Doing Business in Europe: Study in 2 Countries and discover the European Union

Summer Program 2018
Building on the research interests of the faculty of HHL Leipzig Graduate School of Management and current trends, participants are offered various viewpoints as to business in Europe while studying in both Leipzig and Prague. The European Union having a single market with free movement of people, goods, services and capital has allowed for comprehensive integration of the member states. The majority of the members have furthered the economic integration with the adoption of the Euro and many are thriving in the global market. However, while more countries seek to enter the European Union, some existing members struggle to survive economically as a result of the recent economic crisis and shifts in the movement of qualified labor. Moreover, with Brexit new policies and economic trends will come into play. Thus how do companies take advantage of doing business in the European Union, while managing regional challenges? And how do government policies affect how business is done?

**Course description**

The goal of this program is to offer a comprehensive view as to various economic, political and business climates throughout Europe. It will be composed of lectures, company visits and case studies providing students a variety of perspectives. The lectures will be given by HHL professors, government advisors, as well as professors from our eastern European partner universities. Company visits in both Leipzig and Prague, will allow participants to hear first-hand how managers of multinational companies attempt to reap the rewards of doing business in Europe while managing the hurdles. Furthermore, participants will gain insights as to how various cultures affect how decisions are made at the management level. Unique to HHL’s Summer Program, company visits to Porsche in Leipzig and Skoda in Mladá Boleslav provide students an exciting opportunity to analyze competing business strategies in preparation for their team case study presentation. Special to the Porsche visit is the opportunity to ride alongside a professional driver on the Porsche track at over 200 km per hour! The combination of academic, cultural and in the market outlooks as to the current European business climate will allow students to form their own views as to the future of business in the European Union.

**Cultural Excursions**

Alongside the interactive lectures and company visits, participants will have the opportunity to simply experience and enjoy what Germany and the Czech Republic have to offer through exciting cultural outings. Participants will be taken on city tours in both Leipzig & Prague visiting cultural landmarks and conclude the course with an excursion to Melnik Castle where they will enjoy an evening of wine tasting and Czech cuisine, while overlooking the Labe and Vltava rivers.

### PROGRAM DESIGN

<table>
<thead>
<tr>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome</td>
<td>German Competitiveness: Introduction to the German Economic System</td>
<td>European Monetary Integration &amp; Brexit</td>
<td>The Economic Scale of Electronic Businesses in Europe: Fate of the Copycats?</td>
<td>Industry 4.0: Moving from “What” to “How” in Europe</td>
<td>Management Practice in Central Eastern Europe</td>
<td>City Tour: Prague</td>
</tr>
<tr>
<td>Week 1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A.M.</td>
<td></td>
<td>Company Visit: Porsche</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>P.M.</td>
<td>European Integration</td>
<td>Company Visit: Porsche</td>
<td>Company Visit: Spreadshirt, Spindlab &amp; Spinnerei</td>
<td>European “Smart Cities”</td>
<td>Invest in Trust: A European Perspective</td>
<td>Travel to Prague</td>
</tr>
<tr>
<td></td>
<td>City Tour: Leipzig</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Company Visit: Avast</td>
<td>Hidden Champions in the CEE: Family Business Strategies</td>
<td>Company Visit: SKODA</td>
<td>Student “Case Study” Presentations</td>
<td>Round Table “Course Evaluation”</td>
<td></td>
</tr>
<tr>
<td>P.M.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Please note that the schedule is tentative and subject to change.
dates and fees

The tuition fee is 2,500 Euro payable to HHL before arrival. Students coming from HHL partner institutions can receive a tuition waiver in the frame of cooperation agreements on student exchange. A fee for organized meals and events of 150 Euro is to be paid after arrival. Additional personal expenses (accommodation, meals, etc.) are estimated to be between 1,100 to 1,700 Euros.

Accommodation

We have received group rates at the following hotels for your convenience:

**Leipzig**

Marriott Leipzig
Am Hallischen Tor, 04109 Leipzig (approx. 8 minutes by tram to HHL)
www.leipzigmarriott.de

- Single room Deluxe: ≈ Euro 109 per night, incl. breakfast, Wi-Fi & fitness center
- Double room Deluxe: ≈ Euro 129 per night, incl. breakfast, Wi-Fi & fitness center

Meininger Hotel
Brühl 69, 04109 Leipzig (approx. 10 minutes by tram to HHL)

- Single room: ≈ EUR 62 per night, incl. breakfast & Wi-Fi

**Prague**

K + K Hotel Central
Hyberska 10, 110 00 Prague (approx. 15 minutes walking distance to the University of Economics Prague)
www.kkhotels.com/de/prague/hotel-central

- Single room: ≈ EUR 140 per night, incl. breakfast, Wi-Fi, fitness & wellness center

Courtyard Marriott Prague
Lucemburska, 130 00 Prague (approx. 20 minutes by tram to the University of Economics Prague)
www.marriott.de/hotels/travel/prgcy-courtyard-prague-city/

- Single room: ≈ EUR 113 per night, incl. breakfast, Wi-Fi & fitness center
- Double room: ≈ EUR 122 per night, incl. breakfast, Wi-Fi & fitness center

Application deadline

March 16, 2018. The program will be held from June 18–29, 2018.

Contact

HHL Leipzig Graduate School of Management
Heather Metje
Manager International Relations
Jahnallee 59, 04109 Leipzig, Germany
T +49 341 9851-746
F +49 341 9851-810
heather.metje@hhl.de

www.hhl.de/summer
Leipzig enjoys a long and remarkable history as a city of merchants, scholars and artists. Richard Wagner, Johann Sebastian Bach and Johann Wolfgang von Goethe all lived in and provided the basis for Leipzig’s booming cultural and art scene. Currently Neo Rauch, the father of the New Leipzig School of Artists, is making a significant impact on the contemporary art world. And in 1989, the city of the Peaceful Revolution, helped bring down communist rule throughout the former Eastern Germany. Thus Leipzig is a vibrant cosmopolitan city with attractions and history waiting to be explored. The New York Times even ranked Leipzig among the top 10 of “The 31 Places to Go”.

During your stay a wealth of leisure activities tempts you everywhere you go, both in and around Leipzig. Whether cycling along the canals, rowing on the river Elster, checking out the newest art at the infamous Spinnerei or visiting one of the numerous museums – you will quickly gain a glimpse as to why Leipzig fever is spreading throughout Germany. In the evening, bustling night life, bars and clubs from very traditional to Avant garde are open all night long. If you are looking for cultural inspiration, you cannot go wrong visiting the Leipzig Opera or the world-famous Gewandhaus Orchestra. Moreover, with Berlin and Dresden being only 1 hour away by train, it is easy to make a day trip and explore these cities as well!

Prague – historical pearl of Europe – is one of the most beautiful cities in the world. A textbook of architectural styles with its wealth of monuments, a city filled with music, romance and nostalgia is mainly a modern city full of life!

Enjoy discovering what was formerly the ancient capital of Charles IV’s Bohemian Kingdom, by walking through the city center, which spans the banks of the Vltava River. Begin at Old Town Square, which is the heart of the center boasting of numerous cafes, shops and a thriving night life. Nearby is New Town home of the “Dancing House” designed by the famous architects Vlado Milunić and Frank Gehry. Stroll through the Jewish Quarter, which offers a moving glance and lesson as to the history of the area, as well as the opportunity to shop in high end boutiques. Walk across the breathtaking Charles Bridge where one can enjoy local artwork and performers while overlooking the city of Prague on both sides of the river. At the end of the bridge, one find’s oneself in Lesser Town filled with some of Prague’s best Czech pubs and restaurants offering local cuisine. A must on the list is a visit to Prague’s Castle located in the heart of the Castle District.

Whether one is interested in art, history, shopping in European boutiques or simply wants to stroll along cobble streets, one will quickly realize why Prague was listed in the UNESCO World Cultural and Natural Heritage.
HHL AT A GLANCE

Germany’s first address in business education

HHL is not only Germany’s oldest business school, it also remains one of the country’s leading management institutions to the present day, offering international business education based on elite academic standards.

Yesterday – HHL was the birthplace of management education

HHL Leipzig Graduate School of Management, founded in 1898 as Germany’s first business school, was the birthplace of modern management education. From its inception, HHL has been committed to rigorous management instruction and research, and quickly developed an international reputation. After the peaceful East German revolution of 1989, which started in the streets of Leipzig, HHL rediscovered the entrepreneurial spirit of its founding days and was restructured as a high-performing private business school – again with full university status.

Today – HHL among Germany’s top business schools

The philosophy behind all our programs is to focus on the student by offering close student-faculty interaction, in-depth business and academic experiences, at the same time developing the students’ leadership potential and networking skills.

Tomorrow – HHL among the top European business schools

We continue to build on our highly successful model and reputation for excellence. We update our curriculum according to the needs of global employment markets to further internationalize our expertise and keep HHL at the forefront of business education and professional training. We invite you to become part of HHL’s promising future.

---

<table>
<thead>
<tr>
<th>RANKING/ACCREDITATION</th>
<th>QUALITY IN TEACHING</th>
<th>INDIVIDUAL ATTENTION</th>
<th>PROFESSIONAL PERSPECTIVES</th>
<th>CAREER DEVELOPMENT</th>
<th>INTERNATIONALITY AND NETWORK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ranked as top German business school*</td>
<td>Internationally recognized faculty</td>
<td>Excellent student-faculty ratio</td>
<td>Outstanding network of business professionals and alumni from around the world</td>
<td>Career support for current students and alumni</td>
<td>Over 130 leading partner universities</td>
</tr>
<tr>
<td>First German private business school to receive AACSB accreditation</td>
<td>Excellent ratings for quality of teaching</td>
<td>Mentoring by alumni</td>
<td>Guidance for next career level</td>
<td>Career path modeling through individual counseling</td>
<td>43% international students from 5 continents</td>
</tr>
<tr>
<td>Accredited in Germany by ACQUIN</td>
<td>Small classes, high-performance teamwork</td>
<td>24/7/365 access to campus, computer pool and library</td>
<td>Over 250 start-ups founded by HHL graduates</td>
<td>Branch mentoring supported by HHL alumni</td>
<td>Lecturers and business professionals from all over the world</td>
</tr>
</tbody>
</table>

* Financial Times has ranked HHL’s full-time M.Sc. Program as No. 20 worldwide.

(Financial Times, Global Masters in Management Ranking 2017)
HHL Facts & Figures

Established:
1898

Status:
Private, state-approved institution with university status, able to grant doctoral and habilitation degrees

Accreditation:
AACSB, ACQUIN

Students:
Approx. 730 (43% international students)

Alumni:
Approx. 2,500 graduates

Start-ups founded by HHL alumni:
Over 250, more than 10,000 jobs created

Partner universities:
Over 130

Departments:

More information about HHL’s faculty: [www.hhl.de/faculty](http://www.hhl.de/faculty)