

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; selected classes (Module B); Factory Floor Tour; Guest Lecture
- Cost free events from the Social Program: Taste of Social Life, and Farewell Dinner

Package M includes:

- Registration; selected classes (Module A & B); Factory Floor Tour; Guest Lecture
- Accommodation (a double room apartment with a small kitchen)
- Cost free events from the Social Program: Site Visit, Guided City Tour, Taste of Social Life and Farewell Dinner

Package L includes (limited availability):

- Registration; selected classes (Module A & B); Factory Floor Tour; Guest Lecture
- Accommodation (a single room apartment with a small kitchen)
- Cost free events from the Social Program: Site Visit, Guided City Tour, Taste of Social Life, and Farewell Dinner

Admission Criteria

- Bachelor degree students in business and economic related fields who have completed at least 2 years of university-level studies
- A minimum GPA of 2.7 or equivalent
- A minimum B2 English level or equivalent for non native speakers

Dates & Deadlines

- Duration of Program: July 20 to July 30, 2016
- Last Date of Receipt of Application: March 15, 2016

Way to Aalen

Come and live the Aalen Summer School 2016! Apply directly online:

 www.hsaa.de/f/w/summer-school

Further informations...



www.hsaa.de/f/w/summer-school

A Warm Welcome to Aalen

Aalen, a city of some 67,000 inhabitants at the foot of the Schwabian mountains, typifies the heart of industrial Germany. Small in number but outsized in its impact on the economic growth of the country, many southern German cities house what are called, "Hidden Champions", small to medium sized companies who are key to the high quality manufacturing that Germany is known for, and are in fact global leaders in their specific technical niche. As such, Aalen is well-connected, not only economically but only in terms of transportation, and there are many transportation options to access the rest of Germany from the city. Of course, you could decide to stay close and explore the Roman UNESCO World Heritage Site „Limes“, go shopping in the numerous unique, small stores, or just dine at the many bars and restaurants. Whatever you choose, you will not lack for choices for education and fun.

Contact

Course Supervisor



Prof. Dr. Ingo Scheuermann

Telephone +49 7361 576-2192
Ingo.Scheuermann@hs-aalen.de

Course Supervisor



Prof. Dr. Christina Ravens

Telephone +49 7361 91490-21
Christina.Ravens@hs-aalen.de

Program Coordinator



Ilka Diekmann, M. Sc.

Telephone +49 7361 576-2325
Ilka.Diekmann@hs-aalen.de



 Weiterbildungsakademie
der Hochschule Aalen

 **Aalen University**

International Summer School 2016 Strategic Management

International Summer School

International Summer School at Aalen University offers you an exciting opportunity to make friends from all over the world, to build an international network, and to develop personal and academic skills. During your two weeks stay in Aalen – a lovely and picturesque town in South of Germany – you will participate in an exciting program of deeply-engaged lectures with professors with long industry experiences, unpack case studies, and go on different excursions that showcase some of the attractions in the neighboring areas. All in all, you will be part of a rich immersion experience designed to expose you to aspect of contemporary Germany in its rich facets. We are excited that we can offer this experience to international students, and we look forward to welcoming many of you in July!

Courses

Module A: Language Course	Module B: Business Course
<p>Module A: German Language & Culture for Beginners</p> <p>Course description: This introductory course ‘German Language & Culture for Beginners’ is designed to combine a language-learning experience with a supplementary historical/cultural program about Germany. It aims to familiarize the students with the basics of the German language and culture. To support this goal, a short excursion to a ‘typical’ site will be included, in which the lecturer will point out the ‘visual’ and ‘material’ manifestations that made Germany the country as it is known today. Because of the limited amount of time available, the ‘language part’ of the course – which takes up half of the total contact hours – aims to bring the participants in contact with ‘living German’ rather than applying the methods of traditional teaching of grammar and phonetics.</p> <p>Lecturer: Dr. Thomas Freller</p> <p>Total Scope of ECTS/ Contact hours: 2 ECTS/ 20h</p> <p>Date: 2016/07/20 - 2016/07/22</p>	<p>Module B: Strategic Management & Case Studies</p> <p>Course description: Strategic Management aims to provide an understanding of the essential concepts and theories of corporate strategy, international business, and economic globalization dynamics. In particular, the curriculum encourages exploration of and a critical approach to the key tools and techniques managers use to analyse their environment and processes, to support the improvement of business performance and strategic decision making, and put the resulting strategies into action. The module is focused on knowledge transfer parts and studying literature. It is taught interactively by using case studies and exercises for teamwork.</p> <p>Lecturer: Prof. Dr. Christina Ravens, Prof. Dr. Ingo Scheuermann</p> <p>Total Scope of ECTS/ Contact hours: 5 ECTS/ 50h</p> <p>Date: 2016/07/25 - 2016/07/30</p>

Innovative Joint Program

International Summer School is a joint project of Aalen University of Applied Sciences and the Weiterbildungsakademie Hochschule Aalen. Aalen University is one of the leading research institutions among the Universities of Applied Sciences in Baden Wuerttemberg. The graduate school Weiterbildungsakademie Hochschule Aalen is the central training institution of Aalen University and offers several part-time study programs for professionals. One of the key missions of Aalen University and its partners is to deliver a focused education to our students by combining the developments in industry with the latest research findings.



Program Plan

Teaching Philosophy

Our objective is to develop students’ skill to understand the latest research and insights, and to use those tools by applying them to real business problems. To achieve that goal of active learning, we offer our students a small, interactive classroom experience, coupled with different teaching formats: like lectures, group and individual projects.

Program Overview

Week 1		Module A: Language Course
Tue	July 19	Arrival in Germany
Wed	July 20	Lecture German Language & Culture
Thu	July 21	Lecture German Language & Culture Guided City Tour of Aalen
Fri	July 22	Lecture German Language & Culture Excursion to a historical site
Sat	July 23	Personal time
Sun	July 24	Personal time

Week 2		Module B: Business Course
Mon	July 25	Lecture Strategic Management & Case Studies Taste of Social Life
Tue	July 26	Lecture Strategic Management & Case Studies
Wed	July 27	Lecture Strategic Management & Case Studies Factory Floor Tour
Thu	July 28	Lecture Strategic Management & Case Studies Guest Speaker from Industry
Fri	July 29	Lecture Strategic Management & Case Studies
Sat	July 30	Lecture Strategic Management & Case Studies Farewell Commemorative Dinner
Sun	July 31	Departure