

Press release

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Management Education Meets Professional Football: Collaboration between Mannheim Business School and TSG Hoffenheim

- **Executives of both German institutions sign an agreement on comprehensive collaboration in research, teaching and knowledge transfer**
- **Focus will be on TSG Hoffenheim's leading-edge digital training and research facilities**
- **First activities are already planned**

TSG Hoffenheim (TSG) and Mannheim Business School (MBS) have entered into a collaboration agreement. The Bundesliga team, fourth in Germany's top football league in the 2016/2017 season, and the umbrella organisation for management education at the University of Mannheim, will be working closely on numerous projects in research, teaching and knowledge transfer in future. TSG Managing Director Dr Peter Görlich and MBS President Professor Dr Jens Wüstemann signed the agreement in Mannheim this Tuesday.

"MBS is one of the top European addresses for MBA programmes, as evidenced by international rankings too. Together with MBS, we fulfil all the prerequisites for implementing outstanding projects with highly motivated students," said Dr Peter Görlich, who is responsible for innovation, digitisation and internationalisation at TSG. "An innovative approach and the right response to the challenges of digitisation



will be key success factors for companies in the future,” MBS President Professor Wüstemann stressed. “In this regard TSG Hoffenheim is not only a national but also an international pioneer of professional football. Therefore, we are happy to be both receiving and providing new impetus in these areas,” said Wüstemann.

The digital training and research facilities of TSG Hoffenheim, which should be expanded with the construction of a research lab by the end of the year, will be the focus of the collaboration. Today, high-tech devices such as the *Footbonaut* and the *Helix* are already intrinsic to training and performance diagnostics. “We are very pleased to have found a partner in MBS, with which we can implement the three cornerstones of the research lab: research, teaching and knowledge transfer,” said Professor Dr Jan Mayer. The sports scientist and graduate psychologist has been team psychologist for the TSG professionals since 2010, and also works on numerous scientific football projects. “Joint activities with MBS are already under way. Faculty and student feedback is extremely positive,” added Mayer.

“The demands on competitive athletes and top managers in many disciplines are very similar. Therefore, it will be exciting to bring about the transfer of scientific concepts, and thus gain new insights,” Dr Sabine Staritz, Director of Corporate Relations at MBS, stressed. The first activities have already been planned: it is not only Mannheim students that will be working on specific issues in workshops and projects; researchers at the University of Mannheim will also have the opportunity to plan and implement projects together with TSG. The MBS corporate network will also be involved in the exchange of knowledge.

TSG Hoffenheim has played in the Bundesliga, Germany’s top football league, for nine consecutive years. TSG came in fourth last season (2016/2017), its best result to date, earning it the opportunity to qualify in the play-off round for the group stage of the UEFA Champions League.

MBS is the umbrella organisation for management education at the University of Mannheim (Germany) and is considered to be one of the leading business schools. It offers MBA and Executive MBA programmes, a specialised master’s degree programme in Accounting and Taxation, open courses and customised company

programs. It has been the first German institution to be accredited by AACSB International, EQUIS and AMBA. In addition, MBS is listed among the international top 30 in one or more of the world's most influential rankings (Bloomberg Businessweek, Financial Times and The Economist) for MBAs, Executive MBAs and customised programmes.

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