



# UNIVERSITY OF MANNHEIM

This course, MBA 663 - Doing Business in Mannheim, Germany, is a joint effort by the Bryan School at UNCG and The Business School at the University of Mannheim.

The University of Mannheim has approximately 11,000 students and the University is recognized as one of the leading academic institutions in Germany and Europe for Business Administration, Economics and Social Sciences.

The School of Business Administration is one of the oldest and largest German Business Schools and is generally recognized as the undisputed Number One in its field, due to its high-quality research and teaching programs.

The Business School of the University of Mannheim is the first German institute accredited by the three largest accreditation associations (triple crown):

- AACSB - The Association to Advance Collegiate Schools of Business
- AMBA - The Association of MBAs
- EQUIS - European Quality Improvement System



THE UNIVERSITY of NORTH CAROLINA  
**GREENSBORO**



## Doing Business in Mannheim, Germany 2010

MBA 663  
**March 6 - 14, 2010**  
**Mannheim, Germany**



### Germany—Fast Facts



Mannheim, Germany

Population:      Approx. 82.3 million

Area:             357,021 km<sup>2</sup>

Capital:          Berlin

Government:    Federal Republic

President:        Horst Koehler

Official Language: Germany

Monetary Unit:   Euro

#### Economy

Germany has an economy focused heavily on exports, with exports accounting for approximately one third of the national output. Germany's role in the automobile industry contributes to their economic success.

This economic focus enables Germany to be one of the world's strongest economies. The German economy ranks 3rd in the world in terms of USD exchange rate, 5th in purchasing power parity and 1st in national economies for Europe.



Mercedes-Benz

Some of Germany's top exports include:

- Machinery
- Foodstuffs
- Vehicles
- Textiles
- Chemicals
- Metals

The Federal Republic of Germany is Europe's most populous and wealthiest countries. With more than 82 million people, Germany's citizens enjoy a high standard of living, with universal health care, low crime rates, and high investment in infrastructure and education.

#### Climate

Germany's climate is mostly temperate with extreme highs and lows a rarity. Precipitation occurs year round and is the heaviest during the Summer months.

Located in Southern Germany, Mannheim has moderate temperatures varying from:

- 50-66°F avg. highs in Spring
- 34-47°F avg. lows in Spring

## Mannheim



Coat of Arms

Situated between the Rhine and Neckar rivers, Mannheim is the second largest city in the state of Baden-Württemberg after the capital of Stuttgart.

Mannheim serves as a major inland port in Southwest Germany and hosts several large factories such as BASF, John Deere, Siemens, and other companies.

### Activities

**Tour of Heidelberg** - Regarded as one of the most beautiful cities in Germany, Heidelberg is dominated by the mighty ruins of the castle, which for five centuries was the glittering residence of the Palatine Prince Electors



**Neustadt** - The heart of the "Germany Wind Road" with beautiful medieval center characterized by timbered houses



**Hambach Castle** - considered to be the cradle of German democracy movement due to the Hambacher Fest of 1832. Today the castle serves as a national museum and convention center.



**Students will have the opportunity to enjoy German and regional delicacies and wine as well as gain deep insight into the regional culture.**

## Corporate Visits



The world's largest chemical company with more than 330 subsidiaries worldwide headquartered in Ludwigshafen.

### HEIDELBERGCEMENT

The global market leader in aggregates and a prominent player in the fields of cement, concrete and other downstream activities, making it one of the world's largest manufacturers of building materials. The company employs some 65,000 people at 2,700 locations in around 50 countries.



Founded in 1973, with over 125 employees, WOB AG is one of Germany's most prominent advertising agencies. Some clients include—Hyundai, Mercedes-Benz Omnibusse, SAP, Siemens and many more.



SCA offers personal care products, tissue, packaging, publication papers and solid-wood products in more than 90 countries. The brands Zewa and Tempo are the leading brands on the German market for tissues and Mannheim's tissue mill is the largest in Europe.

### Lectures

Various lectures will include topics on the following:

- German Economy
- European Union
- Euro as an international currency
- Influence of Management Fashions

## Registration and Costs

Registration:	Please visit the MBA Office, Bryan 220
Cost:	Approx. \$2150—Airfare not included (Cost is based on enrollment of 20+ students)
Deposit:	Acceptance of applications will begin on <b>October 26th</b> and continue until all seats have been filled. Upon acceptance into the program a \$500 deposit will be due by 5pm on <b>December 4th</b> .
What's included:	Site tours Tuition and fees Accommodations Ground transportation Cultural excursions Insurance Some meals
Visa:	A "tourist visa" may be required depending on your nationality.

**\*\*All deposits are non-refundable. Once final payment is made, there are no refunds. UNCG and The Bryan School of Business and Economics reserve the right to cancel or alter the program format or to change costs in case of conditions beyond its control. Cost of trip may increase due to current currency conversion rate at time of trip.\*\***

No online registration is accepted. Checks should be made payable to UNCG.



Former City Hall and Market Square— Mannheim



Water Tower - Mannheim Landmark

### Pre-Departure Seminar

A seminar on culture, history, economics and politics will be held on Friday, February 19th at 5:30pm. Important travel regulations will also be covered - **attendance is required!**

A post-trip debriefing session is also required. The time and date of this meeting will be determined at the pre-departure seminar.

Program is led by Dr. William Tullar, a faculty member in the Business Administration Dept. His specialization includes: Russian and Eastern European management, human resource management, and self-efficacy in organizational change.



### Useful Websites:

<http://www.germany.info/Vertretung/usa/en/Startseite.html>

<http://www.justgermany.org/>

<http://www.cometogermany.com/>

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