

BUSINESS AND ECONOMICS SUMMER TERM

BEST - International Summer Academy

May 26 – June 28, 2014

Mercator School of Management
University of Duisburg-Essen, Germany

Put Europe on Your Resume!

BEST Program Highlights

The Business and Economics Summer Term (BEST) is an academic program in an international setting, which is designed for upper division undergraduate and graduate students. It is organized by the Mercator School of Management (MSM) of the University of Duisburg-Essen in Duisburg, Germany.

BEST offers a variety of courses in business, economics and German language with special emphasis on the European economic environment. The program also includes field trips and company visits to the industrial and cultural vicinity of Duisburg and a week-end excursion to Berlin.



BEST is conducted in English and requires no prior German language training. Students can earn up to eighteen ECTS or nine U.S. credits for courses successfully completed. Tuition for the five week course program is only EURO **1,000** and may also be waived for students from MSM partner institutions.

Gerhard Mercator (1512 – 1594), renowned mathematician, geographer, cartographer, and patron of the School of Management on Duisburg Campus, lived in Duisburg from 1552 until his death.

Geographical Information

In the heart of Europe

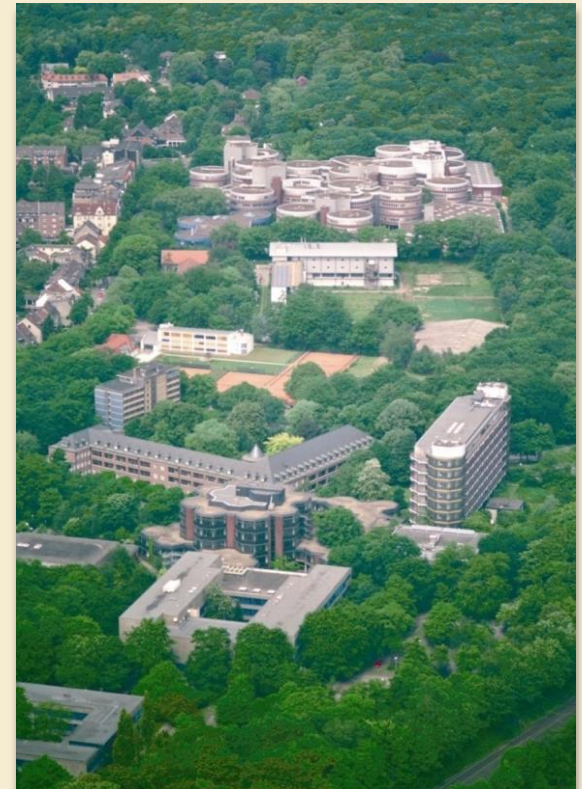


City of Duisburg

- 500,000 inhabitants
- Largest inland port in Europe
- Great activity options: zoo, malls, parks and lakes, water skiing, inner harbor, climbing parks, industrial attractions
- Excellent starting point for touring Germany and Europe



Campus Duisburg



BEST Schedule

BEST Orientation

May 26 – June 1, 2014

Introductory Lectures

Language Training

Company Visits

Sightseeing Excursions

BEST Modules and Courses

June 2 – June 27, 2014

Module: Business Administration in Europe

36 contact hours, 3 U.S. credits, 3 BEST courses

Module: European Managerial Economics

36 contact hours, 3 U.S. credits, 3 BEST courses

Module: German Language Training

36 contact hours, 3 U.S. credits

Overall: 3 modules, 6 BEST courses,

108 contact hours, 9 U.S. credits

Module: Business Administration in Europe (3 Credits)

- **BEST Course: Corporate Governance and Strategic Management in Europe (12 hrs)**
 - Corporate Governance Structure
 - Governance Mechanisms
 - Corporate Strategies
 - Management Strategies
- **BEST Course: Marketing Strategies in Europe (12 hrs)**
 - Introduction to International Marketing
 - Market Selection and Entry Strategies in European Marketing
 - Coordination Problems and Dynamics of Country Markets
 - Coordination in Both Converging and Diverging Markets
- **BEST Course: Banking and Corporate Finance in Europe (12 hrs)**
 - Introduction to Risk Management
 - Profitability and Risk Controlling
 - Management of Interest Rate Risk
 - Economic Capital Requirements
 - Return on Equity Management (ROE)



Prof. Dr. Eulerich



Dr. Klein



Prof. Dr. Dr. h.c.
Schierenbeck



Prof. Dr. Rolfes

Module: European Managerial Economics (3 Credits)

- **BEST Course: Comparative Managerial Behavior in Europe (12 hours)**
 - Decision Making on Individual and Group Level
 - Decision Making on Organizational Level
 - Negotiation and Cross-Cultural Communication
 - Case Study
- **BEST Course: European Economic Integration (12 hours)**
 - European Integration Process
 - Organization of European Union
 - Developments in Different Policy Areas
 - Evaluation of Possible Outcomes
- **BEST Course: European Currency Union and Financial Markets (12 hours)**
 - Development of the European Monetary Union and the Euro Crisis
 - Theory of Exchange Rate Regimes and Optimum Currency Area
 - Analysis of Consequences for Private and Policy Sector
 - Comparison between Expectations (before 1999) and Current Situation



Ass. Prof. Dr. Horak



Prof. Dr. Pascha



Prof. Dr. Döhrn

Orientation Week

Monday May 26	Tuesday May 27	Wednesday May 28	Thursday May 29	Friday May 30	Saturday May 31	Sunday June 01
Arrival of BEST Students	Orientation Duisburg	Orientation Düsseldorf	German Language Training	German Language Training	German Language Training	Sightseeing Excursion
Meeting with Duisburg Students	Introductory Lectures	German Federal Bank				Coal Mine Museum Essen
Welcome Session	Buddy Program	NRW State Parliament				Medieval Castle Solingen
	Campus & City Tour	TV Tower				Suspension Railway Wuppertal
	Evening Activity	Old Town & Historic Palace				Cathedral Neves
					Afternoon free for individual activities	

Orientation: Düsseldorf

Capital of North Rhine-Westfalia

German Federal Bank, Düsseldorf Branch

NRW State Parliament

TV Tower

Historic Düsseldorf



Plenary Hall at State Parliament



Lecture at German Federal Bank

Orientation

Company Visits

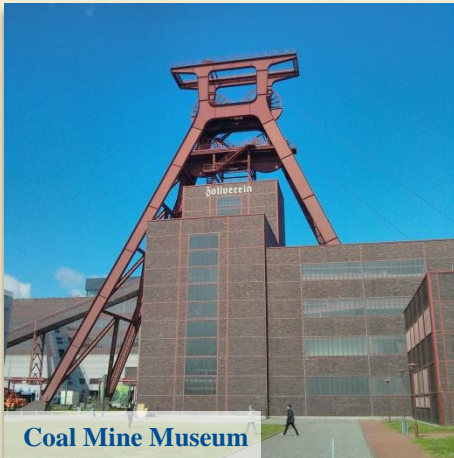
Welcome Barbecue

Exploring the Ruhr Area

Buddy Program



Company Visit at ALDI



Coal Mine Museum



Castle Schloss Burg



Welcome Barbecue

BEST Excursion to Berlin

- 3-day trip to Berlin and Potsdam
- Ride on ICE high-speed train
- Includes guided tours to highlights of Berlin and vicinity
- Discussion session with member of the Federal Parliament at the „Reichstag“
- Free time to explore Berlin
- Hotel accommodation and breakfast covered



Class of 2013 at the Reichstag



Sony Center



Brandenburg Gate



Alexanderplatz



Sanssouci Palace Potsdam

BEST Accommodation

Family-owned historic hotel „Rheinischer Hof“

- Ten-minute walk to campus
- Twin rooms
- Including breakfast
- Free Wi-Fi Internet access
- Microwave and refrigerator available
- Seminar room for studies
- Laundry service included
- Supermarkets, restaurants, cafés, bars
in walking distance



Program Costs:

Expenses in Euro (€)	Regular Costs	With Tuition Waiver
Tuition ¹	1,000	--
Program Fee ²	160	160
Hotel (incl. breakfast) ³	1,050	1,050
Health Insurance	100	100
Local Transportation ⁴	60	60
Course Material ⁵	40	40
Field Trips, Company Visits ⁶	150	150
Berlin Excursion ⁷	390	390
Total	2,950	1,950

Tuition may be waived for students from partner universities

¹ Tuition may be waived for students from partner universities, which waive tuition reciprocally for MSM students. Please, contact the International Office of your home university for additional information.

² Euro 100 of that amount are not refundable.

³ Hotel "Rheinischer Hof", twin room, breakfast, free Wi-Fi

⁴ Tickets for public buses and trams within Duisburg during the orientation and course program.

⁵ Scripts, copies, etc.

⁶ Welcome and farewell party, company meals, entrance fees, guided tours.

⁷ Hotel accommodation, breakfast, ground transportation, entrance fees, guided tours.

BEST at a Glance

- **Runs from
May 26 - June 28, 2014**
- **Conducted in English**
- **Courses in Business,
Economics, and German
Language**
- **For upper-level undergraduate
and graduate students**
- **Earn up to 9 US-Credits**
- **Preferred application deadline:
Monday, March 31, 2014**
- **Includes 3-day trip to Berlin**
- **Free time for touring Europe**
- **Tuition only 1,000 €
(may be waived)**

The BEST team hopes to welcome you at Mercator in Duisburg!



Prof. Dr. Peter Chamoni
Director of MSM International Programs



Prof. Dr. Dieter Cassel
Associate Director of MSM International Programs



Dipl.-Kfm. Malte Kluck, MBA (USA)
Managing Director of MSM International Programs



Jörn Benzinger, M.A.
Coordinator of MSM International Programs

www.msm.uni-due.de/BEST



Find us on Facebook:
“BEST Summer Academy”

Application Deadline: March 31, 2014

BEST@uni-due.de

Thank you for your attention!



See you in Duisburg soon!