

Mannheim Business School e-Newsletter

Welcome to the second 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. Mannheim Business Forum continues: “The Art of Pricing” by Professor Homburg, April, 24, 2009

On Friday, March 6, 2009, Mannheim Business School successfully hosted its first event in the 2009 Mannheim Business Forum conference series. Professor Dr. Jacques Pateau, who teaches at Compiègne University of Technology, gave a brilliant lecture on cultural differences and possible methods to better understand and overcome these differences where they have an adverse effect on intercultural relations, business collaborations in particular. The audience, including current and prospective students, alumni as well as friends and staff of Mannheim Business School, eagerly took part in the question & answer session that followed and stayed on to discuss and share their experiences.

The next lecture, scheduled for Friday, April 24, 2009, will be held by Prof. Dr. Dr. h.c. mult. Christian Homburg, worldwide renowned marketing expert and President of Mannheim Business School, on “The Art of Pricing – Lessons from Successful Firms”. The event 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

2. Marketing Horizonte 2009: Corporate Social Responsibility – Marketing for profit, with a conscience

Under the academic auspices of Prof. Dr. Dr. h.c. mult. Christian Homburg, President Mannheim Business School, and hosted by MTP – Marketing zwischen Theorie und Praxis, an independent student association, Germany’s largest student-organized marketing conference will take place in Mannheim from May 14 to May 15, 2009. Focusing on the topic of corporate social responsibility, the conference brings together high-ranking representatives from the corporate world as well as academia, including senior managers from a wide range of industries and business lines, researchers, teachers and also students in the field of marketing: Two days of lectures, workshops and panel discussions will provide ample opportunity to discuss the multifaceted concept of corporate social responsibility from various angles. The event will take place at m:con Congress Center Rosengarten in Mannheim.

For more information go to: <http://www.marketing-horizonte.de>

For MBS students and alumni, a very limited number of places are available at a reduced fee of € 259.00 (instead of € 499.00). To claim a ticket, please email Bastian Ohrnberger, MTP Mannheim, at bastian.ohrnberger@mtp.org. The tickets will be offered on a first come - first served basis.

3. Mannheimer Unternehmenssteuertag: Corporate Tax Optimization during Times of Crisis

On June 25, 2009, leading tax experts gather in Mannheim for the Mannheimer Unternehmenssteuertag, a conference jointly organized by the University of Mannheim and the Centre for European Economic Research (ZEW). Senior experts from international companies, professional services firms as well as the public sector will discuss the potential for and the necessity of proactive tax structuring and optimizing in times of economic turmoil. The highly topical conference program offers a mix of informative lectures as well as interactive workshops.

As chairman of the Unternehmenssteuertag advisory board, Professor Dr. Christoph Spengel from the University of Mannheim has been significantly involved in the conference scheme since its inception three years ago. Spengel, who is also Academic Director of the Executive Master of Accounting & Taxation program that was successfully launched by Mannheim Business School this past year, is looking forward to welcome among this year's speakers Prof. Dr. Ulrich Prinz, Partner at Flick Gocke, Schaumburg, Dr. Thomas Borstell, International Tax Partner at Ernst & Young as well as Robert Risse, Director of the Tax Division at Henkel.

As part of their program, students of the MBS Executive Master of Accounting & Taxation have the very unique opportunity to participate in the event free of charge. Students interested in attending who have not yet signed up, please contact Stefanie Burgahn, Program Assistant EMAT, at burgahn@mba-mannheim.com by May 29, 2009, at the latest.



Other interested parties please contact Vera Pauli, Centre for European Economic Research (ZEW), at pauli@zew.de or go to <http://www.unternehmenssteuertag.de>

Program News

1. Mannheim Business School welcomes new ESSEC & MANNHEIM Weekend Executive MBA class

In late March Mannheim Business School welcomed the 46 members of the ESSEC & MANNHEIM Weekend Executive MBA class of 2010. With an annually increasing number of highly qualified as well as highly experienced participants, the program constitutes an ongoing success story: Since its inception in 2006, enrollment into the program has nearly doubled. Just like their predecessors, participants of the current class come from diverse professional and academic backgrounds, with 20 % of them holding a PhD/Doctoral degree.

2. Start of Program: Executive Master of Accounting & Taxation, Accounting Track, Class of 2011

Mannheim Business School is looking forward to welcoming the second class of the Executive Master of Accounting & Taxation, Accounting Track, on May 11, 2009, at the Education Center Dalbergplatz in Mannheim. Jointly with the largest international accounting firms, namely Deloitte, Ernst & Young, KPMG, and PricewaterhouseCoopers, Mannheim Business School successfully launched the tailor-made Master program in 2008 in order to provide young professionals in the fields of accounting and taxation with the theoretical basis as well as the practical skills necessary to successfully meet the demands of their business. As the two tracks of the Executive Master of Accounting & Taxation program have different formats, the second class of the Taxation Track will commence its program at the end of June.

3. ESSEC & Mannheim Weekend Executive MBA Class of 2009 Charity Golf Event, St. Leon-Rot

Taking social responsibility is an integral part of management education at Mannheim Business School, which is why the so-called class project is a fixed element in all our MBA programs. Sponsored, among others, by MVV Energiedienstleistungen, S&P Susat and Titleist, the ESSEC & Mannheim Weekend Executive MBA class of 2009 decided on organizing a Golf Tournament as their social class project. The event will take place on May 29, 2009 at the St. Leon-Rot Golf Course close to Heidelberg. All proceeds from the event will go to the German Children's Cancer Foundation (Deutsche Kinderkrebsstiftung).

For further information and/or registration please go to: www.mannheim-business-school.com/charitygolf2009

4. “RhugMe!” event to take place on September 5, 2009

“RhugMe!” the Rugby event organized by the ESSEC & Mannheim Modular Executive MBA Class of 2010 as their social class project will take place on September 5, 2009, in 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. Companies or individuals are invited to support “RhugMe!” financially or through their participation and enthusiasm.

For further information on the various sponsorship opportunities “RhugMe!” offers, please contact Marc Setzen, Fundraising Responsible, at msetzen@rhugme.org

MBS Events

April 24, 2009

Mannheim Business Forum Lecture: Prof. Dr. h.c. mult. Christian Homburg, “The Art of Pricing –Lessons from Successful Firms”, MBS Lecture Hall at Mannheim Castle, starting at 7 pm, registration required

April 27-29, 2009

MBA-Special at the Career Fair of the University of Mannheim

May 11, 2009

Start of Program: Executive Master of Accounting & Taxation, Accounting Track, Class of 2011, Education Center Dalbergplatz

May 14 – 15, 2009

Marketing Horizonte 2009: Corporate Social Responsibility, m:con Congress Center Rosengarten, registration required

May 16, 2009

Information Session ESSEC & MANNHEIM Executive MBA, starting 11:00 am, registration required, please register via email info@essec-mannheim.com or using our online form: <http://www.essec-mannheim.com/meet-us/events/register-for-mannheim.html>

May 29, 2009

ESSEC & Mannheim Weekend Executive MBA Class of 2009 Charity Golf Event, St. Leon-Rot, registration required

May 30, 2009

Graduation ESSEC & Mannheim Modular Executive MBA Class of 2009

June 5, 2009

MBS Summer Garden Party, MBS headquarters, Villa Vögele, registration required, in order to register please write to Vera Fischer, Event Manager & Management Assistant, at fischer@mba-mannheim.com by May 22, 2009, at the latest

June 25, 2009

Unternehmenssteuertag, Centre for European Economic Research, University of Mannheim, registration required

June 27-28, 2009

WHU & Mannheim Rowing Race, for further information please contact: Arved Weidemueller at Arved.Weidemueller@mba-mannheim.com or Lukas Welser at Lukas.Welser@mba-mannheim.com

June 29, 2009

Start of Program: Executive Master of Accounting & Taxation, Taxation Track, Class of 2011, Education Center Dalbergplatz

July 10, 2009

Official Opening of MBS Lecture Hall, Mannheim Castle

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November, 21, 2009

2nd Annual MBS Alumni Homecoming
(by invitation only)