Rosenheim
Technical University
of Applied Sciences

ONLINE
JOINT SUMMER
SCHOOL | FIRST ONLINE EDITION

Doing Business across Europe:
GERMANY · NETHERLANDS · SPAIN

- International Business Ethics
- Towards a Circular Economy
- Business Model Innovation & Entrepreneurship
2021 ONLINE JOINT SUMMER SCHOOL
DOING BUSINESS ACROSS EUROPE
June 21, 2021 – July 10, 2021

This Online Joint Summer School Programme on Doing Business Across Europe is organised in partnership with European universities based in Germany, The Netherlands and Spain.

The programme will last a total of 3 weeks guided by 3 business schools embedded in 3 prestigious universities placed close to 3 European business hubs: Munich, Amsterdam and Barcelona.

This English-taught programme is designed for advanced undergraduate and graduate students. It aims at giving students a first-hand insight on the future of doing business responsibly and covers current trends and issues in the field of business ethics, circular economy and entrepreneurship & innovation.

1 JOINT ONLINE PROGRAMME OR 3 SINGLE SUMMER SCHOOL OPTIONS

ROSENHEIM TECHNICAL UNIVERSITY OF APPLIED SCIENCES, GERMANY
JUNE 21 – 26, 2021
International Business Ethics
3 ECTS credits
Ethics of responsible business decisions in a competitive global world; use major ethical theories to explore specific corporate cases and topics such as rights to privacy, insider trading, whistleblowing, sustainability and more.

Intercultural Readiness Track
1 ECTS credit
For students enrolled in the full programme, we offer the option of subscribing to the Intercultural Readiness Track for 1 ECTS credit throughout the 3 weeks of the programme. The track consists of an online intercultural readiness check assessment, intercultural training, reflection exercises and coaching sessions and will be rewarded with a separate certificate at no extra cost.

WINDESHEIM UNIVERSITY OF APPLIED SCIENCES, THE NETHERLANDS
JUNE 28 – 03 JULY, 2021
Towards a Circular Economy
3 ECTS credits
Transition towards circular supply chains, current trends: shared economy, blockchain, understanding financial and supply chain implications, business simulation game: the Blue connection.

LA SALLE CAMPUS BARCELONA, RAMON LLULL UNIVERSITY, SPAIN
JULY 05 – 10, 2021
Business Model Innovation & Entrepreneurship
3 ECTS credits
Understanding the entrepreneurial process, identifying, developing, assessing and looking into different business models and marketing strategies and acquire the mindset and toolset to become a real entrepreneur.

THE SOCIAL AND CULTURAL PROGRAMME WILL TAKE PLACE ON THE SATURDAYS OF EACH WEEK AND WILL INCLUDE VIRTUAL CITY/MUSEUM TOURS, INTRODUCTIONS TO UNDERSTANDING LOCAL CULTURE AND OF COURSE SOCIALIZING AMONGST EACH OTHER!

APPLICATION DEADLINE: JUNE 01, 2021
EARLY BIRD DEADLINE (10% DISCOUNT): APRIL 01, 2021
APPLY ONLINE HERE:
www.th-rosenheim.de/apply-summer-school

PROGRAMME FEE

PARTNERS: € 600 per week, € 1,500 for the full programme
NON PARTNERS: € 700 per week, € 1,800 for the full programme

The programme fee covers tuition for workshops and the social and cultural programme in each week. Summer School participants have to bear their own expenses for hard- and software and need to take care of a working internet connection during the sessions. In the case of cancellation by the student, a refund policy applies, which can be found on our website.