



# HHL

LEIPZIG  
GRADUATE SCHOOL  
OF MANAGEMENT

**Study in Two Countries  
Explore the European Union**

# Summer Program 2020

**June 22–July 3**

**Doing Business in Europe:  
Opportunities & Challenges**

## Germany's first address in business education

HHL is Germany's oldest business school and one of the country's leading management institutions today. We offer international business education based on the highest academic standards.

### Mission

We educate effective, responsible and entrepreneurial business leaders through outstanding teaching, research and practice. We are driven by excellence in teaching and research to benefit our students, stakeholders and society. Our academic quality is underscored by our global outlook and a lifelong premier service and support network.

### Rankings

In the global Master in Management Ranking 2019 of the Economist, HHL Leipzig Graduate School of Management stands out with the second highest starting salary of its graduates worldwide (77,236 \$). HHL also received top rankings in the categories "Range of and access to overseas study programs" (#1), "Program content" (#2), "Facilities and other services" (#4) and "Alumni network" (#5), evaluated by HHL students and alumni.

The full-time M.Sc. study program of HHL Leipzig Graduate School of Management is #1 in Europe and Germany, and #2 globally, according to THE Ranking of Times Higher Education and Wall Street Journal.

The Financial Times ranked HHL's full-time M.Sc. Program No. 33 worldwide (#5 for career service and #7 for graduate's salaries worldwide). (Financial Times Global Masters in Management Ranking 2018)

HHL has been voted Germany's favorite university among students according to trendence Institute Student Survey (2013-2018). HHL is also Germany's best entrepreneurial university (by Startup Radar, Founder's Association for German Science).



## Programs

### M.Sc. full-time

Master Program in Management  
21-24 months  
[www.hhl.de/msc](http://www.hhl.de/msc)

### M.Sc. part-time

Master Program in Management  
24-30 months  
[www.hhl.de/pt-msc](http://www.hhl.de/pt-msc)

### MBA full-time

Master Program in General Management  
Fast Track 15 months  
Advanced Track 21 months  
[www.hhl.de/mba](http://www.hhl.de/mba)

### MBA part-time

Master Program in General Management  
24 months  
[www.hhl.de/pt-mba](http://www.hhl.de/pt-mba)

### Dr. rer. oec.

Doctoral Program  
36 months  
[www.hhl.de/docterate](http://www.hhl.de/docterate)

### HHL Executive

Executive education programs  
[www.hhl.de/executive](http://www.hhl.de/executive)

## HHL Facts & Figures

### Established

1898

### Status

Private, state-approved institution with university status, able to grant doctoral and habilitation degrees

### Accreditation

AACSB, ACQUIN

### Students

Approx. 750  
(40% international students)

### Alumni

2,500+ graduates

### Startups founded by HHL alumni

280 startups, more than 10,000 jobs created

### Partner universities

Over 130

### Chairs and Junior Professorships

Accounting & Auditing,  
Business Psychology & Leadership,  
Corporate Responsibility & Governance,  
Economic & Business Ethics,  
Economics & Information Systems,  
Entrepreneurship & Technology Transfer,  
Financial Management, Innovation  
Management & Entrepreneurship,  
International Management,  
IT-based Logistics, Law of Economic  
Regulation, M&A of Small- and Midsized  
Entities, Macroeconomics, Marketing,  
Microeconomics, Retail Management,  
Strategic Management and Digital  
Entrepreneurship

# Doing Business in Europe: Opportunities & Challenges

Building on the research interests of the faculty of HHL Leipzig Graduate School of Management and current trends, participants are offered various viewpoints as to business in Europe while studying in both Leipzig and Prague.

The European Union having a single market with free movement of people, goods, services and capital has allowed for comprehensive integration of the member states. The majority of the members have furthered the economic integration with the adoption of the Euro and many are thriving in the global market. However, while more countries seek to enter the European Union, some existing members struggle to survive economically as a result of the recent economic crisis and shifts in the

movement of qualified labor. Moreover, with ‘Brexit’, new policies and economic trends will come into play. Thus how do companies take advantage of doing business in the European Union, while managing regional challenges? And how do government policies affect how business is done?

## Course Description

The goal of this program is to offer a comprehensive view as to various economic, political and business climates throughout Europe. It will be composed of lectures, company visits and case studies providing students a variety of perspectives. The lectures will be given by HHL professors, government advisors, as well

as professors from our eastern European partner universities. Company visits in both Leipzig and Prague, such as at Porsche and Skoda, will allow participants to hear first-hand how managers of multinational companies attempt to reap the rewards of doing business in Europe while managing the hurdles. Furthermore, participants will gain insights as to how various cultures affect how decisions are made at the management level. Special to the Porsche visit is the opportunity to ride alongside a professional driver on the Porsche track at over 200 km per hour! The combination of academic, cultural and in-the-market-outlooks as to the current European business climate will allow students to form their own views as to the future of business in the Europe-

an Union. At the end of the program student teams will give case presentations and an exam will allow students to reflect upon what has been learned. 6 ECTS are awarded upon completion of the program.

## Cultural Excursions

Alongside the interactive lectures and company visits, participants will have the opportunity to simply experience and enjoy what Germany and the Czech Republic have to offer through exciting cultural outings. Participants will be taken on city tours in both Leipzig and Prague visiting cultural landmarks and conclude each week with a special day featuring the best of the local cuisine!

		MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
WEEK 1: Leipzig	A.M.	Welcome  European Integration	German Competitiveness – Introduction to the German Economic System	Brexit & Future Outlook for Europe	The Economic Scale of Electronic Businesses in Europe: Fate of the Copycats?	Management Practice in Central Eastern Europe  Wrap Up with German Cuisine	Travel to Prague	City Tour: Prague
	P.M.	European Monetary Integration  City Tour: Leipzig	Company Visit: Porsche	Company Visit: Living Logistics Lab of Leipzig University	Company Visit: SpinLab – The HHL Accelerator “Founders Perspective”			
WEEK 2: Prague	A.M.	Monetary Policies: The Visegrad Members	Success Stories: Digitalization in CEE	Management Myths	Entrepreneurship in Czech Republic	Exam/Round Table Course Evaluation  Closing Ceremony: Czech Style	Return to Home Country	
	P.M.	Company Visit: American Chamber of Commerce	Company Visit: Avast	Company Visit: Skoda Production Plant & Museum	Students’ Case Study Presentations			

Please note that the schedule is tentative and subject to change.



## APPLICATION AND FINANCING

### Dates and Fees

The tuition fee is EUR 2,500 payable to HHL before arrival. Students coming from HHL partner institutions can receive a tuition waiver in the frame of cooperation agreements for student exchange. A fee for organized meals and events of EUR 150 is to be paid after arrival. Additional personal expenses (accommodation, meals, etc.) are estimated to be between EUR 1,100–1,700.

**Application Deadline**  
**March 18, 2020**

**Program Dates**  
**Leipzig:** June 22–27, 2020  
**Prague:** June 28–July 3, 2020



#### Contact

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### Leipzig

Leipzig enjoys a long and remarkable history as a city of merchants, scholars and artists. Johann Sebastian Bach, Richard Wagner, Clara Schumann, Johann Wolfgang Goethe, Johann Christoph Gottsched and Max Klinger lived here and provided the basis for Leipzig's booming cultural and art scene. Currently Neo Rauch, the father of the New Leipzig School of Artists, is making a significant impact on the contemporary art world. And in 1989, the city of the Peaceful Revolution helped bring down communist rule throughout the former Eastern Germany. Thus Leipzig is a vibrant cosmopolitan city with creative and powerful people, with attractions and history waiting to be explored. The New York Times even ranked Leipzig among the top 10 of "The 31 Places to Go".

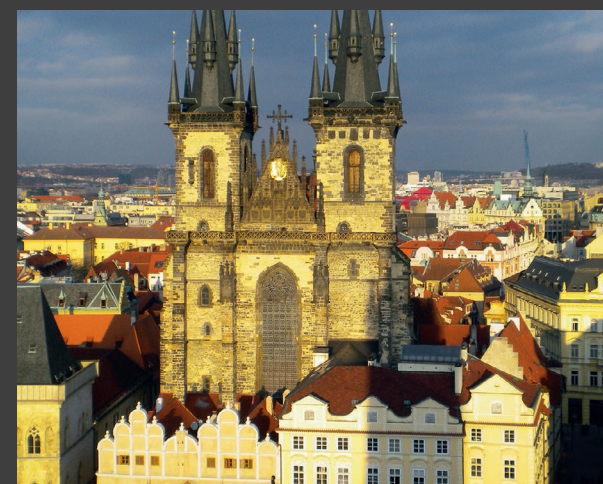
During your stay a wealth of leisure activities tempts you everywhere you go, both in and around Leipzig. Whether cycling along the canals, rowing on the river Elster, checking out the newest art at the famous art space Spinnerei or visiting one of the numerous museums – you will quickly gain a glimpse as to why Leipzig fever is spreading throughout Germany. In the evening, bustling night life, bars and clubs from very traditional to avant-garde are open all night long. If you are looking for cultural inspiration, you cannot go wrong visiting the Leipzig Opera or the world-famous Gewandhaus Orchestra. Moreover, with Berlin and Dresden being only 1 hour away by train, it is easy to make a day trip and explore these cities as well!

### Prague

Prague – historical pearl of Europe – is one of the most beautiful cities in the world. A textbook of architectural styles with its wealth of monuments, a city filled with music, romance and nostalgia is mainly a modern city full of life!

Enjoy discovering what was formerly the ancient capital of Charles IV's Bohemian Kingdom, by walking through the city center, which spans the banks of the Vltava River. Begin at Old Town Square, which is the heart of the center boasting of numerous cafes, shops and a thriving night life. Nearby is New Town home of the "Dancing House" designed by the famous architects Vlado Milunić and Frank Gehry. Stroll through the Jewish Quarter, which offers a moving glance and lesson as to the history of the area, as well as the opportunity to shop in high end boutiques. Walk across the breathtaking Charles Bridge where one can enjoy local artwork and performers while overlooking the city of Prague on both sides of the river. At the end of the bridge, one finds oneself in Lesser Town filled with some of Prague's best Czech pubs and restaurants offering local cuisine. A must on the list is a visit to Prague's Castle located in the heart of the Castle District.

Whether one is interested in art, history, shopping in European boutiques or simply wants to stroll along cobble streets, one will quickly realize why Prague was listed in the UNESCO World Cultural and Natural Heritage.





ACQUIN

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