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

HWR Berlin Summer School 2027

Markets and Management in Europe (M+M)

Overview

Ready to think beyond borders? This course explores how culture, sustainability and innovation are transforming business in Europe. Learn how diversity drives success, understand the forces shaping the EU economy, and discover how creative storytelling and green marketing influence the future of mobility. Gain practical insights and future-focused skills that matter in today's global marketplace.

Date

4 July – 24 July 2027

Course Content

- Cultural Management
- Economics of the European Union
- Marketing Mobility: Strategies, Scenarios, and Storytelling for Green Marketing

The course programme also includes:

- Study visits to companies
- 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

€ 995 (without accommodation)
This includes tuition and programme fees, study visits, culture and leisure time programme.

Credits

- 6 ECTS: Business Programme
- 1 ECTS: German culture & society module
- Up to 7 ECTS credits

Accommodation

- Student hotel (double room)
- Arrival 4 July (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
- 10 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

This interdisciplinary course examines the interplay between culture, economics and marketing in contemporary Europe. Students will gain insights into cross-cultural management, the economic framework of the European Union and sustainable marketing strategies in the mobility sector. By combining theoretical foundations with practical applications, the course equips students with the knowledge and skills to address current business challenges in an international context.

Lecturers

Dr. Jessica Di Bella, Prof. Dr. Tim Lohse, Christian Schlimok

Week 1

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 2

Day	Economics of the European Union
1	• Introduction: present state of the European Union • EU decision-making • Study visit: Representation of the EU in Berlin
2	• Composition of EU trade / trade integration
3	• EU regional policy / 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 1–3: 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

For a more detailed syllabus, please email summer@hwr-berlin.de