

Stay 3-6 months
at DHBW Stuttgart
from September to February
(winter semester)
or March to August
(summer semester)

Attend 12 weeks
of business classes in
English within this period.
Get ECTS for
your studies!

Learn German
and get to know the
German culture

Enjoy
excursions and
company visits

CONTACT US

Duale Hochschule Baden-Württemberg
Stuttgart
International Office
Blumenstrasse 25
D-70182 Stuttgart

email: international@dhbw-stuttgart.de
www.dhbw-stuttgart.de/incomings

HOW TO APPLY

Find out more at www.dhbw-stuttgart.de/incomings

Semester at DHBW Stuttgart

**INTERNATIONAL PROGRAMME IN
BUSINESS & CULTURE**



CLASSES

EMPIRICAL RESEARCH PROJECT

3 ECTS

Divided into different groups, students define empirical research exercises (development of the research design, operationalization of variables, implementation of the survey, data analysis, interpretation of the research data) and perform these tasks. The class improves students' competences in both social learning and team working. Furthermore students are given the chance to learn more about industrial marketing and marketing research methods.

INTERNATIONAL SOCIAL MEDIA MARKETING AND DIGITAL STORYTELLING

3 ECTS

Students will learn about the global development of social media and analyse the challenges and possibilities of international social media marketing. The focal point will be which kind of marketing goals can be better achieved via social media and which strategies can be applied. Practical aspects, e.g. how to build a base of loyal global fans on Facebook even in time of troubles, will also be discussed. Then, the course will focus on digital storytelling – an approach more and more global brands rely on when creating content for their social media channels. By analysing international campaigns, students will learn what makes a good story, how social media influence the way stories are told, and how effective storytelling helps brands to reach their marketing goals. On an excursion to the Bosch Company students will explore the story behind this global brand with its 129-year old history.

INTERCULTURAL NEGOTIATION TRAINING

5 ECTS

The aim of the class is to improve students' competences in handling business with foreign cultures. A wide range of situations will arise which are intended to simulate daily life in international organisations and enable students to act in intercultural encounters. Course content consists of the following topics: sensitisation in relation to culture-specific behaviour conventions/ability to perform in foreign and multilingual situations/practising of "role distance"/recognising and using intercultural synergy potential.

THE CONTEMPORARY POLITICAL AND ECONOMIC SYSTEM OF THE EUROPEAN UNION

5 ECTS

For a better understanding of current issues of the European agenda such as the ongoing process of the EU enlargement and the acceptance of a common constitution, this lecture provides an overview of the main institutions of the European Union as a base for further discussions. Course content consists of the following topics: Brief historical overview/the institutions/the European parliament/the European commission/the council of the European Union/the European central bank structure/the policy of the ECB/the economic and monetary union/stability and growth pact/euro crisis (incl. excursions to the European Parliament in Strasbourg and the European Central Bank in Frankfurt/Stock Exchange in Frankfurt).

GERMAN CULTURE AND COMMUNICATION STYLES

5 ECTS

Knowing the specifics in German culture and their impacts on the communication style as an aim of the class focuses mainly on the two topics: (1) Intercultural communication (IC) – the importance of IC in today's world/the role of perception in IC/key values which shape a culture's communication/factors that shape a culture's verbal codes, nonverbal codes and the decoding of messages/attitudes, knowledge and skills required for intercultural communication competence and (2) the German business behaviour and its historical background – objectivism/appreciation of regulations and structures/rule orientation and internalised control/time planning/separation of personality and living spheres/the German low context communication style.

THE FINANCIAL MARKET IN GERMANY

5 ECTS

For a better understanding of current issues at the worldwide financial markets, this lecture provides an overview of the most common investments as a basis for further discussions and analysis. Students are given the chance to invest a certain amount of fictitious capital to learn the consequences of their decisions. Course content consists of the following topics: shares/functioning of the stock markets/bonds/investment funds/fundamental and technical analysis/macroeconomic influences (central bank decisions) (incl. excursion to the Stuttgart Stock Exchange).

GENERAL MANAGEMENT SIMULATION GAME

3 ECTS

Simulation & Gaming (S&G) is traditionally an integral part of the study program at DHBW Stuttgart. Participants of the General Management Simulation Game assume the role of a manager of a company, have to find a prosperous strategy, plan their processes, make decisions in all parts of the business process like staff, production, advertisement, R&D, finance and accounting, have to be responsive to market behaviour, present their results at the annual general meeting.

EMPLOYABILITY SKILLS – GERMAN FOR THE WORK PLACE

3 ECTS

Improve students' competences in handling situations at the work place in Germany, such as applying for the job, job interviews, daily situations in the company, small-talk and German work culture is the aim of the class. The main stress will be held on specific vocabulary and interactive role plays in German in order to improve the language skills and get the basic employability skills around a German work place.

GERMAN ECONOMY: THE POLITICAL ECONOMY OF GERMANY AND STATE-OF-THE-ART OF THE GERMAN ECONOMY

5 ECTS

This course covers the political economy of Germany and the Eurozone (monetary and fiscal policy, the nature of currency unions). Discussion on the specifics of German policy stances in regard to trade, education, investment, and banking as well as Germany's influence on and role in the Eurozone. Course content consists of the following topics: state of the economy/fiscal system/welfare system/taxation system/health care system/forms of corporate organisations.

GERMAN LANGUAGE

3 ECTS

GERMAN LANGUAGE INTENSIVE CLASS PRIOR TO THE SEMESTER START

6 ECTS, FEES APPLY

Different levels depending on the language knowledge and the number of participants.

Only offered in winter semester.

WELCOME DAYS: BASICS OF SCIENTIFIC WORKING & INTERCULTURAL TRAINING GERMANY

NO ECTS AVAILABLE

Obligatory class for all international exchange and study abroad students.