Who knows more?

For more info contact your local international office or directly:

Bielefeld University of Applied Science
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Deadline for applications:
28th February, 2021

Join us and discover Europe digitally!

European Summer School on Business in Europe
May 10 thru May 28, 2021
What will I learn about?
Business in Europe
This course examines business in Europe from the perspective of economics, politics and law as well as the function disciplines of European logistics, supply chain management and mobile marketing.

Project work at Miele
The project work enables students to discuss current and exciting topics in regard to digitization and provides insights into the local corporate culture. They get the chance to exchange professional knowledge with employees of an internationally active company, gather practical experience from home and improve their teamwork and intercultural skills.

Practical highlights
Student will be surprised with weekly practical highlights in order to get more insights into the topics and get to know each other better.

What will it cost me?
Participation fee of 150€

So what’s the learning environment?
• North American and European students will mix on classes
• Small number of participants (approximately 20)
• 2 hours of classes on 4 days a week
• All teaching in English
• Multinational European lecturing team

Where will we be?
Due to the COVID situation the Summer School cannot take place as usual this year. Nevertheless we would like to offer you a digital stay in Europe.

How?
Online Lectures
• Digital lectures on the topic “Business in Europe”
• Featuring eight international lecturers

Digital project work at local company
Development of presentations on current topics related to digitization and innovation

What will I be getting?
Classes in Business in Europe such as
• Innovation management and innovation competences in the digitalizing Europe
• Big Data Applications in European businesses
• Sustainability dimension to business
• Economy and business in the Czech Republic
• The German Mittelstand: Applied questions from practice
• Management and accounting change in Europe
• European politics and institutions

Project work at local company Miele
• Opportunity to work on exciting topics in regard to digitization
• Insights into the local corporate culture
• First contact to professionals of a German corporate and entry opportunities in from of internships

Practical highlights
3 Credits (6 ECTS)