Hochschule für
Wirtschaft und Recht Berlin
Berlin School of Economics and Law

HWR Berlin Summer School 2027
European Business and Economics Programme (EBEP)

Overview
Want to actually understand how Europe does business? This four-week programme takes you deep into the trends and structures shaping European business and economics today – from EU politics to intercultural management, economics, and marketing. Plus, you'll get to explore it all while living and studying in the heart of Europe.

Date
27 June – 24 July 2027

Course Content
- Cross-Cultural Management: Culture, Diversity and Sustainability
- The EU - Chances and Challenges for Political Integration
- Economics of the EU: Geoeconomics
- 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, study visits, 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 27 June (move-in), departure 24 July (move-out)
- Optional booking upon request

Culture and Leisure Time Programme
The summer school team offers participants a wide variety of 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 2027
- 15 March 2027 for nominated students from partner universities
- Early-Bird 10% by 10 March 2027

Contact, Enquiries and Registration
HWR Berlin Summer and Winter School
Email: summer@hwr-berlin.de
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

Lecturers

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

Week 1

Day	The EU – Chances & Challenges for Political Integration
1	• Introduction to the EU • The enlargement process • Successes and drawbacks • The institutions of the EU
2	• The situation of the EU today • Economic and political development • Democratic deficits and the Rule of Law
3	• Problems of further political integration • Current struggle and imminent problems in the global field of power: War in Europe
4	• Central challenges of the future development of the EU • Assessment: written test
5	• Study Visit

Week 2

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

Week 3

Day	Economics of the European Union
1	• Introduction: present state of the European Union • EU decision-making, budget decision making • Study visit to the Representation of the EU in Berlin
2	• Composition of EU trade / current trade policies
3	• EU regional policies / labour markets and migration
4	• The EMU and Eurozone
5	• Assessment: written test

Week 4

Day	Marketing Mobility: Strategies, Scenarios, and Storytelling for Green Marketing
1	• Review of green marketing and branding basics • Automotive and mobility markets: past, present, and future
2	• Development of green marketing and branding strategies
3	• Development of future scenarios and impact storytelling
4	• Preparing presentation materials
5	• Student presentations • Company visit at BMW

Weeks 1–4: Additional Module

German Culture and Society: Intercultural Perspectives
• Students will be exposed to various aspects of German culture and society through a series of site visits and reflective papers
• The reflective papers (one per study week) should be related to an aspect of German culture and society and/or students' intercultural experience

* Course content/lecturers may be subject to change