



Markets and Management in Europe (M+M)

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

2–22 July 2017

Course Content

- Cultural Diversity and 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

1580,- €

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

Credits

- 75 contact hours
 - 60 contact hours business law course incl. study visits
 - 15 contact hours German language at beginners level
- Up to 7 ECTS credits

Accommodation

Student Hostel (double room). Arrival 2 July (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

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

Lecturers

Prof. Dr. Jennifer Pédussel Wu, John Davies (senior lecturer),
Prof. Dr. Udo Bomnüter (subject to change)

Week 1: Cross Cultural Management

Students will develop a clear understanding of the importance of Cross Cultural and Diversity Management for the modern business world. They will learn the necessary concepts associated with Cultural Dimensions and how to value differences. They will gain understanding of the essential elements of an effective Diversity Management Programme. Through this process they will also understand the challenges and pitfalls to consider when developing and implementing a successful programme.

Week 1 Cross Cultural Management	
Day 1	Understanding Cultural Dimensions Defining Cross Cultural and Diversity Management
Day 2	Cross Cultural Mentoring and Diversity Training
Day 3	Successful Implementation of Cross Cultural and Diversity Management Programs Visit: German Historical Museum
Day 4	Exam

Week 2: Economics of the European Union

Students will be able to assess the process of political and economic integration in Europe. They will understand the development of the common market, the role of the central quasi-government and the economic stability enacted by a common monetary policy. Students will know the role of antitrust policies as a protection against excessive market power and discrimination. The perception of the international position of the EU will enable students to determine the role of the EU on global markets.

Week 2 Economics of the European Union	
Day 1	Introduction: Present State of the European Union EU Decision Making Institutional Visit to the Representation of the EU in Berlin
Day 2	Composition of EU Trade / Trade integration
Day 3	EU Regional Policy / Labour markets and Migration
Day 4	EMU and Eurozone
Day 5	Exam

Week 3: Marketing for the Automobile Industry

Students will learn to analyze marketing- and branding strategies, especially for the automotive industry in Germany. They will be able to develop and present marketing communication concepts affecting branding strategies. Students will have come to understand the consumer behaviour of European customers as well as factors influencing consumer's behaviour. The module seeks to aid the understanding and analysis of market segmentation and target group modelling.

Week 3 Marketing for the Automobile Industry	
Day 1	Review marketing basics Automobile markets
Day 2	Automobile markets and marketing
Day 3	Company Visit: VW Wolfsburg
Day 4	Automobile marketing and branding
Day 5	Presentations