

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



**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.

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.



ROSENHEIM TECHNICAL UNIVERSITY OF APPLIED SCIENCES

- Learning at **Rosenheim Technical University of Applied Sciences** combines regional expertise and international standing
- Strong ties with our industry partners in one of **Germany's strongest economic areas**
- About **6,000 students** benefit from our hands-on projects and teaching
- A city between urban Munich, **stunning nature** and the **foothills of the Alps**

More information at:
www.th-rosenheim.de/summer-school

WINDESHEIM UNIVERSITY OF APPLIED SCIENCES

- Runner up for best **University of Applied Sciences in the Netherlands (#2 place in national rankings)**
- Explore the historic city of **Zwolle** by means of a **virtual cycling tour**
- See the **world famous Night Watch** by Rembrandt through a virtual Rijkmuseum Tour
- Meet the **open mindedness** of the Dutch in our highly diverse **society**

More information at:
www.windesheim.com/study-programmes/summer-school

LA SALLE CAMPUS BARCELONA, RAMON LLULL UNIVERSITY

- A city increasingly attractive for **entrepreneurs and quickly positioning** as one of the leading innovation hubs in the world
- **La Salle-URL is a leading university in innovation and technology with 30% of international students**
- Programme offered in collaboration with **La Salle Technova, La Salle's Business Incubator and Innovation Park**

More information at:
www.salleurl.edu/en/education/joint-summer-school-doing-business-across-europe

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.