



# HWR Berlin Summer School 2026

## European Business and Economics Programme (EBEP)

### Overview

This programme provides business and economics students with an insight into the structures and trends that influence European business and economics today. Over the course of four modules students will explore the European Union via the themes of politics, intercultural management, marketing and economics.

### Date

21 June – 18 July 2026

### Course Content

- Cross-Cultural Management: Culture, Diversity and Sustainability
- The EU - Chances and Challenges for Political Integration
- Economics of the European Union
- Marketing Mobility: Strategies, Scenarios, and Storytelling for Green Marketing

### The course programme also includes:

- Study visits to companies and (political) institutions
- Module on German culture and society from an intercultural perspective

### Course Language

English. Proof of English proficiency (TOEFL iBT 90 or equivalent) is required.

### Prerequisites

Upper undergraduate students of business and economics (after two years of study) or graduates with good standing.

### Number of Participants

20–25

### Course Fees

€ 1.100 (without accommodation)

This includes tuition and programme fees, health, accident and liability insurance, study visits, most parts of the culture and leisure time programme.

### Credits

- 8 ECTS: Business Programme
- 1 ECTS: German culture & society module
- Up to 9 ECTS credits

### Accommodation

- Student hotel (double room)
- Arrival 20 June (move-in), departure 18 July (move-out)
- Optional booking upon request

### Culture and Leisure Time Programme

The summer school team offers participants a wide variety of optional cultural and social events in Berlin and surrounding area (e.g. museums, boat trip, palaces, trips to Potsdam and Sachsenhausen) about twice a week.

### Registration Deadline

- 1 April 2026
- 15 March 2026 for nominated students from partner universities
- Early-Bird 10% by 10 March 2026

### Contact, Enquiries and Registration

HWR Berlin Summer and Winter School

Email: [summer@hwr-berlin.de](mailto:summer@hwr-berlin.de)

[www.hwr-berlin.de/summerschools](http://www.hwr-berlin.de/summerschools)

# Syllabus

Participants of this programme will develop a multifaceted view of the European Union as a major site of political integration and a leading actor in global trade. They will analyse values and cultures of the EU member states in their stance towards the establishment of supranational organisations, institutions and policies.

Participants will also evaluate the roles of member states' citizens as consumers, workers, and voters. They will also become aware of the mutual interdependencies between prevailing values, individual interests, business opportunities, macroeconomic constraints and global business challenges. Students are encouraged to reflect upon conditions within their home countries compared to those of EU member states.

For a more detailed syllabus, please email [summer@hwr-berlin.de](mailto:summer@hwr-berlin.de)

## Lecturers

Dr. Jessica Di Bella, Dr. Götz Harald Frommholz, Andreas Huthwelker, Christian Schlimok, Prof. Dr. Jennifer Pédussel Wu

## Week 1

Day	Cross-Cultural Management: Culture, Diversity & Sustainability
1	<ul style="list-style-type: none"> <li>• Understanding Culture</li> <li>• Cross-cultural Communication and Leadership</li> </ul>
2	<ul style="list-style-type: none"> <li>• Understanding Diversity, Equity and Inclusion</li> <li>• Diversity Trainings</li> </ul>
3	<ul style="list-style-type: none"> <li>• Understanding Sustainability and Green Leadership</li> <li>• World Café, Panel and Discussion</li> </ul>
4	<ul style="list-style-type: none"> <li>• Assessment</li> <li>• Study Visit</li> </ul>

## Week 2

Day	The EU – Chances & Challenges for Political Integration
1	<ul style="list-style-type: none"> <li>• Introduction to the EU</li> <li>• The enlargement process</li> <li>• Successes and drawbacks</li> <li>• The institutions of the EU</li> </ul>
2	<ul style="list-style-type: none"> <li>• The situation of the EU today</li> <li>• Economic and political development</li> <li>• Democratic deficits and the Rule of Law</li> </ul>
3	<ul style="list-style-type: none"> <li>• Problems of further political integration</li> <li>• Current struggle and imminent problems in the global field of power: War in Europe</li> </ul>
4	<ul style="list-style-type: none"> <li>• Central challenges of the future development of the EU</li> <li>• Assessment: written test</li> </ul>
5	<ul style="list-style-type: none"> <li>• Study Visit</li> </ul>

## Week 3

Day	Economics of the European Union
1	<ul style="list-style-type: none"> <li>• Introduction: present state of the European Union</li> <li>• EU decision-making</li> <li>• Study visit to the Representation of the EU in Berlin</li> </ul>
2	<ul style="list-style-type: none"> <li>• Composition of EU trade / trade integration</li> </ul>
3	<ul style="list-style-type: none"> <li>• EU regional policy / labour markets and migration</li> </ul>
4	<ul style="list-style-type: none"> <li>• The EMU and Eurozone</li> </ul>
5	<ul style="list-style-type: none"> <li>• Assessment: written test</li> </ul>

## Week 4

Day	Marketing Mobility: Strategies, Scenarios, and Storytelling for Green Marketing
1	<ul style="list-style-type: none"> <li>• Review of green marketing and branding basics</li> <li>• Automotive and mobility markets: past, present, and future</li> </ul>
2	<ul style="list-style-type: none"> <li>• Development of green marketing and branding strategies</li> </ul>
3	<ul style="list-style-type: none"> <li>• Development of future scenarios and impact storytelling</li> </ul>
4	<ul style="list-style-type: none"> <li>• Preparing presentation materials</li> </ul>
5	<ul style="list-style-type: none"> <li>• Student presentations</li> <li>• Company visit at BMW</li> </ul>

## Weeks 1–4: Additional Module

German Culture and Society: Intercultural Perspectives
<ul style="list-style-type: none"> <li>• Students will be exposed to various aspects of German culture and society through a series of site visits and reflective papers</li> <li>• The reflective papers (one per study week) should be related to an aspect of German culture and society and/or students' intercultural experience</li> </ul>

\* Course content/lecturers may be subject to change