

Now where's that exactly?

Bielefeld, north-western Germany
330,000 inhabitants, main venue, all teaching

Frankfurt, central Germany
600,000 inhabitants, major banking center
► **Field trip** to European Central Bank
(the European Fed)

Berlin, north-eastern Germany
3.5 m inhabitants, capital of Germany
► **Field trip** to Bundestag,
German Parliament
Meeting a political "insider"

Brussels, Belgium
2.7 m inhabitants, capital of Belgium
Main location of the European Union
► **Field trip** to European Parliament
Meeting representatives of
European administrations
and business activists



Who knows more?

For more info contact your
local international office

Or directly

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Come and discover Europe!

European Summer School
on European Business and Culture
May 14 thru June 22, 2012



FH Bielefeld
University of
Applied Sciences



What will I learn about?

European Culture/Cross Cultural Management (3 credits)

The course provides students with an insight in the European culture in its various facets. It integrates historical aspects of the European unification process as well as current political and social trends within Europe.

European Politics and Business (3 credits)

This course examines European politics and business from the perspectives of economics, politics and law as well as the functional disciplines of European logistics, supply chain management and mobile marketing.

2 labs (research project and paper presentation)

The course offers participants the opportunity to conduct research in a specific aspect of the given lecture content by doing an additional lab of 15 lecture hours.

Language? Ja bitte!

Course: German as a foreign language, beginners' level Course participants should gain an individual cultural experience with people and country. Some knowledge of German makes it easier to establish individual contacts.

So what's the learning environment?

- ▶ North American and European students will mix on classes
- ▶ 3 hours of morning classes, c. 3 hours of afternoon classes
- ▶ All teaching in English
- ▶ Company visits and field trips integrated into program
- ▶ Multinational European lecturing team

Business live

3 multi-day field trips

Berlin is a symbol of German history ranging from Prussia, the Nazi Regime, World War II, and the Cold War to German reunification. The agenda contains a visit of the "Reichstag" (The German Parliament) and a discussion with a Member of Parliament, the Berlin Wall, Brandenburger Tor and Checkpoint Charlie.

Frankfurt is sometimes called "Bankfurt" or "Mainhattan" as it is home to the European Central Bank and some of the world's biggest banking institutions. The agenda contains a visit of the European Central bank with presentations and discussions.

Brussels stands for EU politics. Through visits to EU institutions and talks with EU officials, lobbyists, consultants and trade associations course participants gain a global view of how the European Union works and what the benefits, strengths and weaknesses of a single market (European Union) made up by 27 European states and a currency union (Euro zone) of 15 European states are.

2 company visits

The European Summer School program includes several one-day field trips to regional midsized companies, which are well-known and typical German midsized companies producing high quality products. Mostly they are family-owned businesses with a specific corporate culture and governance policy. The companies are very successful in the global market but their production facilities are mainly located in Germany. During the company visits students will see high-quality manufacturing and get a chance to discuss corporate business strategies with the management.

What will I be getting?

- ▶ classes in European business and culture
- ▶ 6 Credits + 2 for labs
- ▶ 3 multi-day field trips
- ▶ 2 company visits
- ▶ cultural program
- ▶ free accommodation
- ▶ full insurance package
- ▶ free local transportation pass
- ▶ additional labs for research
- ▶ admin support
- ▶ personal mentoring program

What will it cost me?

- ▶ Package price in total 1490 Euro (only cost price charged, no margins)
- ▶ Meals not included
- ▶ Travel to/from Germany not included

At the Ritz or under the bridge?

- ▶ All classes on safe modern campus
- ▶ Accommodation in well-equipped dorms on campus
- ▶ Efficient local transportation
- ▶ Meals available on campus at very reasonable prices