

Wird diese Nachricht nicht richtig dargestellt, klicken Sie bitte [hier](#).



This winter, a unique opportunity opens for your students to expand their horizons: an online study experience at Germany's best business school in Mannheim! The MBS Online Winter School is the counterpart to our MBS Online Summer School and will take place from January 4th - 22nd in a purely online format.

Students will...

- meet graduate and advanced undergraduate business students from all over the world in online classes,
- benefit from a world-class faculty,
- become acquainted with German business practices and culture,
- delve into one of the world's largest and most successful economies,
- network with business experts from leading global companies.

Find out more about the MBS Online Winter School [here](#). Spread the word by forwarding this mail to your students!

MBS Online Winter School at a Glance

- **Time of program:** January 4th - January 22nd, 2021
- **Target group:** graduate and advanced undergraduate business students

- **Number of participants:** maximum of 25 students per module
- **Structure:** three modules taking place one after another (can also be attended individually)
- **Form of assessment:** active class participation, in-class examination
- **Credits:** 3 ECTS per module
- **Language:** English
- **Application deadline:** November 30th, 2020

Students can apply for either one or more modules to be part of the unique online winter school experience. They should apply via our online form [here](#).

More information about the program, fees and organizational matters can be found [here](#).

Online Program MBS Online Winter School 2021

Module 1: Entrepreneurship and Innovation

January 4 - January 11, 2021

The focus of this course is to supply students with a deep understanding of the theoretical foundations of entrepreneurship and practical tools to create ideas and start their own business. Light is also shed on competitive positioning and advantage, and strategic dimensions of recent developments in the market such as digitalization (e.g., artificial intelligence, big data) and their implications



for new ventures and business models. Students will have the chance to understand and train these tools and topics while developing and presenting their own business idea in a team. Company visits to start-ups complement the lectures.

Find out [more](#).

Module 2: Sustainability and Ecological Awareness

January 11 - January 15, 2021

In this course, we will examine whether Germany is still the Green leader it once was hyped up to be. We will talk about the traditional German environmental awareness and dive deep into specific German ways of putting it into practice in order to meet the accepted target corridor of the Paris agreement. By doing so, you will gain insights into different aspects of the German economy in terms of sustainability and how it affects society, different players and people's everyday lives. Moreover, we will have to raise questions on a personal level concerning our individual consumption patterns and our ecological footprint.



Find out [more](#).

Module 3: Introduction to the World of Big Data & Analytics

January 18 - January 22, 2021

In this course, we will dive deep into the world of Big Data. We will talk about the core characteristics of Big Data and where Big Data influences our everyday life. Topics to be discussed include an introduction to the tools and methods used to analyze Big Data, an overview of what can and can't be learned from Big Data, hot topics regarding Big Data ethics and privacy and the presentation of several Big Data use cases. This module is



designed for those who are relatively new to the world of Big Data and want to become conversant with the terminology and the core concepts of the Big Data world.

Find out [more](#).

Students' Feedback to This Year's Online Summer School

"The MBS Online Summer School was a great experience. Firstly, what you will learn goes beyond academic knowledge. Also, studying with people from the four corners of the earth is an excellent way to test your teamworking and communication skills. Lastly, the module about entrepreneurship was just amazing."



Quentin Vidal, Curtin University Australia

"The Big Data module provided us with a clear understanding of what purposes Big Data and Machine Learning could achieve in reality. During the program, I experienced online cooperation with lots of brilliant people from different countries, that was amazing."



Haijuan Li, University of Sheffield

Find more students' statements [here](#).

Your Contact

Silvia Mäder

Team Short Programs

E-mail: shortprograms@mbs.education

Follow us on Facebook, LinkedIn, Xing, Twitter and Instagram!



© 2020 Mannheim Business School gGmbH [Privacy Policy](#)

Mannheim Business School gGmbH

L5, 6

68131 Mannheim

Deutschland

+496211811281

info@mannheim-business-school.com

<http://www.mannheim-business-school.com>

Prof. Dr. Jens Wüstemann

Register: HRB 10262

Tax ID: 38107/03995