

# Summer School 2016

**Focus on the big picture:  
Innovative Entrepreneurship  
in the globalized world**



**We invite all Bachelor's  
and Master's students to  
join our Summer School  
2016!**



*„When we try to pick out  
anything by itself, we find it  
hitched to everything else in  
the universe.“ (John Muir)*

# What is our Summer School 2016 about?

In the last decades, the term „globalization“ has gained increasing importance when describing the interconnectedness of markets, business, products and labor forces. One example of this process is the European Union, with Germany being at the center of this development. Entrepreneurship and innovation have become important parts of Western countries´ economies, especially in the context of innovation and job creation.

Held in Münster, Germany, our Summer School will not only provide you with theoretical knowledge about Innovation, Entrepreneurship and Intercultural Management, but also make you experience and observe what you have learned in class. Come and join us!

Modules	Duration	Aims of module
German language and German Economics, Politics, Society and Culture	20h	<ul style="list-style-type: none"> <li>• Get familiar with the German language or improve skills (classes at two different levels)</li> <li>• Understand and discuss current topics of German economics, politics, society, and culture</li> </ul>
Intercultural Management	20h	<ul style="list-style-type: none"> <li>• Get to know different models and ways to describe and analyze cultures</li> <li>• Understand and analyze cultural differences between countries</li> </ul>
Innovation and Entrepreneurship	20h	<ul style="list-style-type: none"> <li>• Develop an understanding of innovative entrepreneurship</li> <li>• Understand and discuss entrepreneurial processes and business practices</li> </ul>
Innovation Management in the global context	20h	<ul style="list-style-type: none"> <li>• Provide examples of applications of theories</li> <li>• Highlight key factors for success of innovation and entrepreneurship in the global context via guest lectures and company visits</li> </ul>

# More specifically...

	10-12h (Monday-Thursday)	14-18h (Monday-Thursday)	Weekend
Week 1 (4.-10.7.16)	German language (Level A1 or advanced)	German Economics, Politics, Society and Culture	Bike tour in and around Münster
Week 2 (11.-17.7.16)	Intercultural Management	Innovation and Entrepreneurship	Excursion to Berlin
Week 3 (18.-24.7.16)	Intercultural Management	Innovation and Entrepreneurship	Excursion to Amsterdam
Week 4 (23.-31.7.16)	Innovation Management in the global context (guest lectures)	Innovation Management in the global context (company visits)	Farewell-Dinner

## Included in the program:

- Lectures on Innovation, Entrepreneurship and Intercultural Management at a top-ranked German University of Applied Sciences, combining theoretical backgrounds with practical applications
- Intensive exchange with internationally experienced professors of the AUS Münster and our partner universities
- Visits of German companies and insights into German business culture
- Field trips to Amsterdam and Berlin\* (optional)
- Experiencing German culture in Münster, a university city located in the heart of Europe, where the peace treaty was signed in 1648
- An intercultural learning experience



# How to join?

## Admission requirements:

Applicants should be currently enrolled in a Bachelor's or Master's program at one of our partner universities. They should have a good knowledge of English, as the course is taught in English. Prior knowledge of Entrepreneurship and/or Intercultural Management is not necessary.

## Costs:

Course fee for...	
two weeks course	700 EUR
three weeks course	1000 EUR
four weeks course	1750 EUR*

**Costs included:** Accommodation at a student's residence (single room), course material, welcome package, free wireless internet access on campus, Münster bus pass for the time of your stay, company visits, social activities  
**Not included:** travel to and from Germany, visa expenses, health insurance, accident or liability insurance, any additional personal expenses.

Please send your application via e-mail to:

## Application:

Your application should include:

- Prove of international health insurance
- Prove of matriculation
- Information of level of German (if applicable)
- Prove of dominance of English (B1/B2)

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 Application deadline: April 1<sup>st</sup>, 2016

