



Application

The application deadline is **March 15, 2012**. Places are limited. Please be aware that early applications will be favored. The application form can be downloaded at www.hm.edu/summerschool. Please send it to Munich University of Applied Sciences via email, fax or post.

Munich Business Summer School

July 9 – July 27, 2012
Munich, Germany



Accommodation and Support

Participants will be accommodated in youth hostels or shared apartments. Double and triple bedrooms are available. Breakfast is included. The hostels are located in downtown Munich, in **quiet and safe neighborhoods**. All amenities and shops are at walking distance.

Participating students get a carefree travel package. We guarantee professional assistance by the program coordinator and bilingual German tutors. There is a **pick-up service** from Munich **airport or central station**. The tutors will help you to settle in smoothly. They will also accompany the field trips, visits to companies and receptions. **Free access to the internet** and to the library, as well as a **welcome package** including a Summer School t-shirt, will be provided by the university.

»I had a very good experience in Munich because I got to interact with people from different cultures, in the program and in the city of Munich. Studying abroad has made me more open to try new things.«

Lauren, California Polytechnic State University

Contact

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Foto: TAM

Add Munich to your Resume!

Munich is one of the leading economic, technological and scientific hubs in Germany. Companies including Siemens and BMW have their headquarters in the city. Other global players such as Apple and Microsoft have German branch offices here. They all benefit from our **central location in the heart of Europe**.

The historic city of Munich is over 850 years old. It is a vibrant center of **cultural activity** – a city of theater and music, literature, film, museums and festivals. Situated close to the Alps, the city is a great starting point for almost unlimited **outdoor activities** like climbing, hiking or mountain-biking. As for spectator **sports**, the »Allianz Arena« with soccer club Bayern Munich's home games is just around the corner.

Munich and the surrounding area are well known for a high standard of living. In Munich, tradition and innovation, industry and science, cultural and tourist attractions all contribute to the outstanding **quality of life** the city offers. In fact, Munich ranks among the top ten most livable cities in the world (source: Mercer Quality of Living Survey 2010). Numerous surveys and statistics regularly emphasize not only Munich's economic power, the variety of recreational opportunities or its excellent public transportation system, but also its exceptionally low crime rate.

Come and experience it for yourself, and enjoy your stay in one of Germany's most **beautiful and safe** cities!



www.hm.edu/summerschool

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Requirements

The summer school is designed for **advanced undergraduate students in the fields of Economics or Business Administration** (please also refer to the prerequisites specified in the course descriptions). Applicants must provide evidence of a good level of English (at least level B2 in the CEFR, TOEFL iBT 90 or equivalent, or mother tongue), as well as a letter of motivation and a transcript with their most recent grade point average.

Fees

The program fee of € 1,690 covers: tuition for the German Language and Culture class, the International Management class, accommodation (incl. breakfast), the official excursion program, free internet access at the university, pick up service from Munich airport, support and a welcome package. The deadline for applications is March 15, 2012. Please check our website for more details.



Academic Program

The Munich Business Summer School offers in-depth study in the field of International Management with a focus on Economic and Management Strategies. The course is **application-oriented**, focusing on **state-of-the-art teaching methodology** and **industry case studies**. The program is targeted for advanced international and German undergraduate students in Business Studies.

The summer school is a three-week program. International students participate in an intensive German language and culture course in the first week and continue these studies part-time during the second and third week. The International Management module is taught in English by a multinational team of renowned lecturers: Prof. Dr. Stephan Gohmann, University of Louisville, Prof. Dr. Thomas Peisl and Prof. Dr. Wolfgang Döhl, both Munich University of Applied Sciences.

The module »German Language and Culture« comprises a **minimum of 40 contact hours** and several relevant field trips, the course »International Management« comprises **48 contact hours**. Completion of the program is awarded 10 ECTS-credits (6 US-credits): 5 credits (or 3 US-credits) for each course. Please visit our website for detailed course descriptions.

Courses

German Language and Culture 5 ECTS credits (or 3 US-credits)

- Overview of the most important German phrases and grammatical structures
- Vocabulary for day-to-day situations in Germany
- Ability to communicate and read in German
- Basic elements of German culture and its historical roots
- The impact of culture on intercultural behavior
- Three related field trips: White Rose Memorial Site, Dachau Concentration Camp Memorial Site, Representation of the European Commission

Objective of the course: In the first part of the course, students will learn basic German vocabulary. The communicative language teaching method allows students to talk in German from the first day: to introduce oneself, to ask for directions, to order food or to have basic conversations. In the second part, students will get a brief overview of German history and culture after World War II. Among other aspects, participants will discuss issues like the divided Germany, the German Democratic Republic, the Federal Republic of Germany, the reunification and Germany as a part of the European Union.

International Management 5 ECTS credits (or 3 US-credits)

- 1. International Economic and Management Strategies**
 - The International Management framework
 - Resource and institution based dimensions in global business
 - Macroeconomic aspects for business
 - Mergers & acquisitions as a strategic option
- 2. Doing Business in Germany**
 - Germany's economic development after WWII
 - Germany's economic and industrial structures
 - Aspects of founding an enterprise in Germany

Objective of the course: The course focuses on international business strategies and the processes, difficulties and opportunities of management across borders through mergers and acquisitions (M&A). The teaching objectives combine theoretical aspects of international management objectives and M&A with the application of management principles, ethical leadership and sustainability strategies in a global environment. Additionally, participants will study different aspects of German culture, economy and industry – economic regions, industry sectors, important companies and the »German way« of doing business.

Cultural Program

A broad and attractive cultural program will make your stay an unforgettable experience.

- The cultural program includes the following field trips:
- a guided tour of Munich by bike and a visit to a typical beer garden
 - field trip to BMW factory
 - trips to the White Rose Memorial Site and to the Dachau Concentration Camp Memorial Site (as a part of the German Language and Culture class)

Meeting German students in class and afterwards provides unique insights into German every-day life. Joint studies with participants from all over the world round off this picture of an intercultural experience. The program will be complemented by receptions and get-togethers.

»This program was an incredible cultural and learning experience and I would recommend it to anyone«

Alex, Pennsylvania State University

Munich University of Applied Sciences was founded in 1971. Today it is the largest University of Applied Sciences in Bavaria and the second largest in Germany, offering more than 60 degree programs. The university maintains excellent contacts with companies and businesses in and around Munich and Germany and with about 200 partner universities around the globe.