

# HEIDELBERG SUMMER SCHOOL: “DOING BUSINESS IN EUROPE”

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## I. INTRODUCTION TO THE PROGRAM

**Heidelberg, Germany** offers the ideal combination of past and future. A charming student town with an illustrious academic tradition, Heidelberg lies at the heart of one of the most cosmopolitan business and technological centers in Germany – itself the third-largest economy in the world.

**The SRH University Heidelberg** is one of the first and largest private universities in Germany. This fully accredited institution was founded in 1969 and offers Bachelor’s and Master’s degrees in the fields of Architecture, Engineering, Business, Computer Science, Music Therapy, Physical Therapy, Social Work, and Law.

The SRH University Heidelberg **School of Business** offers Bachelor’s and Master’s degrees in Business Administration and Sport Management. Approximately 600 degree-seeking students are enrolled, along with part-time and international students. In the latest CHE ranking of German business schools, the SRH University Heidelberg School of Business was included among the highest performers.

The **Heidelberg Summer School** is our most popular international exchange program. Beginning in 2008, “Doing Business in Europe” is a 3-week, intensive summer program for both undergraduate and graduate students, offering 6 academic credits along with fun excursions, hands-on learning, and an insider’s experience of one of the world’s largest and most international economic centers.

In addition to fascinating educational opportunities, the Heidelberg Summer School also includes housing, meals, excursions to exciting sites in the area, and close personal attention from our dedicated team of coordinators and instructors. Students are also assisted by local peer mentors, who know the insider tips and tricks for an unforgettable experience abroad. For more information, check out our website at: <http://www.summerschool.fh-heidelberg.de>.

The academic portion of the program consists of two courses. These are taught in parallel:

**Course 1: Business in Europe** (3 credits, afternoons). You will participate in excursions to world market leaders such as SAP, Porsche, and BASF; learn important aspects of the structure of the German and European economy; and gain insights into the key success factors for companies entering the European market.

**Course 2: European Society and Culture** (3 credits, mornings). This course familiarizes students with the European Union and includes a visit to the EU Parliament. Subjects include history, geography, cross-cultural issues, German and European culture, and even a bit of "Survival German" for getting around town.

## II. ACADEMIC INFORMATION

### Course 1: Doing Business in Europe

**Instructor:** Dr. Laurence Welford

#### **Description:**

“Doing Business in Europe” covers many aspects of European business with a particular focus on Germany. This class addresses a range of management, marketing, and financial issues related to this economically integrated but culturally diverse market.

The format of the course will include lectures, group discussions, and case studies, in addition to reading assignments to prepare students for each session. We will also take interesting excursions to locations around the area in order to deepen students’ understanding of topical issues.

#### **Objectives:**

Upon completion of the course, students will be able to:

- compare European markets and business environments with other international landscapes
- examine some of the key industries – and institutions governing those industries – in Europe
- identify market opportunities in Europe
- develop basic elements of a business plan for market entry in Europe

#### **Grading:**

Your course grade will be based upon the following rubric.

Participation	25%
Mid-term exam	25%
<u>Final exam</u>	<u>50%</u>
Total	100%

#### **Literature**

Artis, M. and F. Nixon (eds). The Economics of the EU: Policy and Analysis (4<sup>th</sup> Edition). Oxford University Press: 2007.

Kotabe, M. and K. Helsen. Global Marketing Management (4<sup>th</sup> Edition). John Wiley and Sons, Inc.: 2008.

Suder, G. Doing Business in Europe. SAGE Publications: 2008.

## Course 2: European Society and Culture

**Instructor:** Nicole Eggers

### **Description:**

In today's business world, the ability to work internationally is a key factor to success. The purpose of this course is to set European business practice within the broader framework forces that shape and characterize those markets. Europe is a very diverse landscape of various social values and norms, cultural traditions, historical factors, and fluctuating economies. This course will thus equip students with the basic tools for approaching business and life within Europe, with a special focus on Germany.

The format of the course will include lectures, group discussions, and projects, in addition to interesting excursions to locations around the area in order to deepen students' understanding of topical issues.

### **Objectives:**

Throughout the scope of this course, students will:

- explore the nature and definition of "culture," understanding the impact of language, culture, and values on working relationships
- identify and practice solutions for potential hotspots within intercultural interactions, such as stereotyping and misunderstanding
- learn about the European Union, including its history, component parts, organization, and legislation
- compare and contrast the German educational system with that of their own country
- learn about teamwork and strategies for creating successful teams.

And finally – importantly! – students will also receive insights into fascinating aspects of German culture, get to know the city of Heidelberg, and learn some German!

### **Grading:**

Your course grade will be based upon the following rubric.

Participation	25%
Mid-term exam	25%
Final exam	25%
<u>Term paper</u>	<u>25%</u>
Total	100%

### **Literature:**

To be announced

### III. SUMMER SCHOOL TEAM

**Academic Director: Dr. Joachim Gläser.** Dr. Gläser studied Economics and Political Science at the University of Heidelberg (Germany), University of Trier (Germany) and University of California, San Diego (USA), receiving his doctoral degree from the University of Trier. A consultant for the Ministry of Economics of the State of Mecklenburg-West Pomerania and Director of the INMIT Research Institute in Trier, Dr. Gläser joined the SRH University Heidelberg School of Business in 2003 as a professor of Marketing. Today, Dr. Gläser wields his mighty expertise as the Academic Director for Master's degree programs at the School of Business as well as for the Heidelberg Summer School.

**Program Coordinator: Norman Glutsch, Dipl.-Betriebsw.** Mr. Glutsch acquired his degree in Business Administration from the SRH University Heidelberg. A key player in the International Office, Mr. Glutsch is also responsible for student projects and for admissions to the degree programs at the SRH University Heidelberg School of Business. He has coordinated the Heidelberg Summer School since its inception in 2008, serving as the program's main planner, administrator, financial officer, guide, and general superhero.

**International Office Director: Bettina Pauley, Dipl.-Kffr.** The fearless leader of the International Office at the SRH University Heidelberg, Ms. Pauley not only conceives, directs, and drives international programs for the entire university – including international student exchange and worldwide academic seminars – she also teaches Marketing courses for the School of Business. Before joining the SRH University Heidelberg in 2004, Ms. Pauley acquired her degree in Sales and Marketing from the University of Munich and spent several years as Product Manager for market leaders in Germany and Denmark.

**Instructor: Dr. Laurence Welford.** An Englishman in Heidelberg, Dr. Welford acquired his MBA in Chicago and his doctoral degree from King's College, University of London. Before joining the faculty of the SRH University School of Business in 2010 as a professor of Marketing, Dr. Welford worked for several years as Marketing Director for international companies in Europe, America, Africa, and the Middle East. With this diverse background and concrete industry experience, he is the ideal instructor for "Doing Business in Europe" for the Heidelberg Summer School.

**Instructor: Nicole Eggers, M.A.** Ms. Eggers received her degree in German Studies with an emphasis in Second Language Acquisition and Teaching from the University of Arizona. Since 2004, she has taught courses and seminars on foreign language learning, intercultural communication, and business skills at schools and businesses in the USA and Germany. Today, she imposes American English spelling on the International Office team at the SRH University Heidelberg and is an instructor for "European Culture and Society" for the Heidelberg Summer School.

## **IV. PROGRAM DETAILS**

### **Duration**

The program runs for three weeks and takes place in the late spring/early summer of every year. Due to high demand and for participants' convenience, the Heidelberg Summer School is offered twice per year: students can choose to attend Session I (generally the end of May 22 to the middle of June) or Session II (Middle of June to beginning of July). After the Summer School, students are free to head home or to travel throughout Europe. Please see the website (link below) for this year's program dates.

### **Credits**

Students should be able to receive academic credits for the courses taken at the Heidelberg Summer School. The SRH University Heidelberg will issue grade transcripts and suggests 3 semester credits (75 contact hours, plus preparatory self-study time) per course.

**For more details, please see our website at:**

**<http://www.summerschool.fh-heidelberg.de>.**

There, you will find answers to all your questions about cost, travel, requirements, dates, room and board, and even an FAQ.

### **Contact:**

Mr. Norman Glutsch  
Coordinator, Heidelberg Summer School  
[norman.glutsch@fh-heidelberg.de](mailto:norman.glutsch@fh-heidelberg.de)

Ludwig-Guttman-Straße 6  
69123 Heidelberg  
Germany

Phone +49 (0)6221 88 1017

Fax +49 (0)6221 88 1010