

# Press Release

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## **Professor Dr. Dr. h.c. Christian Homburg New President of the Mannheim Business School**

**The 44 year holder of a chair for marketing follows Dr. Dr. h.c. Otto H. Jacobs and Professor Dr. Armin Heinzl as the organisational head for business education at the German University of Mannheim.**

A change at the top of the Mannheim Business School: Professor Dr. Dr. h.c. Christian Homburg will take over as the sole managing the umbrella organisation for business education at the University of Mannheim. In this function, he follows the previous double allocation with Professor Dr. Dr. h.c. mult. Otto H. Jacobs, who is leaving for reasons of age after reaching emeritus status in the spring of 2006 and Professor Dr. Armin Heinzl, who will continue to hold the position of academic director. The Mannheim Business School is one of the leading providers of MBA programs in Germany and Europe.

The 44 year old Homburg, holder of a chair for marketing and director of the Institute for Market-Oriented Management (IMU) at the University of Mannheim, is considered to be the ideal occupant for the direction of the institution, founded in 2005. After all, from 2001 to 2004, as academic director he was responsible for the successful market introduction of the first MBA program in Mannheim, 'The European MBA'. The one year full time program, thanks to which Mannheim is listed as by far the best German institution at place nine in the current European business school ranking of the magazine *karriere* (*Handelsblatt* publishing group), is in addition to the part time program 'ESSEC & MANNHEIM Executive MBA' the core product of the Mannheim Business School. In the first year, for the 'European MBA' more than 230 applications were received from all parts of the world for 15 study spots which were available then.

"Professor Homburg is a highly respected personality for science and practice both nationally as well as internationally. He has, as he emphatically proved with the introduction of the 'European MBA', an excellent market recognition," emphasises Professor Dr. Hans-



Wolfgang Arndt, Rector of the University of Mannheim. Homburg himself optimistically faces the new tasks: "Thanks to the excellent work of my predecessors, the Mannheim Business School has bright perspectives. Our main goal for the near future is the development of the existing and the expansion of new attractive program offerings. And of course, we want to continue to improve our international position." As one of the core factors for the previous and future success of the Mannheim Business School, he sees the close personnel and organisational coupling with the highly reputed faculty for business administration of the University of Mannheim: "We have here a potential which is unique for Germany."

Homburg himself is considered to be a renowned scientist. In November 2005, the German *Handelsblatt* nominated him in a ranking being made for the first time with a great advantage to the best German professor in the field of business administration. His scientific works have been awarded in all 14 high-ranking awards in the USA. Among others, three times he has received the 'Overall Best Paper' at meetings of the American Marketing Association (AMA). From the Danish Copenhagen Business School, in March 2006 he was granted an honorary doctor. His textbook 'Marketing Management', with more than 1000 pages, was listed at place one in the ranking list of the most important business books of the *Financial Times Deutschland*, shortly after its publishing in the spring of 2003. Before his academic career, Homburg was Vice President of marketing, controlling and strategic planning at an industrial company with more than 13,000 employees.

The University of Mannheim, with which the Mannheim Business School – founded in 2005 – is very closely intertwined in terms of personnel and organisation, is the clear front runner in the business administration field, according to the rankings of the most important German news and business magazines. In addition, Mannheim is the first and still the only German business school which is accredited by AACSB International and EQUIS.

Two international, complete English-language MBA programs constitute Mannheim Business School's range of offers at the moment. For one thing, there is the one-year, full-time program, 'The European MBA', which has been offered since 2002 together with the elite French business school ESSEC, the renowned British Warwick Business School and as of late the Danish Copenhagen Business School for young professionals with at least three years of professional experience. For another thing, there is the part-time program 'ESSEC & MANNHEIM Executive MBA', which allows participants the choice of two tracks: In the modular track, the class meets on average every six weeks for a five-day course unit. In the weekend format, the teaching events generally set 14-day Fridays and Saturdays on the agenda. Mannheim Business School's offer is rounded off through customised further training programs for companies.

In the ranking of the best Executive MBA programs in the world published by the Financial Times (FT), the 'ESSEC & MANNHEIM Executive MBA' was awarded place 31, beating a large number of institutions established for many years on the international market from North America, Europe, Asia and Australia. Mannheim did particularly well, especially in two categories: the program takes third place in the area of the "career progress made by former participants", and comes in at number ten in the area of course participant satisfaction, which is measured through the attainment of personal career goals. The positions confirm the good results of the Mannheim Business School in the European Business School Rankings that appeared in *karriere* magazine in July 2006. The publication listed Mannheim as the ninth best in Europe which makes it the best institution in Germany by a long way.

**Digital photographic material is available on request.**