Learning Experience

The mix between academic input and practical business relevance is vital for the success of a Company Program. Therefore our programs comprise a wide variety of different learning methods.

Components of the MBS Learning Methods include:

Interactive Input

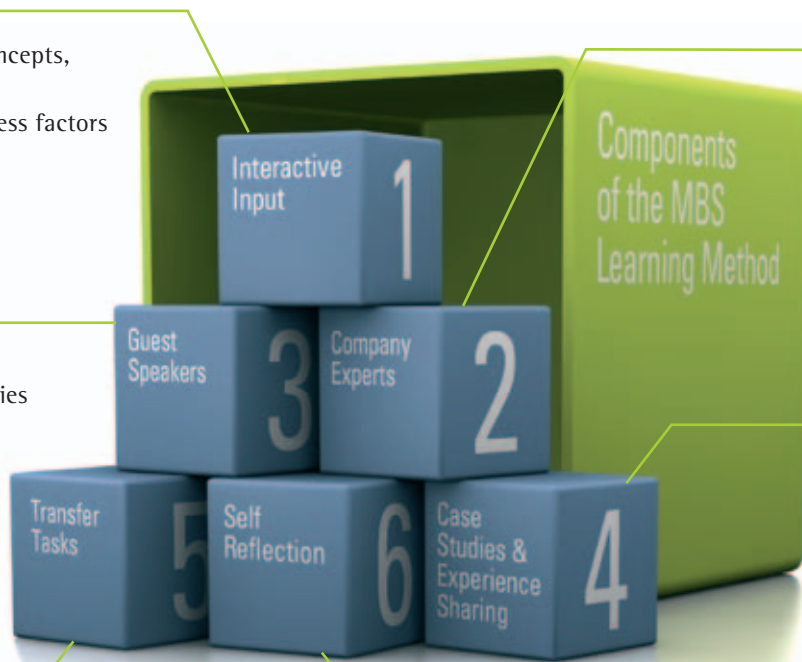
- Basic academic concepts, knowledge & tools
- Elaboration of success factors

Guest Speakers

- Best practices from other industries
- Current challenges & trends

Transfer Tasks

- Team projects between each module



Company Experts

- Discussions with top executives
- Input from internal experts

Case Studies & Experience Sharing

- Team exercises
- Group discussions

Self-Reflection

- Self-reflection & peer assessment
- Individual & team coaching

Example of a Company Program

Kick-off	Module 1	Team Project 1	Module 2	Team Project 2	Module 3
Event	3 days	3–4 months	3 days	3–4 months	3 days
Team building	Effective Leadership	Work on a case study	Strategic Management	Work on a strategic topic	Change Management
Social event	Financials for Non-Financial Managers	Present findings in module 2	Innovation & Risk Management	Present project results in module 3	Cross-Cultural Management
					Graduation event

Perspectives



“BASF has built a close relationship to Mannheim Business School over the years, especially in the field of executive education. Our employees strongly benefit from the high quality of the program guaranteed by the outstanding Mannheim faculty. The interactive exchange between the participants and the faculty, as well as their joint reflection on real life examples, ensures a professional learning experience that can be immediately put into practice.”

Dr. Petra Bachem
Director perspectives
BASF SE



“As the strategic development and retention of our top executives is one of our main objectives, we chose Mannheim Business School as our partner for Executive Education. In cooperation with MBS we developed a program that is uniquely suited to the particular needs of Bilfinger Berger and thus allows direct application of the contents learned.”

Christof Baumgart
Head of Service Center Human Resources
Bilfinger Berger SE



“With more than 10 years of experience in management and consulting, I am well aware of the relevant factors contributing to a company’s long-term competitiveness. In this respect, the strategic and continuing development of executives is a must. We thus strive to support our corporate partners to systematically develop their talents in management fields which are crucial for their success.”

Daphné Schalbetter
Director Executive Education
Mannheim Business School

Among the Best in the World

The university-based Mannheim Business School is consistently ranked as the best German business school in national and international rankings (such as Financial Times, The Economist, Handelsblatt and WirtschaftsWoche) and is one of the leading business schools in Europe. In addition, MBS is the only school to be accredited by AACSB, EQUIS and AMBA, the leading associations of business education institutions worldwide.

For a complete overview of current rankings and accreditations, please visit

www.mannheim-business-school.com/rankings





www.mannheim-business-school.com



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www.mannheim-business-school.com/cp

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