

HEIDELBERG UNDERGRADUATE SUMMER PROGRAM “DOING BUSINESS IN EUROPE”

1. INTRODUCTION TO THE PROGRAM

Heidelberg University of Applied Sciences belongs to the few private universities in Germany. The fully accredited school was founded in 1969 and offers bachelor, diploma and master degrees in the fields of Architecture, Business administration, Business law, Business psychology, Electrical engineering, Engineering, Industrial engineering and management, Information technologies, Music therapy, Social economics and Social work. Currently, approximately 1,500 students are enrolled.

The **Faculty of Business Administration** currently offers a Diploma and a Master of Arts in Business. In 2008, a Bachelor degree in Business Administration will be available. Currently, more than 500 students are enrolled in Business. In the latest CHE ranking of German business schools, the Faculty of Business Administration was included in the group of high performers.

The **2008 Heidelberg Summer School** is set up for international Undergraduate Students and consists of 2 parallel English language courses with 75 contact hours each. These courses are to be taken parallel and are only available together. The courses consist of lectures and a variety of excursions to cultural sites, European institutions and companies. The two courses are:

General Education: This course familiarizes students with the European Union and includes a visit to the EU Parliament in France. Subjects include history, geography, cross-cultural issues, German and European culture and a brief introduction to the German language. Excursions include guided tours to Schwetzingen Castle, to the city of Ladenburg, founded by Romans 1900 years ago and to the new Mercedes-Benz museum in Stuttgart, which explains automotive history and the development of mobility.

Business: This course lets students experience various issues about „Doing Business in Europe“: Several classes focus on marketing and management in the European market. The course provides insights to key success factors for firms entering European markets and includes excursions to world market leaders such as SAP, Porsche, Heidelberger Druckmaschinen AG and to regenerative energy providers. Students will learn hard facts about the structure of the German economy and will learn about rather soft subjects such as proper business behaviour and cross-cultural issues in communication.

2. COURSE CONTENT (Summer 2008)

Date			Instructor	Business	General Education
30-Jun-08	morning	Introduction to program	Prof. Dr. Glaeser, Prof. Dr. Bagschik	1	1
Mon		The EU in a nutshell 1 (history, development, future)	Dr. Stenglhofen		3
	afternoon	Survival German I	Ms. Voget, M.A.		3
	evening	Guided Heidelberg city tour	Prof. Dr. Glaeser, Prof. Dr. Bagschik		3
1-Jul-08	morning	The EU in a nutshell 2- Economic and societal implications	Dr. Stenglhofen	2	2
Tue	afternoon	A global marketing perspective on Europe (class together with German students)	Prof. Dr. Allerheiligen	4	
2-Jul-08					
Wed	complete day	Excursion to the European Parliament in Strasbourg/France (with lecture)	Prof. Dr. Muller		8
3-Jul-08	morning	Entering the European Market (strategies and best practice)	Prof. Dr. Glaeser	3	
Thu		Survival German II	Ms. Voget, M.A.		3
	afternoon	Competing in the EU service industry – lessons from <i>Enterprise – Rent a Car</i>	Prof. Dr. Glaeser	3	
4-Jul-08	morning	German and European History	Prof. Dr. Bagschik		2
Fri		The “new” EU countries (business and cultural chances and challenges)	Prof. Dr. Bagschik	1	1
		Success Stories of US companies doing business in Europe (class together with German students)	Prof. Dr. Brown	3	
	afternoon	The "Cold War" - US Forces in Germany (class discussion with German students)	NN		3
	evening	4th of July German-American Summer Fest	Prof. Dr. Glaeser, Prof. Dr. Bagschik		3
weekend			Optional trip to a vineyard		
weekend			Optional hiking or boat tour		

Date			Instructor	Business	General Education
7-Jul-08	morning	Expatriate's view: How European Management & Organization differ from the US	Immel	3	
Mo	afternoon	Cross-cultural Communication	Dr. Augustini		4
	evening	German Society & Culture (food, music, arts, museums, etc)	Dr. Augustini, Prof. Dr. Bagschik		3
8-Jul-08	morning	Proper Behaviour in Europe in Business and social situations (cultural pitfalls)	Dr. Augustini	2	2
Tue	afternoon	Survival German III	Ms. Voget, M.A.		3
		Guided tour to Schwetzingen Castle	Ms. Voget, M.A.		3
9-Jul-08	morning	The German "Mittelstand": hidden champions among small and medium sized enterprises	Prof. Dr. Garnjost	3	
Wed	afternoon	Excursion Heidelberger Druckmaschinen AG incl. discussion with company representatives	Prof. Dr. Glaeser, Prof. Dr. Garnjost	4	
	evening	German Food and Table tradition	NN		3
10-Jul-08		EU; the legal framework	Dr. Fleuter	3	
Thu		Drivers in the European Automotive Industry	Prof. Dr. Bagschik	3	
		Trip to 1900 year old city of Ladenburg - Roman heritage in Germany	Prof. Dr. Glaeser, Prof. Dr. Bagschik		4
11-Jul-08	morning	Case Study: Balanced Scorecard at Porsche	Prof. Dr. Bagschik, Schlegel	4	
Fri	afternoon	Excursion to Porsche factory (Stuttgart)	Prof. Dr. Glaeser, Prof. Dr. Bagschik	4	
	evening	Excursion to new Mercedes-Benz Museum (Stuttgart): Automotive history and development of mobility	Prof. Dr. Glaeser, Prof. Dr. Bagschik		3

weekend
weekend

optional trip to Munich
or optional black forest tour

Date			Instructor	Business	General Education
14-Jul-08	morning	Innovation strategies on both sides of the Atlantic	Dr. Utech	4	
Mo	afternoon	Lessons from Wal*Mart`s failure in Germany: class discussion with German students	Prof. Dr. Glaeser	3	
		Privatization in Europe - Chances for US companies	NN	2	
	evening	International Evening - event organized by the students	Prof. Dr. Glaeser, Prof. Dr. Bagschik		2
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15-Jul-08	morning	Software and E-Business in Europe	Prof. Dr. Möckl	4	
Tue	afternoon	Excursion to SAP AG	Prof. Dr. Glaeser, Prof. Dr. Möckl	4	
	evening	Society & Culture (food, music, arts, museums, etc)	Prof. Dr. Glaeser, Prof. Dr. Bagschik		3
16-Jul-08		Money matters – the European financial system	Dr. Adalbert Winkler	3	
		Geography of Europe	NN		2
Wed		European Sport Management	Prof. Dr. Dinkel	2	
		Transatlantic projects - how to succeed	Dr. Utech		3
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17-Jul-08	morning	Regenerative energy sources (technologies, trends and market potential)	Dipl.-Vw. Milan Nitzschke	4	
Thu	afternoon	Excursion to wind/solar factory	Prof. Dr. Glaeser, Prof. Dr. Bagschik		3
	evening	Society & Culture (food, music, arts, museums, etc)	Prof. Dr. Glaeser, Prof. Dr. Bagschik		3
18-Jul-08	morning	Case Study: <i>Global Fun - The Internationalization of Theme Parks</i>	Prof. Dr. Glaeser, Prof. Dr. Bagschik	4	
Fri	afternoon	Final Exam		2	2
	evening	Farewell Party			
End of 3-week program					
			Total contact hours	75	75

A. Business in Europe (75 hours)

The EU in a nutshell 2 (4 hours)

This class bases on the introduction to the history, current developments and the future of the European Union and its neighbours (EU in a nutshell I). Further Economic aspects are being analysed and discussed with the direction of the future development of the EU and the global implications as main topic.

Instructor: Dr. Stenglhofen

Relevant for final exam

A global marketing perspective on Europe (4 hours)

In this course Europe is analysed as a player in the international markets. What are opportunities and challenges distributing products and services to Europe? How strong is Europe as a competitor on the global market place? Conceptual Marketing frameworks are used to answer current questions.

Instructor: Prof. Dr. Allerheiligen

Relevant for final exam

Entering the European Market (3 hours)

Based on best (and not so good) practices it is analysed which strategies work and which will likely fail for companies expanding their market to Europe. How important is the size of the entering company, what legal and market obstacles are relevant depending on the various industries?

Instructor: Prof. Dr. Glaeser

Relevant for final exam

Competing in the EU service industry (3 hours)

Based on the case of Enterprise – Rent a Car it is discussed what the success factors of the EU service industry are. Cultural differences and similarities among the various countries are as well addressed as general aspects of offering services in Europe. (Class together with German students)

Instructor: Prof. Dr. Glaeser

Relevant for final exam

The “new” EU countries - chances and challenges (2 hours)

An introduction to the economic and business opportunities and challenges related to the new Eastern EU member states.

Instructor: Prof. Dr. Bagschik

Relevant for final exam

Success Stories of US/international companies doing business in Europe (3 hours)

What are the crucial factors that determinate success for international and especially US firms entering the European market. (Class together with German students)

Instructor: Prof. Dr. Brown (USA)

Relevant for final exam

Expatriate's view (3 hours)

An expatriate Business Development Manager from a Lanxess Group Company explains how European Management & Organization differ from the US

Instructor: Senior Vice President Jeffrey Immel (Germany/USA)

Relevant for final exam

Proper Business Behaviour in Europe (4 hours)

An introduction to the cultural facets in European business life, stressing cultural pitfalls.

Instructor: Prof. Dr. Agostini (France)

Relevant for final exam

The German “Mittelstand” (3 hours)

This class informs about the importance of “hidden champions” among small and medium sized enterprises for the German economy

Instructor: Prof. Dr. Garnjost (Luxembourg)

Relevant for final exam

Excursion Heidelberger Druckmaschinen AG (4 hours)

Following the lecture on the German „Mittelstand“, this excursion to the world market leader in printing technology serves as an illustration. A company profile and a market analysis are presented, including a discussion with company representatives.

Instructor: Prof. Dr. Garnjost (Luxembourg), Prof. Dr. Glaeser

Relevant for final exam

EU: the legal framework (3 hours)

The course gives an overview of the European legal system, concentrating on aspects relevant for international business.

Instructor: Dr. Fleuter

Relevant for final exam

Drivers in the European Automotive Industry (3 hours)

This interactive class discusses key drivers and adopted strategies in the European automotive industry.

Instructor: Prof. Dr. Bagschik

Relevant for final exam

Case Study: Balanced Scorecard at Porsche (4 hours)

A case study on the introduction of the balanced score card at Porsche. Planned to be conducted with a former Porsche executive responsible for the introduction

Instructor: Dipl.-Kfm. Schlegel, Prof. Dr. Bagschik

Relevant for final exam

Excursion to Porsche factory Stuttgart (4 hours)

Excursion to the sports car factory. Company background, business strategies and production processes are explained.

Instructor: Prof. Dr. Gläser, Prof. Dr. Bagschik

Relevant for final exam

Innovation strategies on both sides of the Atlantic (4 hours)

How do European and North American companies differ when it comes to innovate? How can one draw advantages from those different approaches?

Instructor: Dr. Utech

Relevant for final exam

Lessons from Wal*Mart`s failure in Germany (3 hours)

One of the most successful retailers in the world did not succeed as planned in the German Market. This class discusses some of the background and potential reasons.(involves class discussion with German students)

Instructor: Prof. Dr. Glaeser

Relevant for final exam

Privatisation in Europe - Chances for International companies (2 hours)

In most European countries there are still large governmental entities at least partly sold to investors. Does this generate opportunities or challenges for large MNC?

Instructor: Prof. Dr. Glaeser

Relevant for final exam

Software and E-Business in Europe (4 hours)

Does E-Business work differently in Europe than in other parts of the world. What technical and business standards are to be kept in mind?

Instructor: Prof. Dr. Moeckl

Relevant for final exam

Excursion to SAP AG (4 hours)

A guided tour to the SAP campus in Walldorf with intense background information and discussion.

Instructor: Prof. Dr. Glaeser, Prof. Dr. Moeckl

Relevant for final exam

Money matters – the role of the EURO (3 hours)

This course gives an overview of the EURO's impact on the global financial markets.

Instructor: Dr. Adalbert Winkler

Relevant for final exam

European Sport Management (2 hours)

Sport is not only a societal but also a huge business phenomenon in Europe. This class addresses implications and opportunities of the European sport industry.

Instructor: Prof. Dr. Dinkel

Relevant for final exam

Regenerative energy sources (4 hours)

What role will wind solar and other sources play in the future. What can be expected from new technologies in that field?

Instructor: Dipl.-Vw. Nitzschke

Relevant for final exam

Case Study: Global Fun (4 hours)

Being the capstone of the Heidelberg Experience this class combines several of the aspects learned in other courses. International and German students work together to solve a Case Study in the Service Industry..- The Internationalization of Theme Parks

Instructor: Prof. Dr. Gläser, Prof. Dr. Bagschik

Relevant for final exam

Introduction (1 hour)**Final exam (2 hours)**

B. General Education (75 hours)

The EU in a nutshell 1 (3 hours)

An introduction to the history, current developments and the future of the European Union and its neighbours. Topics include a description of the EU system as well as economical, political and societal implications of the growth of the EU.

Instructor: Dr. Stenglhofen

Relevant for final exam

Survival German 1+2+3 (9 hours)

An introduction to German language (basic vocabulary, syntax, and grammar) for beginners.

Instructor: Ms. Voget, M.A.

No exam

Guided Heidelberg city tour (3 hours)

An excursion to the major historic sites, visiting the world-famous castle and putting the landmarks in context with key historic facts. Visit to the University founded in 1386.

Instructor: Prof. Dr. Gläser, Prof. Dr. Bagschik

Relevant for final exam

Excursion to the European Parliament in Strasbourg/France, lecture (8 hrs)

The European Parliament represents some 375 million European citizens in 15 countries and exercises powers similar to those of the national parliaments. Students learn how the process of European integration through 626 representatives in the European Parliament functions. Major advantages and key conflicts of interest are discussed.

Instructor: Prof. Dr. Muller

Relevant for final exam

German and European History (2 hours)

An introduction to the basics of German and European history from the Middle Ages to World War II

Instructor: Prof. Dr. Bagschik

Relevant for final exam

The "Cold War" - US Forces in Germany (3 hours)

The role of US forces in Germany from the end of WWII through the Cold War till today. Interactive class together with German students.

Instructor: US military representative

Relevant for final exam

4th of July German-American Summer Fest (3 hours)

Experiencing this American holiday together with German students and other citizen. Delving into the US-German relationship realtime.

Instructor: Prof. Dr. Gläser, Prof. Dr. Bagschik

No exam

Cross-cultural Communication (4 hours)

An introduction to the cultural facets and diversity in Europe and beyond and the implications for communication. The lecture's uses everyday communication as well as examples from literature and business situations.

Instructor: Prof. Dr. Agostini

Relevant for final exam

German Society & Culture 1+2 (6 hours)

An introduction to the various German foods, music and art. Museum visits.

Instructor: Prof. Dr. Agostini, Prof. Dr. Bagschik

No exam

Guided tour to Schwetzingen Castle

Excursion to *Schwetzingen* Castle and its gardens embellished with some of the finest and most elaborate formal water parterres in Germany. Introduction to historic and architectural backgrounds.

Instructor: Ms. Voget, M.A.

Relevant for final exam

German Food and Table tradition (3 hours)

An introduction to the cultural and sociological elements associated with the German consumer behaviour as far as food and eating habits are concerned.

Instructor: NN

Relevant for final exam

Trip to 1900 year-old city of Ladenburg (4 hours)

This excursion allows students to "touch and feel" Roman heritage in the midst of Germany. Key historic facts and architectural backgrounds are being taught.

Instructor: Prof. Dr. Gläser, Prof. Dr. Bagschik

Relevant for final exam

Excursion to new Mercedes-Benz Museum Stuttgart (3 hours)

Excursion to a new world class museum featuring automotive history and the development of mobility. The exhibition belongs to the best in Europe for showing the interaction of technology, business and society.

Instructor: Prof. Dr. Gläser, Prof. Dr. Bagschik

Relevant for final exam

International Evening (2 hours)

This event is organized by international students who are to feature key impressions about their home country.

Instructor: Prof. Dr. Gläser, Prof. Dr. Bagschik

No exam

Geography of Europe (2 hours)

An introduction to the general geography of EU countries, Eastern countries and Russia.

Instructor: NN

Relevant for final exam

Transatlantic projects (3 hours)

An introduction to the success factors in transatlantic projects (with exercises).

Real life examples are combined with the necessary conceptual background.

Instructor: Dr. Utech

Relevant for final exam

Excursion to wind/solar factory (3 hours)

This visit to a wind/solar factory (with lecture) serves as an illustration for the mega-trend of regenerative energy and follows the lecture on regenerative energy sources (technologies, trends and market potential)

Instructor: Prof. Dr. Gläser, Prof. Dr. Bagschik

Relevant for final exam

Introduction (1 hour)

Final exam (2 hours)

3. INSTRUCTORS (selection)

Dr. Rob ALLERHEILIGEN, Associate Professor, Marketing Department in the College of Business at Colorado State University. Dr. Allerheiligen has been teaching at the university level since 1974. He received his Ph.D. from the University of Southern California and taught in USC's Marshall School of Business for 6 years. At CSU, he served six years as the Director of International Programs for the College. Dr. Allerheiligen specializes in International Marketing, especially how culture variances affect business negotiation and product adoption, and how former communist countries are adapting to market economies. He has travelled extensively in Eastern Europe both before and after the "fall of the wall," as well as in China. Dr. Allerheiligen is the author of a number of articles published in numerous journals.

Dr. Bertrand AGOSTINI, Associate Professor, ICN Business School, Nancy/France, Management Department. Bertrand Agostini is a French Associate Professor and Head of International Programs at ESIDEC Graduate School of Operations Management. He has a Doctorate in American Literature from Nantes University. He has expert experience in Intercultural Communication and Comparative Literature. He has 20 years of experience in teaching and publishing in France and in the United States, and has been involved in international academic programs for the last 15 years.

Dr. Thorsten BAGSCHIK, Professor for International Management at Heidelberg University of Applied Sciences. He studied business administration at the University of Paderborn/Germany, Chapman University/USA and St. Olaf College/USA. Dr. Bagschik received a MBA from Kansas University and a doctorate from the Technical University Freiberg/Germany. Dr. Bagschik has experience as a strategy consultant (Monitor Company), as an executive board member of a technology corporation and as a manager in the automotive industry.

Dr. Stephen BROWN, Professor of Management at Sacred Heart University and Dean of the John F. Welch College of Business. Stephen M. Brown was the Founding Dean of University College. Dr. Brown came to Sacred Heart University from Lesley University in Cambridge, Massachusetts where he was the Dean of the Center for Adult Learning and Professor of Management and Education. Previously, Dr. Brown was the Dean of the Graduate School and the School of Management at Lesley University.

Dr. Joachim GLAESER, Professor for Marketing at Heidelberg University of Applied Sciences. He studied economics and political science at the University Heidelberg/Germany, University Trier/Germany and UCSD in San Diego/USA. Dr. Gläser received his doctorate degree from the University of Trier. Before joining Heidelberg University of Applied Sciences as a professor for marketing in 2003, Dr. Gläser was consulting for the Ministry of Economics of the State of Mecklenburg-Western Pomerania and was director of the INMIT Research Institute in Trier.

Dr. Petra GARNJOST, Assistant Professor of Management in the John F. Welch College of Business and Director of Sacred Heart University's Luxembourg Campus. Dr. Garnjost was previously a Professor of Business Administration at the University of Applied Science in Heidelberg. There, Dr. Garnjost also served as Director of the Master in Management Program. Prior to her appointment in Heidelberg, Dr. Garnjost was Managing Director of a research and consultancy institute in Trier. Dr. Garnjost has taught Entrepreneurship, Family Business, Strategic Management and Human Resources at the University of Trier, Warwick University (UK), Ashton

Business School (UK) and University of Applied Science in Heidelberg. Dr. Garnjost has a diploma in Business Administration and a PhD from the University of Trier. She has published several articles in academic journals. Her most recent research agenda is in the management of small and medium size companies and entrepreneurship.

Dr. Emmanuel MULLER, Professor at the University of Applied Sciences Heidelberg, lectures on innovation management and quantitative methods. Dr. Muller is economist, specialised in innovation and knowledge economics. He gained a European Ph.D. in economics from the University Louis Pasteur (Strasbourg) in 1999 and he holds a professorship at the University of Applied Sciences Heidelberg since 2001. He works as researcher at Fraunhofer ISI since 1993 while remaining a member of the Bureau d'Economie Théorique et Appliquée (BETA, University Louis Pasteur, Strasbourg) since 1992. Dr. Muller was invited as guest researcher to the Technical University of Budapest in 1993, to the INRS-Urbanisation (National Institute of Scientific Research - Montreal) in 1996 and to the University College London in 1998. He is currently Invited Professor at the Faculty of Economics, University Louis Pasteur, Strasbourg and Guest lecturer at the University of Ottawa.

4. PROGRAM DETAILS

Duration

The program fits most academic calendars and takes place from June 30 to July 18, 2008. After the Summer School, students are free to travel home or to pursue travels throughout Europe.

Credits

Students should be able to receive academic credits for the courses taken while in Germany. The University of Applied Sciences will issue grade transcripts and suggests 3 semester credits per course (75 contact hours plus preparatory reader each).

Costs

Students will pay their tuition at their home university and pay their airfare to Germany (may be arranged as a group travel). Additional costs abroad of USD 950,- incur for housing costs (approx. USD 475) and for the meal plan (3 meals on workdays, lunchbags for field trips; approx. USD 475). There are no additional costs for travel, excursions and entry fees (only for optional weekend trips). Students need to consider their additional personal expenses (shopping etc.).

Airport Pick-up

Students will be picked up at the Frankfurt International Airport which is approx. 40 minutes from Heidelberg and will be shuttled to their apartments. We will see to it that arriving students will be able to email/call home soon after their arrival.

Orientation, supervision and support services

On the first day, students will have an orientation session with information about the campus, the city and the program. Comprehensive supervision and support will be ensured by accessible professors (mobile phone numbers will be given to students and parents) and student tutors. In cases of emergency, students will be able to reach program staff 24/7.

Board and lodging

Heidelberg University of Applied Sciences is situated on a campus with restaurants, cafés and several apartment buildings. Housing will be provided in furnished single/double rooms with bath, refrigerator, laundry facilities. There will be also some single/double rooms with additional kitchens and internet access. Meals in the refectory, the cafeteria and the campus restaurant range from € 3-6.

Students with disabilities

Heidelberg University of Applied Sciences has a heritage of educating and rehabilitating disabled persons. Today, 6% of our students have handicaps and are well integrated in university life. The campus infrastructure (all classrooms, restrooms, apartments) and services cater to the needs of students with disabilities. Also, Heidelberg public transportation supports passengers with disabilities.

Health insurance

Students must have a medical insurance when enrolled in the study abroad program (e.g. Wallach & Company, Virginia, offering basic \$ 100,000 Medical Expense Benefits for \$ 7.50/week).

Transportation

For field trips/company visits, air conditioned modern coaches or German fast trains will be used.

Program Coordination

Program coordination will be conducted through the Institute for International Cooperation at Heidelberg University of Applied Sciences (Institut für Internationale Zusammenarbeit an der Fachhochschule Heidelberg e.V.), in close cooperation with the Faculty of Business Administration.

Contact:

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