



HWR Berlin Winter School 2025

Consulting for Responsible Corporate Transformation

Overview

This course is on hot topics: management consulting, corporate responsibility and transformation management. As significant transformations are underway, corporations must embrace change to remain competitive. Consultants play a crucial role in supporting their client organisations, driving responsible and impactful transformations. Students will work on a real challenge from a business partner.

Dates

18 Dec – 3 January: Virtual Reading Period
5 – 18 January: On-site classes in Berlin

Course Content

- Fundamental consulting skills
- Ethics, responsibility, strategy
- Real case challenge with a business partner

The course programme also includes:

- Study visits to companies and institutions
- Module on German culture and society from an intercultural perspective

Course Language

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

Prerequisites

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

Number of Participants

20–25

Course Fees

€ 930 (without accommodation)

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

Credits

150 hours workload / 6 ECTS credits include

- 40 contact hours business course
- 10 contact hours German culture and society
- Reading Period incl. monitored self-tests
- Excursions and company visits
- Optional extra credit on request

Accommodation

- Student hotel (double + single room)
- Arrival 5 January (move-in), departure 18 January (move-out)
- Optional booking upon request

Culture and Leisure Time Programme

The Winter School team offers participants a wide variety of optional cultural and social events in Berlin and surrounding area (e.g. museums, palaces, ice skating, trip to Potsdam) about twice a week.

Registration Deadline

- 15 October 2024
- 1 October 2024 for nominated students from partner universities
- Early-Bird 10% by 15 September 2024

Contact, Enquiries and Registration

HWR Berlin Summer and Winter School

Email: summer@hwr-berlin.de

www.hwr-berlin.de/summerschools

Syllabus

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

Lecturers

Prof. Dr. Matthias Tomenendal
Prof. Dr. Matthias Schmidt

Week 1

Virtual Reading Period

The virtual reading period aims at sensitising the participants to fundamental concepts of consulting, corporate responsibility and corporate transformation management.

Altogether, students will be asked to study papers and answer associated questions (monitored self-tests).

Week 2

On-site Programme in Berlin

Students will gain deep insights into the world of strategic management consulting: How are such firms organised? How do they recruit new employees? How do they work internally and with their clients? What are important skills in analysing complex problems and in presenting solutions? Students will gain first-hand insights and will prepare a project proposal to a real business client.

Principles of Strategy Consulting

Day	Topic
1	• Introduction to consulting: firms, business models, and trends • Briefing on case challenge by company partner
2	• Fundamental consulting skills: presenting and convincing
3	• Consulting tools and solutions
4	• Presentation Session: project proposal

Week 3

On-site Programme in Berlin

Students will develop a deep understanding of the core responsibility of a company and how megatrends, with their significant transformative potential, present numerous ethical challenges for companies nowadays. Theoretical concepts are taught alongside cases and frequent class discussions. Students will present a final solution to the real business challenge on responsible corporate transformation.

Corporate Responsibility in the Context of Transformation Management

Day	Topic
5	• Basic terms: business ethics, responsibility, strategy
6	• The core responsibility of a company
7	• Study Visit
8	• Transformation and Megatrends: challenges on modern corporate responsibility
9	• Presentation Session: final presentation

Weeks 2–3: Cultural Module

German Culture and Society: Intercultural Perspectives

- Students will be exposed to various aspects of German culture and society through virtual site visits and reflective papers
- The reflective papers (one per study week) should be related to an aspect of German culture and society

* Course content/lecturers may be subject to change