



**FH Bielefeld**  
University of  
Applied Sciences

# European Summer School 2021

## Course Syllabus

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## EUROPEAN SUMMER SCHOOL 2021 (10.05.-28.05.2021)

Syllabus Course: Business in Europe

<b>Course summary</b>		
<b>Course Code</b>	<b>Course title</b>	<b>Credits</b>
ESS 1 digital	Business in Europe	3
<b>Contact hours</b>	<b>Lectures/Company project</b>	<b>Digital company visits/Other digital offers</b>
30 h	2 weeks lectures/ 1 week company project (preparation and presentation)	German mid-sized companies/Guided tour of ECB etc.
<b>Language of Instruction</b>	<b>Room</b>	<b>Time</b>
English	Digital	See current programme

### **Course Description**

The course examines European business from the perspectives of economics, politics and law and also explores the functional disciplines of digitalization, sustainability, innovation Management and innovation competences. Digital company visits and other offers concerning European Business are closely linked to the learning contents and are integrated into the curriculum of this summer school course. Course participants should gain an individual cultural exchange with people and country. The Summer School will be mixed with participants from North American universities and German and international students from Bielefeld UAS. The number of participants is approximately 20.

### **Learning outcome**

The aim of this course is to expose students to the specifics of European business and politics. The course strengthens the participant's appreciation of cultural, social, political, legal, economic, and political variables in conceptualizing, executing, and assessing European business operations. Furthermore, it gives participants a unique opportunity to enrich their knowledge and understanding of functional disciplines of business while engaging in academic and social activities that broaden interdisciplinary perspectives.

## **Company project**

Teams mixed with German students will take part in a one-week practical project with an internationally active German company. In the practical project, the teams will deal with predefined current issues of the company and then present these in the presence of company executives. It is expected to meet with the project team for two hours each day and then continue to work on the presentation through independent study.

## **Company visits/Other digital offers**

The European Summer School program includes digital trips to regional mid-sized companies, which are well-known and typical German mid-sized 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.

Highlights such as talks or guided tour of the European central Bank (ECB) and a discussion with a member of the German Bundestag and activities with the local Buddies etc. are planned.

## **Methodology**

On this digital course the following methods, techniques and aids will be employed:

- (1) lectures providing in-depth exposition of subjects treated, reading and research assignments clarifying, illustrating and complementing;
- (2) class discussion of the subjects covered and of questions raised in lectures and readings;
- (3) question and answer sessions with professors addressing questions to individual students;
- (4) presentation on a current topic of a Bielefeld company;
- (5) oral class presentations by students with particularly relevant experiences.
- (6) Final written exam

## Credits and Grading

This course contains 30 contact hours and will fetch 3 credits. It includes integrated assignments based on class sessions, the digital tours (company and other visits), the presentation at the company project and the final exam.

### Grades:

Active class and tour participation	=	20%
Presentation company project	=	40%
<u>Final exam</u>	=	<u>40%</u>
Total	=	100%

## European team of lecturers

Two hours of lecture on the course will be offered daily over a two-week period. The lecturers are from various predominantly European countries such as Finland, Italy, the Netherlands, the Czech Republic, Turkey and Germany.

The European Union provides funding for lecturer mobility between European partner universities.

## Certificate “European Summer School” and Transcript of Records

Every participant receives a certificate which documents the attendance of the three-week European Summer School with active participation in lectures, the company project and company visits and other cross-cultural events.

The grade of the European Business course is recorded on a separate Transcript.