



Where will we be?

Bielefeld

330.000 inhabitants, main venue, all teaching
 ▶ Field trips to internationally successful companies

Frankfurt

720.000 inhabitants, major banking center
 ▶ Field trip to financial institutions

Berlin

3.5 m inhabitants, capital of Germany
 ▶ Field trip to Bundestag, German Parliament
 Meeting a political “insider”

Rotterdam

640.000 inhabitants, metropolitan area
 ▶ Field trip to biggest port in Europe, logistics and culture

The Hague

540.000 inhabitants, metropolian area
 ▶ Field trip to Peace Palace or other International Court

Amsterdam

840.000 inhabitants, capital of the Netherlands
 ▶ Explore the city’s rich cultural heritage

Who knows more?

For more info contact your local international office or directly:

Bielefeld University of Applied Science

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 Interaktion 1
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 Fax +49.521.106-5086
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Come and discover Europe!

European Summer School
 on European Business and Culture
 May 11 thru June 19, 2020





What will I be getting?

Classes in European business and culture

- ▶ 6 Credits + 2 for labs
- ▶ Field trips
- ▶ 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 1.390 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 in city center
- ▶ Efficient local transportation
- ▶ Meals available on campus at very reasonable prices

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 – 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. A visit is planned either to the European Central Bank or another major financial institution.

The port of **Rotterdam** is the largest in Europe and its logistical nerve center. The agenda includes a visit of the city and the port of Rotterdam.

The Peace Palace, which houses the International Court of Justice, is visited in **The Hague**. The trip through the Netherlands will be rounded off with a city tour through **Amsterdam**.

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.