

# WELCOME ...



# IN SHORT

## Target Group

Master and advanced bachelor students with business background and fluency in the English language.

## Dates

*Module 1:* 03 July - 12 July 2011

*Module 2:* 10 July - 19 July 2011

*Module 3:* 17 July - 26 July 2011

Decide whether you would like to attend one, two or all modules.

## Academic Credits

4 ECTS per module

## Program Fees

EUR 890 for one module

EUR 790 for further modules

## Further information

[www.bwl.uni-mannheim.de/summerschool](http://www.bwl.uni-mannheim.de/summerschool)

## WHAT'S INCLUDED?

Accommodation in a mid-class hotel in the center of Mannheim in double rooms, breakfast, lunch (on work days), welcome & farewell dinner, class materials, all activities during week-days (lectures, company visits, cultural activities), public transportation in the region during the whole stay, free internet access and much more ...

## APPLICATION

**Deadline:** 30 April 2011

**Documents to hand in:** application form, proof of English language proficiency, transcript of records

### Contact:

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UNIVERSITY OF MANNHEIM  
BUSINESS SCHOOL

Summer School 2011  
in Mannheim

3 - 26 July 2011

Campus  
Culture  
Companies

The Summer School Team  
is looking forward to welcoming you  
to Mannheim!



# CAMPUS



# CULTURE



# COMPANIES

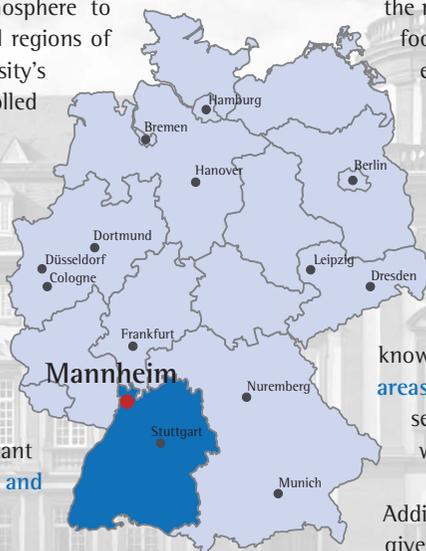


## Study at a top-ranked business school

The University of Mannheim is a **medium-sized university** with a clear focus on **business administration, economics and social sciences**. The main facilities are located in one of Europe's largest baroque palaces creating a great atmosphere to study. Around 11,000 students coming from all regions of Germany and 64 countries populate the university's beautiful campus. Approximately 3,500 are enrolled at the Business School.

Founded in 1907, the **Business School** is one of the most traditional and largest institutions of its kind in Germany. Due to the **highest ranking positions** concerning research and teaching, it is regarded as one of the most renowned business schools in Europe. In addition, the Mannheim Business School is the only institution in the German-speaking region which succeeded in obtaining the most important international accreditations, **AACSB, EQUIS and AMBA**.

The Summer School offers you **lectures** in selected fields of **Business Administration** and will be completed by more general courses introducing the situation and perspective of the **German and European economy**. All lectures will be held in English.



## Discover Germany's and Europe's rich cultural life

Mannheim is located in South-West Germany, in the federal state of **Baden-Württemberg**, less than 40 minutes away from Frankfurt. The city is situated in a low plain at the confluence of the rivers **Rhine and Neckar** and is surrounded by scenic foothill areas. Due to its location, Mannheim has excellent connections to the rest of Germany and Europe.

During the Summer School, you will take part in **trips to the surroundings** of Mannheim, like Heidelberg, the Palatinate wine growing region or the historic city Strasbourg in France, where the European Parliament is situated. Thus, you will get to know **different picturesque and historic areas in Germany and Europe** through several activities like guided tours, wine tasting and traditional dinners.

Additionally, the Summer School will give you the unique possibility of learning and working in a **multicultural environment** that promotes the understanding of different perspectives and brings together the **participants' various educational and professional backgrounds**.

## Learn from the market leaders

Mannheim's central geographic position has enabled it to become one of the **most important economic centers** in the European market. 50 percent of Germany's Top 500 companies are based within 250 km of Mannheim.

The city is located in the economic and cultural heart of the **Rhine-Neckar Metropolitan Region**, a major area of industrial concentration with a population of 1.9 million, a work force of about 800,000 and an industrial turnover of EUR 70 billion. Moreover, the metropolitan region is home to a large number of world-famous companies such as BASF, SAP, Daimler, Bosch and wob.

Our **site visits and trips** will include not only **industrial sites**, but also **companies** within the service sector.

Besides **workshops and lectures**, a **challenging case study** in close cooperation with a local winery will put you in charge of developing the future strategy of a young and ambitious company.

