

## MBS Summer School 2024



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We are excited to share detailed information on the **MBS Summer School 2024** with you. Our summer school is scheduled to run from **June 24 to July 12, 2024**, offering a **unique blend of current business insights and a deep dive into cultural understanding**.

During this program, students will have the chance to:

- connect with graduate and advanced undergraduate business students from across the globe
- benefit from a world-class faculty that will inspire their academic journey

- gain insights into the intricacies of German business practices and culture
- explore one of the world's largest and most successful economies
- network with experienced business professionals from leading global corporations

Just click on the button below to explore further details about the **MBS Summer School 2024**.

[MBS Summer School 2024](#)

Please spread the word by forwarding this to your students!

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### **MBS Summer School 2024 at a glance:**

- **Time of program:** June 24 - July 12, 2024
- **Target group:** graduate and advanced undergraduate business students
- **Number of participants:** maximum of 30 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:** April 30, 2024

Students can apply for either one or more modules to be part of the unique summer school experience.

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## **Program offerend at MBS Summer School 2024**

### **Module 1: Entrepreneurship and Innovation - Crowdfunding**

June 24 - 28, 2024

This module concentrates on the supplying students with a deep understanding of the theoretical foundations of entrepreneurship



and practical tools to create ideas and start their own business in the digital age. Light is also shed on digital forms of entrepreneurship, especially crowdfunding and crowd interaction, competitive positioning and advantage in entrepreneurial firms, and strategic dimensions of recent developments in the market such as digitalization and their implications for new ventures, family firms, and business models.

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## **Module 2: Artificial Intelligence in Business**

July 01 - 05, 2024



Artificial intelligence (AI) is rapidly emerging as the most important and transformative digital technology of our time. Hence, it is important for future managers to understand this technology. Students will understand the different types of machine learning as fundamental concepts of AI plus they will be able to develop strategies of leverage AI for value creation in business settings and apply related tools and techniques. They will be aware of limitations, pitfalls and potential countermeasures when using AI.

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## **Module 3: Designing Data-Driven Business Models**

July 08 - 12, 2024

Despite an enormous amount of business-relevant data generated every day, many managers and top executives still rely on conventional wisdom or intuition to guide their decisions. In this course, participants



will learn key principles of business analytics and recent technological developments that allows them to understand how to turn data into insights, better decisions, and enhanced corporate value. Participants will learn techniques they need to transform an organization into a data-driven organization and apply their knowledge by developing a suitable data-driven business model for a specific company.

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### **Students' feedback**

*"The Mannheim Summer School module on Big Data was a perfect opportunity for me to get an overview of this current topic and learn how data analysis and machine learning techniques can be used in business and social enterprise."*

Liudmilla Gormina, University of St. Gallen

*"The MBS Online Summer School was a great experience. Firstly, what you will learn goes behind academic knowledge. Also, studying with people from the four corners of the earth is an excellent way to test your teamwork 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 on 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

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Your contact

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Best wishes!

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