



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

July 1 – 21, 2012 (three weeks)

Course Content

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

The course program 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

EUR 1.350,-

This includes tuition and application fees, accommodation with breakfast, 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
- 7 ECTS credits

Accommodation

Student Hostel (double room) with breakfast. Arrival July 1 (move-in), departure July 21 (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, castle, trips to Potsdam and Sachsenhausen) about twice a week.

Registration Deadline

April 1, 2012

March 15, 2012 for nominated students from partner universities

Contact, Enquiries and Registration

Berlin School of Economics & Law / HWR Berlin
Berlin International Summer School
E-mail: summer@hwr-berlin.de
www.hwr-berlin.de/summerschools/

Course Outline

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Learning Outcomes

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 E.U. will enable students to determine the role of the E.U. on global markets.

Module 1, Management Focus

Cross Cultural Management

- Challenges of International Team Leadership
- Issues of language for team processes
- Preferred work styles in different cultures
- Intercultural skills in the areas of leadership, feedback, project planning, team building, presentations
- Key competencies: Employing diversity to an advantage

Learning Outcomes

Students will come to understand how people from other cultures can have differing approaches and attitudes to basic business variables, including time, planning, communication style, team leadership, trust, and relationship building. They will be able to develop a common understanding to describe intercultural issues and to address and manage these issues on their future professional assignments. The module will also aid the development of the practical skills and attitudes required to work with cultural differences, rather than against them, in the pursuit of organisations' international goals.

Module 2, Economics Focus

Economics of the European Union

- Dynamics of European economic and political integration
- EU budget. Regional and common agricultural policies
- The European Monetary Union (EMU): The development of the Euro (€) as an international trading, securities, and reserve currency.
- Control of cartels, mergers, and subsidies: Introducing EU Antitrust policies
- The E.U. as an international trade partner. Trade disputes within the WTO.

Module 3, Marketing Focus:

Marketing for the Automobile Industry

- Brands and strategic brand management process
- Customer-based brand equity: the four steps of brand building
- Integrating marketing communication to build brand equity
- The German automotive industry: Markets, Marketing, Messages

Learning Outcomes

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.

Chosen by DAAD as "Excellent Summer Academy 2007"!