

Press Release

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• **Mannheim Sets Organizational and Personnel Courses for the Future**

- **Dr. Jürgen M. Schneider first Professional Dean of the Business School of the University of Mannheim**
- **Professor Dr. Jens Wüstemann will succeed Professor Dr. Dr. h.c. mult. Christian Homburg as President of Mannheim Business School in November of 2010**

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The Business School of the University of Mannheim and its umbrella organization for management education, Mannheim Business School (MBS), have set crucial organizational and personnel courses for the future. As one of the first schools within a state-run university in Germany, Mannheim has decided in favor of a model involving a so-called “professional dean.” State-run universities in Germany generally tend to select a dean from the faculty, who then serves a one- to four-year term. Mannheim’s first professional dean will be Dr. Jürgen Schneider. He was previously CFO of Bilfinger Berger AG, an international services group for industry, real estate and infrastructure. Dr. Schneider will succeed Professor Dr. Hans H. Bauer, Chair of Marketing, who has been in office since 2006. Another important personnel change will also be seen at the head of Mannheim Business School: The general shareholders’ meeting has unanimously selected Professor Dr. Jens Wüstemann to succeed current president Professor Dr. Dr. h.c. mult. Christian Homburg, who will be stepping down in November 2010 at the end of his four-year term.

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Dr. Jürgen M. Schneider: “I accept the position with a determination to succeed.”

The first professional dean is already well-known at the University of Mannheim: Dr. Schneider studied at and received his doctorate from the University’s Business School. Since then he has gained 34 years of experience in different executive positions within the industry. He is also involved in the University of Mannheim Foundation’s Board of Trustees and was in recent years a member of the Board of Directors of AbsolventUM e.V, the alumni association of the University of Mannheim, as well as a member of the university board. “With the selection of Dr. Schneider we have acquired the ideal candidate for the office of the dean, especially as he has been closely involved in our establishment for many years,” explained Professor Bauer. “I am convinced that he is perfectly suited for the task at hand and I believe that our school, by selecting a professional dean, has chosen a sustainable concept for the school’s management.” Dr. Schneider emphasizes: “I am pleased to meet the challenge of departing from my background in business management to join the management of the Business School, which is known for its high expectations, as Dean. I not only accept the position with an inner sense of solidarity, but with a determination to succeed.”

Professor Dr. Jens Wüstemann: “I was convinced that Mannheim Business School would succeed from the very beginning.”

MBS President Professor Homburg refers to his successor as “the ideal person for the position.” “Professor Wüstemann has been involved in and been influencing the development of Mannheim Business School for more than seven years now as a member of the executive committee and as Academic Director of two successful programs. Thus, he is able to bring with him not only the necessary business and management competence, but he is also very familiar with the internal structures and processes of Mannheim Business School.” Professor Wüstemann has acted as Chair of Business Administration and Auditing at the University of Mannheim since 2002. Since 2003 the 40-year old professor has actively accompanied the development of Mannheim Business School, where he has been responsible for the planning, successful market introduction and further development of the ESSEC & MANNHEIM Modular Executive MBA and the Executive Master of Accounting & Taxation. “I was

convinced that Mannheim Business School would succeed from the very beginning. Assuming the position of President is a task that carries a great amount of responsibility and exciting challenges,” Professor Wüstemann explains. “I look forward to building on the excellent work Professor Homburg accomplished as President.”

Under the tutelage of 48-year old President Homburg, Chair of Marketing and Director of the Institute for Market-Oriented Management at the University of Mannheim (IMU), Mannheim Business School was able to evolve into a leading institute in Europe for management education in the last four years. During his term in office, the number of students more than quadrupled and the MBA programs at Mannheim Business School are now among the leading programs in the world – ranked in the top 30 worldwide by the Financial Times and Economist. Moreover, Mannheim Business School is an economically sound company: “All of our programs are profitable,” emphasizes Professor Homburg.

Management Education at the University of Mannheim at a Glance

The Business School of the University of Mannheim has over 30 chaired professors, around 250 academic staff, as well as around 3,500 students, making it one of the largest and most renowned business departments in all of Europe. Research and teaching at a worldwide top level, internationality, a practical orientation and consistent quality management are the success factors of the “Mannheim Concept.” The school is the only German institution to be accredited by AACSB International, EQUIS and AMBA. Only approximately one percent of business schools in the world possess this so-called “Triple Crown.”

Mannheim Business School (MBS) is the umbrella organization for management education at the Business School of the University of Mannheim. It offers three international MBA programs, all completely taught in English: The one-year fulltime program Mannheim MBA, the ESSEC & MANNHEIM Executive MBA, which comes in two formats (weekend and modular), and the MANNHEIM & TONGJI Executive MBA. The Executive Master of Accounting & Taxation, Open Enrollment Programs and Customized Programs complete the MBS portfolio.

www.bwl.uni-mannheim.de
www.mannheim-business-school.com