



BEHIND THE SCENES

INTERNATIONAL EMBA WEEK

2022



ELEVEN FIRST CLASS UNIVERSITIES



Munich Business School
University of Applied Sciences



We connect professionals across the world through **focused educational exchanges** that extend knowledge and enhance skills.



Every year **each school offers a individual program**, focused on issues derived from its geographic region and specific areas of specialization and competence. Students can bid which program they want to attend.



**Hidden Champions and Family
Business in Germany.** The Secrets of
German Small and Medium-Sized,
Family-Owned World Market Leaders.



MORNING



Meet and Greet
at Munich Business School

AFTERNOON



Sightseeing
Munich Walking Tour

EVENING



Dinner
at famous Hofbräuhaus

MORNING



Company Visit



AFTERNOON



Lectures

Holger Engelmann, CEO



EVENING



MBS Social Night

Drinks and Snacks
in MBS Lounge



MORNING



Case Study



Wacker Neuson
Group

AFTERNOON



Lecture Hidden Champions

EVENING



Company Visit



MORNING



Lecture

Generational Issues of
Family Business

AFTERNOON



Panel Discussion

Strategy at Munich
Business School

EVENING



Panel Discussion

CSR and Sustainability at
Family Businesses &
Hidden Champions

MORNING



Company Visit



AFTERNOON



Case Study



Wacker Neuson
Group

EVENING



Lectures

Isabella Grupp, CEO Plastro Mayer
Benjamin Discher, CEO Discher Markt



Kunststoffteile · Werkzeugbau · Kabel · Elektrozubehör



MORNING



Strategy Talk



AFTERNOON



Case Study
Final Presentation



Wacker Neuson
Group

EVENING



Closing Ceremony & Dinner
Munich Business School &
Paulaner am Nockherberg

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