

DATES AND CONTACT INFO

Program dates: May 28 – June 15, 2018

Application Deadline: February 15, 2018

For more information please contact:

Heilbronn Institute of Lifelong Learning (HILL)

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<https://summerschool-heilbronn.de/>

COURSES (choose one elective)

- ▶ European Cultures and Management Styles (required)
- ▶ Marketing in Europe (elective)
- ▶ International Tourism Networks (elective)
- ▶ Food Management in Europe (elective)
- ▶ Data Science: Modern Market Analysis (elective)

Program fee: 1600 €

The program fee includes tuition, course materials and excursions to leading companies in Southern Germany, discussions with experts in European business and the opportunity to experience German and European culture through exciting city trips and through direct immersion into the lively German university setting.

Participants must pay the program fee, travel costs to Germany, accommodation and meals. An estimate cost sheet can be downloaded from our website.

PARTNERING INSTITUTIONS



Heilbronn University is the largest university of applied sciences in the region of Baden-Württemberg. With its diverse student body of approximately 8,500 students from all over the world, it boasts an ever increasing international environment and years of experience hosting summer school programs.



Baden-Württemberg Cooperative State University (DHBW) is the first university to offer career-integrated study programs in Germany. With over 34,000 students and more than 120,000 alumni, the DHBW is the largest university of the federal state. DHBW Heilbronn is the youngest member under the roof of the Baden-Württemberg Cooperative State University. Founded in 2010, it became the first choice for the food industry because of its unique course offerings. More than 1,200 students are currently enrolled in the business administration based study programs of retail, service and food management.



The Heilbronn Institute of Lifelong Learning (HILL) is the further education organization of Heilbronn University and acts as the organizing partner of the summer school program. Since 2012, HILL has been offering bachelor and master degrees for full-time working professionals in an evening and block schedule format.



SUMMER SCHOOL
HEILBRONN



European Perspectives on
Business and Culture

May 28 – June 15, 2018

- ✔ Six credits toward your degree
- ✔ Three weeks in Europe
- ✔ One unforgettable experience



Organized by HILL – the Heilbronn
Institute of Lifelong Learning



WHAT the program offers

Our Summer School program offers

- ▶ 6 transferable credits
- ▶ Exciting excursions
- ▶ European culture up close
- ▶ Direct integration into the German university setting via student mentors

The goal of this program is to offer in-depth expertise and discourse related to topics of culture and business management in relation to Europe. All courses are instructed in English.



WHY you should attend

The summer program 2018 *European Perspectives on Business and Culture*, takes place in Germany - the heart of Europe. The European Union is an important global player and prime example of economic and regional integration. This unique partnership between 28 countries tells an important ongoing story of financial, cultural and tourism-related collaboration that will serve as the backdrop of our studies in Heilbronn.

WHO should attend?

This program is designed for upperclassmen (3rd and 4th year students) with backgrounds in business, marketing, tourism, hospitality, cultural/European or Germanic studies or a related field. Applicants must be in good academic standing.



WHERE it all takes place

About the region: Heilbronn is located in the region of Baden-Württemberg, Germany's economic powerhouse, and the headquarters of several multinational companies such as Mercedes, Porsche and Bosch. The region is Germany's second largest tourist destination, with romantic medieval cities and rolling vineyards. The close proximity to France, Switzerland and Austria adds to the rich cultural heritage and international appeal.

WHERE will I stay?

Accommodation will be arranged for you in a local hotel close to the university.

HOW to apply

Please contact the International Office at your home university first. Then, see our website for further instructions.

REQUIREMENTS

The following must be included in your application:

- ▶ Letter of motivation
- ▶ Resume
- ▶ Transcript of records
- ▶ Completed application form
- ▶ Proof of English skills (non-native speakers only)

A valid passport is required. Students are also responsible for verifying the validity of their current health insurance abroad or purchasing new insurance for the program.

DEADLINES

Application deadline: February 15, 2018

Program fee must be paid by: March 1, 2018

