



**FH Bielefeld**  
University of  
Applied Sciences

# 2019

## European Summer School Course Syllabus



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University of Applied Sciences Bielefeld

# EUROPEAN SUMMER SCHOOL 2019

## Syllabus Course 1: European Culture and Management

<b>Course summary</b>		
<b>Course Code</b>	<b>Course title</b>	<b>Credits</b>
ESS 1	European Culture	3 (plus 1 for additional lab)
<b>Contact hours</b>	<b>Multi-day field trips</b>	<b>Company visits</b>
45	Berlin/Frankfurt/Rotterdam&Amsterdam	German midsized companies
<b>Language of Instruction</b>	<b>Room</b>	<b>Time</b>
English		Tue/Wed 9.45 - 11.15 + Tue 14.00 - 15.00

### Course Description

The course provides students with an insight of 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. Additionally, "European Culture" and the comparative analysis of differences between Europe and North America is a major topic. Field trips and company visits 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 experience with people and country. Some knowledge of German will of course help to make individual contacts. Therefore, the European Summer School contains 12 hours (in total) of "German for beginners".

### Learning outcome

There are two objectives of this course: First, to acquaint participants with the concept of culture, emphasizing the diversity of human experience, personalities and variations of human relations to society. The second objective is to challenge students to critically reflect on their own culture and society. The aim is to cultivate a fundamental capacity for understanding unfamiliar and familiar cultures and an ability to interpret "difference" in cultural contexts.

### Multi-day field trips

The course contains three multi-day field trips to Berlin, Frankfurt and Rotterdam & Amsterdam. The agenda of every field trip is closely linked with the learning content and therefore part of the curriculum. Berlin is a symbol of German history ranging from Prussia, the Weimar Republic, the Nazi Regime, World War II and the Cold War to German reunification. Therefore, the Berlin agenda contains a visit of the "Reichstag" (The German Parliament) and a discussion with a political "insider", the Berlin Wall, Brandenburger Tor, Checkpoint Charlie, Stasi-Prison and the Museumsinsel (Museums Island).

Frankfurt is sometimes called "Bankfurt" or "Mainhattan" as it is home to the European Central Bank (ECB) and some of the world's biggest banking institutions. The Frankfurt agenda contains firstly a visit of the European Central Bank with presentations and discussion rounds about "the ECB, its role and functions" and the "International role of the Euro", secondly a meeting with an economist of a global bank: presentation and discussion about "The financial crisis and its impact on the European economy" combined with a visit of the trading room. A guided visit of the stock exchange will complete this trip.

The port of Rotterdam is the largest in Europe and its logistical nerve center. The agenda contains a visit to both the city and the port of Rotterdam. Amsterdam is the capital of the Netherlands and a famous magnet for people from all over the world.

## Company visits

The European Summer School program includes several one-day field 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.

## Methodology

On this 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 of a research paper on a topic related to the course content; (5) oral class presentations by students with particularly relevant experiences.

## Credits and Grading

This course contains 45 lecture hours and will fetch 3 credits. It includes integrated assignments based on class sessions and study tours (field trips and company visits).

### Grades:

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

## Additional lab / 1 credit point

The course gives participants the opportunity to conduct research on a specific aspect of the lecture content provided by offering an additional lab of 15 lecture hours. Students will be required to write a research paper of 5 text pages (space 1, font 11) and to present the paper (10-15 minutes) in class. The additional lab accounts for 1 credit point.

## European team of lecturers

Every week covers a new topic of the course and most lecturers change on a weekly basis. As on this European Summer School, the lecturing team should be a truly European one we will invite, on some topics, guest lecturers from our European partner universities in the Netherlands, Finland, Czech Republic, Italy, Turkey and from our Asian partner university in South Korea. The European Union provides funding for lecturer mobility between European partner universities.

## Certificate “European Summer School”

Every participant receives a certificate which documents the six-week study-abroad period, the course content acquired and active participation in field trips, company visits and cross-cultural events and the individual student's performance in class.

# EUROPEAN SUMMER SCHOOL 2019

## Syllabus Course 2: European Politics and Business

<b>Course summary</b>		
<b>Course Code</b>	<b>Course title</b>	<b>Credits</b>
ESS 2	European Politics and Business	3 (plus 1 for additional lab)
<b>Contact hours</b>	<b>Multi-day field trips</b>	<b>Company visits</b>
45	Berlin/Frankfurt/Rotterdam&Amsterdam	German midsized companies
<b>Language of Instruction</b>	<b>Room</b>	<b>Time</b>
English		Tue/Wed 11.30 -13.00 + Wed. 14.00 -15.00

### Course Description

The course examines European politics and business from the perspectives of economics, politics and law and also explores the functional disciplines of European logistics, supply chain management, mobile business and international marketing. Field trips and company visits 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 experience with people and country. Some knowledge of German will help to make individual contacts. Therefore, the European Summer School contains 12 hours (in total) of “German for beginners”.

### 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 like mobile business and international marketing while engaging in academic and social activities that broaden interdisciplinary perspectives.

### Multi-day field trips

The course contains three multi-day field trips to Berlin, Frankfurt and Rotterdam & Amsterdam. The agenda of every field trip is closely linked with the learning content and therefore part of the curriculum. Berlin is a symbol of German history ranging from Prussia, the Weimar Republic, the Nazi Regime, World War II and the Cold War to German reunification. Therefore, the Berlin agenda contains a visit of the “Reichstag” (The German Parliament) and a discussion with a political “insider”, the Berlin Wall, Brandenburger Tor, Checkpoint Charlie, Stasi-Prison and the Museumsinsel (Museums Island).

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## Credits and Grading

This course contains 45 lecture hours and will fetch 3 credits. It includes integrated assignments based on class sessions and the study tours (field trips and company visits).

### Grades:

Active class and tour participation	=	20%
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