

Press Release

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February 28, 2007

ESSEC & MANNHEIM Modular Executive MBA with Optimized Structure

- **Shorter overall duration**
- **Less but longer course modules**
- **Daily “office time” to complete professional tasks**

The Mannheim Business School has optimized the structure of its program ESSEC & MANNHEIM Modular Executive MBA. “We have received valuable suggestions from our current and former students and from the companies represented in our board of trustees. We have now implemented these suggestions. This means the programme is now more attractive for future participants and their employers,” explains Professor Dr. Dr. h.c. Christian Homburg, President of the Mannheim Business School.

The fundamental changes concern the temporal organisation of the programme. The overall duration has been reduced from 20 to 18 months. The start of the program is now not until the middle of October rather than the start of September. In addition, the number of course modules in Mannheim and Paris has been reduced from five to four. These are now longer instead: The students used to meet on average in a six-week cycle for five days from Tuesday to Saturday. The presence phases now last a complete week and begin on a Wednesday. “The participants do not have to sacrifice so many weekends now and also have the opportunity to spend two days of the weeks in question at their



workplace,” emphasizes Professor Dr. Jens Wüstemann, Academic Director of the ESSEC & MANNHEIM Modular Executive MBA.

Daily “office time” has also been introduced. During this time, the students have the chance to complete important professional matters. “Many of them are involved in projects or have management responsibilities meaning daily contact with the office is of great significance for them,” says Wüstemann.

The changes will already come into effect for the next intake of the program, who will start their course in October 2007. The application phase began in January.

The part-time course “ESSEC & MANNHEIM Modular Executive MBA”, which started in 2004, provides managers, who have between five and fifteen years of professional experience with different industries and a first academic degree, with the means for a career in international top management. It is identical in content to its sister program, “ESSEC & MANNHEIM Weekend Executive MBA”, whose course takes place in 14-day cycles on Fridays and Saturdays in Mannheim. The course is already firmly established on the European market. In the Financial Times’ ranking of the world’s best executive MBA programs, it went straight in at number 31 and even achieved top ten rankings in the categories of “career progress”, “participant’s aims achieved” and “internationality of the curriculum”.