

## European Business and Economics Programme (EBEP)

June 21 – July 18, 2026

### Prerequisites:

Upper undergraduate students of business and related fields or recent graduates with good standing.  
Proof of English proficiency required.

### Module 1, Management Focus:

#### **Cross-Cultural Management: Culture, Diversity and Sustainability**

- Defining culture, cross-cultural management and workplace diversity, equity and inclusion (DEI)
- Recognizing the importance of cross-cultural and sustainability management in today's business world
- Understanding the importance of cultural dimensions and their effects on leadership decisions
- Testing methods and tools for implementing diversity and sustainability practices

### Learning Outcomes

The students will develop a clear understanding of the importance of cross-cultural and diversity management for the modern business world. They will learn the necessary concepts associated with cultural and resource-oriented dimensions. They will gain an understanding of the essential elements of a leadership concept that embraces diversity and sustainability aspects. Through interactive exercises, they will understand the challenges and pitfalls to consider when developing respective management programmes and implementing them in practice.

### Lecturer

- Dr. Jessica Di Bella, Leadership Trainer and Coach, Senior Lecturer

Day 1	Understanding Culture Cross-cultural Communication and Leadership
Day 2	Understanding Diversity, Equity and Inclusion Diversity Trainings
Day 3	Understanding Sustainability and Green Leadership World Café, Panel and Discussion
Day 4	Assessment Study Visit

### Study Visit

- Futurium

### Literature

- Browaeys, M. J., & Price, R. (2008). *Understanding Cross-Cultural Management*. Pearson Education.
- Feitosa, J., Hagenbuch, S., Patel, B., & Davis, A. (2022). Performing in diverse settings: A diversity, equity, and inclusion approach to culture. *International Journal of Cross Cultural Management*, 22(3), 433-457.
- Schermerhorn Jr, J. R., Osborn, R. N., Uhl-Bien, M., & Hunt, J. G. (2011). *Organizational Behavior*. John Wiley & Sons.
- Thomas, T., Schermerhorn Jr, J. R., & Dienhart, J. W. (2004). Strategic leadership of ethical behavior in business. *Academy of Management Perspectives*, 18(2), 56-66.

### Assessment

- Written test (100%)

## Module 2, Political Science Focus:

### **The EU - Chances and Challenges for Political Integration**

#### **Learning Outcomes**

- History and institutions of the European Union
- Challenges for political integration
- Political culture in the EU
- EU's current state and imminent challenges

#### **Lecturer**

- Dr. Götz Harald Frommholz, Senior Lecturer

Day 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>
Day 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>
Day 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>
Day 4	<ul style="list-style-type: none"><li>• Central challenges of the future development of the EU</li><li>• Assessment: written test</li></ul>
Day 5	<ul style="list-style-type: none"><li>• Study visit</li></ul>

#### **Study Visit**

- Bundestag (German Parliament) or Open Society Foundation

#### **Literature**

- Hübner, Christine; Eichhorn, Jan and Luuk Molthof, 2021: It's the EU; Not Western Balkan Enlargement - French public Opinion On EU Membership Of The Western Balkans. Berlin: dpart and OSEPI.
- Eichhorn, Jan and Christine Hübner, 2017: Mind the Gap: Understanding Public Opinion and Elite Interpretations of EU Concerns in Germany. Country case study for the project 'Nothing to fear but fear itself? Berlin: dpart.
- Schwarzer, Daniela, 2021: Final Call. Frankfurt/New York: Campus.

#### **Assessment**

- Written test (100%)

## Module 3, Economics Focus:

### **Economics of the European Union**

#### **Lecturer**

- Prof. Dr. Jennifer Pédussel Wu

#### **Topics**

- European economic and political integration.
- The EU budget. Regional development and common agricultural policies.
- The European Monetary Union (EMU): The Euro (€) as an international currency.
- Labour and Investment: Introducing EU factor markets.
- EU trade policies in the global environment.

#### **Learning Outcomes**

Students will be able to assess the process of political and economic integration in Europe. An understanding of the international position of the EU will enable students to assess the role of the EU in global markets. Students will acquire an understanding of the historical background, principles, and functioning of EU institutions. Students will be able to describe how these institutions influence the development of the internal market and the integration of product and factor markets.

Day 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>
Day 2	<ul style="list-style-type: none"><li>• Composition of EU trade / trade integration</li></ul>
Day 3	<ul style="list-style-type: none"><li>• EU regional policy / labour markets and migration</li></ul>
Day 4	<ul style="list-style-type: none"><li>• The EMU and Eurozone</li></ul>
Day 5	<ul style="list-style-type: none"><li>• Assessment: written test</li></ul>

#### Study Visit

- Representation of the EU in Berlin

#### Literature / Main Reference

- Baldwin and Wyplosz, The Economics of European Integration, 6th edition, McGraw-Hill, 2020.
- More literature will be provided in class.

#### Assessment

- Written test (60 minutes, closed book); short answer and descriptive analysis (90%)
- In-class presentation (homework and oral debate; 10%)

### Module 4, Marketing Focus:

#### **Marketing Mobility: Strategies, Scenarios, and Storytelling for Green Marketing**

- Future of mobility: markets, actors, and products
- Theories, concepts, and practices in green marketing
- Sustainability communication and impact storytelling
- Brand management and brand building
- Integrating green marketing communication to build brand equity

#### Learning Outcomes

Students will learn to analyze green marketing and branding strategies, especially for the companies and organizations in the mobility sector. They will be able to develop and present green marketing by scenario building and impact storytelling, affecting branding strategies. Students will come to understand consumer behavior as well as factors influencing consumers' behavior, especially sustainability aspects. The module further seeks to aid the understanding and application of creative techniques for sustainability communication.

#### Lecturers

- Andreas Huthwelker, Christian Schlimok

Day 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>
Day 2	<ul style="list-style-type: none"><li>• Development of green marketing and branding strategies</li></ul>
Day 3	<ul style="list-style-type: none"><li>• Development of future scenarios and impact storytelling</li></ul>
Day 4	<ul style="list-style-type: none"><li>• Preparing presentation materials</li></ul>
Day 5	<ul style="list-style-type: none"><li>• Company visit at BMW / presentations of the students</li></ul>

#### Study visit

- Automotive plant BMW and a second organization in the mobility sector

#### Literature

- Keller, K.-L. (2019): Strategic Brand Management. Building, Measuring, and Managing Brand Equity, 5<sup>th</sup> ed., Pearson.
- Kotler, P., Chernev, C. & Keller, K.-L. (2022): Marketing Management. 16<sup>th</sup> ed., New Jersey: Pearson.
- Nygaard, A. (2024): Green Marketing and Entrepreneurship, Springer.

#### Assessment

- Team presentations (materials and concept summary with max. 5 pages as PDF); students will analyze a green marketing challenge and develop suitable solutions (75%).
- In-class participation (25%)

#### Additional Module:

## **German Culture & Society: Intercultural Perspectives**

15 hours of German Culture & Society (study visits and class)

### **Topics & Learning Outcomes**

This module will deal with German culture and society through many different site visits, and explore topics such as the Berlin Wall and Cold War era, Nazi-Germany, Prussia and its kings, German stereotypes, German university system, German politics, contemporary art or pop culture in Germany. In reflective papers, the students will have the opportunity to contemplate and highlight the differences and similarities between the students' home cultures and their new host culture/the cultures of their classmates. This module will help students to reflect upon and their intercultural experience.

### **Study Visits**

- One visit per week; sites may include: Schloss Charlottenburg, Park Sanssouci, Sachsenhausen concentration camp, Berlin Wall Memorial, Dark Worlds: bunker tour, Reichstag (German parliament) Urban Nation (street art museum) and Pergamon Museum.

### **Assessment**

- Reflective papers (one per week). Pass or fail grade.
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### **Grading**

Grades will be based on active participation and regular attendance in class and class excursions, on self-study and homework assignments, and on the official assessments. If students miss more than two classes, their final grade may be downgraded. If students attend and pass all the assessments they will be issued a certificate of attendance including a transcript of the grades received. Students with less than 80% attendance will not receive a certificate of attendance. Grades are awarded according to the German university and ECTS grading systems.

### **Credits**

100 contact hours in total:

- 80 contact hours business programme including study visits (8 ECTS credits)
- 20 contact hours German culture & society (1 ECTS credit)

Equivalent to up to 9 ECTS credits.

\* Please note that all course content and teaching staff may be subject to change