

At a Glance

Program Fee

Students from Aalen University:

- Package S: 250 EUR

Other degree students:

- Package M: 850 EUR
- Package L: 970 EUR

Package S includes:

- Registration
- Module B
- Guest lecture
- Company visit
- Farewell dinner

Package M includes:

- Registration
- Module A & B
- Guest lecture
- Company visit
- Accommodation (double room, breakfast included)
- Free social activities: site visit, guided city tour, and farewell dinner

Package L includes (limited availability):

- the same as Package M but single room accommodation (breakfast included)

Admission Criteria

- Bachelor or Master degree students who have completed at least 2 years of university-level studies
- A Minimum English Language Proficiency to be able to follow lectures in English

Dates & Deadlines

- Duration of Program: July 18 to July 28, 2018
- Deadline for Application: February 15, 2018

Apply now:

📄 www.hsaa.de/f/w/summerschool

A Warm Welcome to Aalen

Aalen is a city of 67,000 inhabitants at the foot of the Schwabian mountains. Rather small regarding its size, but big in its impact on the German economy. This southern region has a lot of "Hidden Champions", small and medium sized companies which are world market leaders in their specific industry niche and which represent the high quality of "made in Germany" around the world like Carl Zeiss AG, Voith GmbH, Hartmann AG or Bosch Automotive Steering GmbH.

Contact

Course Supervisor



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Course Supervisor



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Program Coordinator



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Further information...



www.hsaa.de/f/w/summerschool
www.ostwuerttemberg.de/en/
www.aalen.de



•••• Weiterbildungsakademie
der Hochschule Aalen

 **Aalen University**

International Summer School 2018
Strategy in the Digital Age
18 July - 28 July 2018

International Summer School

The International Summer School at Aalen University of Applied Sciences offers you an exciting opportunity to make friends from all over the world and to develop your personal and academic skills. Within the two weeks here in Aalen, you will participate in program lectures from professors with long industry experience, solve interesting case studies and make different excursions.

We offer two different modules in order to introduce you to the German language and culture. Following up, we have a business module which provides you with an insight into "Strategy in the Digital Age". Upon the completion of those modules, you will receive 2 ECTS and 5 ECTS for your further studies.

Be part of this experience, absorb new ideas and let inspire you! We look forward to welcoming you!

Courses

Module A: Language Course
<p>Module A: German Language & Culture for Beginners Course description: This introductory course „German Language & Culture for Beginners“ is combining the language-learning experience with an additional cultural programme about Germany. It aims to familiarise the students with the basics of the German language and culture. A short excursion to an historical site will be included, in which the lecturer will point out the peculiarities that made Germany into the country it is known as today. The language learning will take half of the week and introduces students to the "spoken" German rather than strictly teaching grammar and phonetics. Lecturer: Dr. Thomas Freller Total Scope of ECTS/ Contact hours: 2 ECTS/ 20h Date: 2018/07/18 - 2018/07/20</p>

Innovative Joint Program

The International Summer School is hosted by the Aalen University of Applied Sciences together with the Weiterbildungsakademie Aalen. Aalen University is one of the leading research institutions amongst the Universities of Applied Sciences in Baden Wuerttemberg. The Weiterbildungsakademie (WBA) is the central further education institution of Aalen University and offers several part-time study programs for professionals. One of the key missions of Aalen University is to combine the developments in industry with the latest research outcomes and implement those in the teaching plan.



Module B: Business Course
<p>Module B: Strategy in the Digital Age Course description: Strategic Management aims to provide an understanding of the essential concepts and theories of corporate strategy, international business, and economic globalisation dynamics. Students will learn strategies to help businesses in the digital age. The students are encouraged to find out more about the key tools and techniques that managers use to analyse their company and processes in order to improve the business performance and make strategic decisions. The module is focused on knowledge transfer and interactively taught by using case studies and group exercises. Students will embrace strategies to build business modules for the digital age. Lecturer: Prof. Dr. Christina Ocampo, Prof. Dr. Ingo Scheuermann Total Scope of ECTS/ Contact hours: 5 ECTS/ 50h Date: 2018/07/23 - 2018/07/28</p>

Program Plan

Teaching Philosophy

Our objective is to develop the skills to understand latest research and insights, and to apply your knowledge on real business problems. Therefore, we offer our students a small and interactive classroom experience. We combine our lectures with group work and individual projects in order to achieve the best student learnings.

Program Overview

Week 1		Module A: Language Course
Tue	July 17	Arrival in Germany
Wed	July 18	Lecture German Language & Culture
Thu	July 19	Lecture German Language & Culture Guided City Tour of Aalen
Fri	July 20	Lecture German Language & Culture Excursion to a historical site
Sat	July 21	Leisure time
Sun	July 22	Leisure time

Week 2		Module B: Business Course
Mon	July 23	Lecture Strategy in the Digital Age Get Together
Tue	July 24	Lecture Strategy in the Digital Age
Wed	July 25	Lecture Strategy in the Digital Age Company Tour
Thu	July 26	Lecture Strategy in the Digital Age Guest Speaker from Industry
Fri	July 27	Lecture Strategy in the Digital Age
Sat	July 28	Lecture Strategy in the Digital Age Farewell Dinner
Sun	July 29	Departure