



European Business and Economics Programme (EBEP)

Overview

The business programmes are a unique blend of business, politics, language and culture, offering business and economics students alike the chance to undertake a demanding, in-depth study of Germany and the European Union.

Date

25 June – 22 July 2017

Course Content

- Values and Politics of the European Union
- Cross Cultural Management
- Economics of the European Union
- Marketing for the Automobile Industry

The course programme also includes:

- Study visits to companies and (political) institutions
- Introductory German language lessons

Course Language

English. Proof of English proficiency (TOEFL iBT 90 or equivalent) is required.

Prerequisites

Upper undergraduate students of business and economics (after two years of study) or graduates with good standing.

Number of Participants

20–25

Course Fees

1850,- €

This includes tuition and application fees, accommodation, health, accident and liability insurance, study visits, most parts of the culture and leisure time programme.

Credits

- 100 contact hours
 - 80 contact hours business law course incl. study visits
 - 20 contact hours German language at beginners level
- Up to 9 ECTS credits

Accommodation

- Student Hostel (double room)
- Arrival 25 June (move-in), departure 22 July (move-out)

Culture and Leisure Time Programme

The summer school team offers participants a wide variety of optional cultural and social events in Berlin and surrounding area (e.g. museums, boat trip, palaces, trips to Potsdam and Sachsenhausen) about twice a week.

Registration Deadline

- 1 April 2017
- 15 March 2017 for nominated students from partner universities

Contact, Enquiries and Registration

Berlin School of Economics and Law
Berlin International Summer School
Email: summer@hwr-berlin.de
www.hwr-berlin.de/summerschools

Syllabus

The international students have developed a multifaceted view about the European Union as a large area of integration and an outstanding world trading partner. They can analyze values and cultures of EU member countries in their stance upon the establishment of supranational organizations, institutions, and policies. Students know how to interpret the roles of member countries' people as consumers, workers, and voters. In relation to the EU they are aware of the mutual interdependencies of prevailing values, individual interests, business opportunities and threads, macroeconomic constraints, and global business challenges. Students are encouraged to reflect upon the conditions of their home countries and to compare with the EU.

For a more detailed syllabus, please send an email to summer@hwr-berlin.de

Lecturers

Prof. Dr. Michael Tolksdorf, Prof. Dr. Jennifer Pédussel Wu, Prof. Dr. Marcus Birkenkrahe; Karsten Schulz (senior lecturer) (subject to change)

Week 1

Week 1 Values and Politics of the European Union	
Day 1	<ul style="list-style-type: none">»Values« and »Identities« defined. A common heritage and common values within the EU?The EU as an area of integration – which concepts are relevant?Democracy as a value – how to live up to that in a community of 28 countries and more than half a billion people?
Day 2	<ul style="list-style-type: none">Values and culture. The role of human rights – how do they influence decision making in firms and on the Union level?Corporate social responsibility
Day 3	<ul style="list-style-type: none">Institutional Visit
Day 4	<ul style="list-style-type: none">Values and economics – can we measure societal progress, human development, and well-being of people?Are free markets and competition values or instruments?Natural environment protection in value based economies.
Day 5	<ul style="list-style-type: none">The Rule of Law as a value. Political and economic action on the basis of common, value-determined regulationsThe role of the individual in this context

Week 2

Week 2 Economics of the European Union	
Day 1	<ul style="list-style-type: none">Introduction: Present State of the European UnionEU Decision MakingInstitutional Visit to the Representation of the EU in Berlin
Day 2	<ul style="list-style-type: none">Composition of EU Trade / Trade integration
Day 3	<ul style="list-style-type: none">EU Regional Policy / Labour markets and Migration
Day 4	<ul style="list-style-type: none">EMU and Eurozone
Day 5	<ul style="list-style-type: none">Exam

Week 3

Week 3 Cross Cultural Management	
Day 1	<ul style="list-style-type: none">Group exercise: participants introduce themselves and their culture of originGlobal competition in a shrinking worldScenario planning (Schwartz) and Story Telling (Denning): Participants develop scenarios of the future (group exercise)
Day 2	<ul style="list-style-type: none">Skills of successful global managers (Drucker)Dealing with negative people (Kjellin): Role playing exercises
Day 3	<ul style="list-style-type: none">Assertiveness in global business (Berne)Change in global business – tried and tested models
Day 4	<ul style="list-style-type: none">Institutional visit: German Parliament
Day 5	<ul style="list-style-type: none">Organisational cultural dimensions (Hofstede)Negotiation techniques in global business environments: ExercisesClosing exercise (sociogram)

Week 4

Week 4 Marketing for the Automobile Industry	
Day 1	<ul style="list-style-type: none">Introduction: Automotive MarketingInnovative Marketing and Digital MarketingExercise: BrandingConceptualisation of a Brand Pyramid
Day 2	<ul style="list-style-type: none">Marketing Plan: Strategies / Strategic Analyses and Strategic PlanningExercise and Case Study: Development of Strategic Business Units
Day 3	<ul style="list-style-type: none">Visit of BMW Plant (Leipzig)
Day 4	<ul style="list-style-type: none">Automotive Marketing in Europe and Germany: Facts and Figures till June 2017Segmentation and Targeting
Day 5	<ul style="list-style-type: none">Assessment: Presentations / Automotive Industry in Germany, France, Italy and UK