



European Business and Economics Programme (EBEP)

Overview

This programme provides business and economics students with an insight into the structures and trends that influence European business and economics today. Over the course of four modules students will explore the European Union via the themes of politics, intercultural management, marketing and economics.

Date

27 June – 24 July 2021

Course Content

- ▮ Values and Politics of the European Union
- ▮ Economics of the European Union
- ▮ Cross-Cultural Management
- ▮ Digital Transformation of the Automotive Industry

The course programme also includes:

- ▮ Study visits to companies and (political) 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 and economics (after two years of study) or graduates with good standing.

Number of Participants

20–25

Course Fees

€ 1000 (without accommodation)

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

Credits

- ▮ 100 contact hours
- ▮ 80 contact hours business course incl. study visits
- ▮ 20 contact hours German culture and society
- ▮ Up to 9 ECTS credits

Accommodation

- ▮ Student hostel (double room)
- ▮ Arrival 27 June (move-in), departure 24 July (move-out)
- ▮ Optional booking upon request

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 2021
- ▮ 15 March 2021 for nominated students from partner universities

Contact, Enquiries and Registration

HWR Berlin Summer and Winter School

Email: summer@hwr-berlin.de

www.hwr-berlin.de/summerschools

Syllabus

Participants of this programme will develop a multifaceted view of the European Union as a major site of political integration and a leading actor in global trade. They will analyse values and cultures of the EU member states in their stance towards the establishment of supranational organisations, institutions and policies. Participants will also evaluate the roles of member states' citizens as consumers, workers, and voters. They will also become aware of the mutual interdependencies between prevailing values, individual interests, business opportunities, macroeconomic constraints and global business challenges. Students are encouraged to reflect upon conditions within their home countries compared to those of EU member states.

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

Lecturers

Prof. Dr. Michael Tolksdorf, Prof. Dr. Jennifer Pédussel Wu, Prof. Dr. Andrea Rumler

* Course content/lecturers may be subject to change

Week 1: Values and Politics of the European Union

Day	Values and Politics of the European Union
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
2	<ul style="list-style-type: none"> Values and culture. The role of human rights Corporate social responsibility
3	<ul style="list-style-type: none"> Study visit
4	<ul style="list-style-type: none"> Values and economics – can we measure societal progress, human development and people's well-being? Are free markets and competition values or instruments? Environmental protection in value-based economies
5	<ul style="list-style-type: none"> The rule of law as a value. Assessment: essay on a related topic

Week 2 : Economics of the European Union

Day	Economics of the European Union
1	<ul style="list-style-type: none"> Introduction: present state of the European Union EU decision making Study visit to the representation of the EU in Berlin
2	<ul style="list-style-type: none"> Composition of EU trade EU trade integration EU regional policy
3	<ul style="list-style-type: none"> Regional and common agricultural policies Labour markets and migration
4	<ul style="list-style-type: none"> The EMU and Eurozone: the development of the Euro as an international trading, securities and reserve currency
5	<ul style="list-style-type: none"> Assessment: written test

Week 3: Cross-Cultural Management

Day	Cross-Cultural Management
1	<ul style="list-style-type: none"> The concept of storytelling in business How to use storytelling for reports and global leadership purposes and the application of these methods in practice
2	<ul style="list-style-type: none"> The long-term forecasting scenario planning method Explore examples of large-scale global business scenarios and create and present your own scenarios
3	<ul style="list-style-type: none"> The importance of assertiveness and boundaries Different methods of assertive behaviour in the global workplace and how coaching can support cross-cultural work and management
4	<ul style="list-style-type: none"> Study visit: German Parliament (Bundestag) The importance of debating for negotiation and communication and how debating skills can further the cross-cultural agenda
5	<ul style="list-style-type: none"> Assessment: preparation and carrying out of a complex question for debate

Week 4: Digital Transformation of the Automotive Industry

Day	Digital Transformation of the Automotive Industry
1	<ul style="list-style-type: none"> Introduction: automotive marketing Brands and branding strategies in the automotive industry Customer behaviour in European automotive markets
2	<ul style="list-style-type: none"> Digital transformation of the global automotive industry Impact of the diesel scandal on the European automotive industry
3	<ul style="list-style-type: none"> Study visit to an automotive plant (e.g. BMW or Volkswagen)
4	<ul style="list-style-type: none"> Automotive marketing in Europe and Germany: facts and figures
5	<ul style="list-style-type: none"> Assessment: presentations on the automotive industry in Europe

Weeks 1–4: Additional Module

German Culture and Society: Intercultural Perspectives
<ul style="list-style-type: none"> Students will be exposed to various aspects of German culture and society through a series of site visits and reflective papers The reflective papers (one per study week) should be related to an aspect of German culture and society and/or students' intercultural experience

