

HSBI

Hochschule
Bielefeld
University of
Applied Sciences
and Arts

Bielefeld School
of Business

European Summer School 2024

Contact organizational issues:

International.office@hsbi.de

Contact academic part:

Ass. jur. Nermin Karaoglu

nermin.karaoglu@hsbi.de



EUROPEAN SUMMER SCHOOL 2024 (May 13–June 21, 2024)

Syllabus course 1: European Culture and Management

Course summary		
Course code	Course title	Credits
ESS 1	European Culture	3 (plus 1 for additional lab/optional)
Contact hours	Multi-day field trips	Company visits
45	Berlin/Hamburg/Rotterdam, The Hague, Amsterdam	German medium-sized companies (e.g. Miele and Schüco)
Language of instruction	Room	Lecture times
English		Tue/Wed 9.45 am-3 pm

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 make individual contacts. Therefore, the European Summer School contains 12 hours (in total) of “Beginners’ German.”

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, Hamburg (both in Germany) and Rotterdam, The Hague and Amsterdam in the Netherlands. 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, Brandenburg Gate, Checkpoint Charlie, the Stasi prison and the *Museumsinsel* (Museum Island).

As a center for trade, transport and services, Hamburg is one of the most important industrial locations in Germany. The port is one of the world’s leading seaports. The most important economic sectors are logistics, port and maritime business, aviation industry, consumer goods industry (especially food), chemicals, electrical engineering, mechanical engineering, vehicle construction and shipbuilding, mineral oil industry, banks, media and insurance. The headquarters of AIRBUS, the largest aircraft manufacturer in Europe and, since the end of 2019, also the largest in the world, is in Hamburg. A visit to the port and the factory tour at AIRBUS are part of the program.

The port of Rotterdam is the largest in Europe and its logistical nerve center. The agenda includes a visit to both the city and the port of Rotterdam. The Peace Palace in The Hague houses the Permanent Court of Arbitration, the United Nations International Court of Justice and The Hague Academy of International Law. A visit to the Peace Palace is essential for understanding the idea of world peace. 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 well-known regional companies, which are typical German medium-sized businesses 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 you 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%
Company project	=	40%
Intermediate exam	=	40%
Total	=	100%

Optional: 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, France 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 that 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 2024 (May 13–June 21, 2024)

Syllabus course 2: European Politics and Business

Course summary		
Course code	Course title	Credits
ESS 2	European Politics and Business	3 (plus 1 for additional lab/optional)
Contact hours	Multi-day field trips	Company visits
45	Berlin/Hamburg/Rotterdam, The Hague, Amsterdam	German mid-sized companies (e.g. Miele and Schüco)
Language of instruction	Room	Lecture times
English		Tue/Wed 9.45 am-3 pm

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 make individual contacts. Therefore, the European Summer School contains 12 hours (in total) of “Beginners’ German.”

Learning outcome

The aim of this course is to expose students to the specifics of European business and politics. The course strengthens the participants’ 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, Hamburg (both in Germany) and Rotterdam, The Hague and Amsterdam in the Netherlands. 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, Brandenburg Gate, Checkpoint Charlie, the Stasi prison and the *Museumsinsel* (Museum Island).

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Credits and grading

This course, contains 45 lecture hours and will fetch you 3 credits. It includes integrated assignments based on class sessions and the study tours (field trips and company visits). In the company project, students have to work on a real topic of a company for one week and present the results as a group.

Grades:

Active class and tour participation	=	20%
Final exam	=	80%
Total	=	100%

Optional: 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.

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