



HHL

LEIPZIG
GRADUATE SCHOOL
OF MANAGEMENT

Study in Two Countries

Explore the European Union

Summer Program 2024

June 10-21, 2024

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.



We educate entrepreneurial, responsible and effective 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.

(HHL mission statement)

#1

Entrepreneurial university in Germany

Startup Radar ranking by Stifterverband 2022

#3

Graduates' salaries in Europe

Financial Times Global Masters in Management Ranking 2023

#5

Career service worldwide

Financial Times Global Masters in Management Ranking 2023

Rankings

The Financial Times ranked HHL's full-time M.Sc. Program among the leading Master in Management programs worldwide. HHL scores particularly high in the categories of career service and networking opportunities (Financial Times Global Masters in Management Ranking 2023).

HHL receives continued recognition as one of the best places for aspiring entrepreneurs in Germany. In the Startup Radar ranking 2022 published by Stifterverband (Founders' Association for German Science), HHL Leipzig Graduate School of Management was listed for the 6th time in a row as the best entrepreneurial university among all German business schools and universities with up to 5,000 students.

The Financial Times ranking of European business schools assesses the combined performance of Europe's leading schools out of four FT rankings: Full-time MBA, Executive MBA, Master in Management and non-degree Executive Education programs. HHL reached position 50 in Europe (Master in Management #17, MBA #30) and is ranked among the top 5 business schools in Germany.

[hhl.de/rankings](https://www.hhl.de/rankings)



Programs

M.Sc. full-time

Master in Management
[hhl.de/msc](https://www.hhl.de/msc)

Master in Management | Finance

[hhl.de/msc-finance](https://www.hhl.de/msc-finance)

Master in Entrepreneurship

[hhl.de/msc-entrepreneurship](https://www.hhl.de/msc-entrepreneurship)

M.Sc. part-time

Master in Management
[hhl.de/pt-msc](https://www.hhl.de/pt-msc)

Master in Management | Finance

[hhl.de/pt-msc-finance](https://www.hhl.de/pt-msc-finance)

MBA full-time

Master in General Management
[hhl.de/mba](https://www.hhl.de/mba)

MBA part-time

Master in General Management
[hhl.de/pt-mba](https://www.hhl.de/pt-mba)

Doctoral Program

Dr. rer. oec.
[hhl.de/doctorate](https://www.hhl.de/doctorate)

HHL Executive

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

HHL Facts & Figures

Established

1898

Status

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

Accreditations

AACSB, ACQUIN

Students

750+ students
(35% international students)

Alumni

3,700 graduates

Startups founded by HHL alumni

530 startups, 50,000+ jobs created

Partner universities

Over 140

Chairs and Junior Professorships

Accounting & Auditing, Business Psychology & Leadership, Digital Innovation in Service Industries, Economic & Business Ethics, Economics & Information Systems, Entrepreneurship & Technology Transfer, Financial Management, Innovation Management & Entrepreneurship, International Management, IT-based Logistics, Law of Economic Regulation, Macroeconomics, Marketing Management & Sustainability, Mergers & Acquisitions, Microeconomics, Retail and Multi-Channel Management, Strategic Entrepreneurship, 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 a changing geopolitical landscape, 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 Avast, 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 European Union. At the end of the program student teams will give case presentations reflecting 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	Improve your self-leadership	Future Outlook for Europe	Challenges of Sustainability Marketing – a European Perspective	Case Study Presentations by the Participants	Travel to Prague	City Tour: Prague
	P.M.	German Competitiveness – Introduction to the German Economic System City Tour: Leipzig	Company Visit: Porsche		Company Visit: SpinLab – The HHL Accelerator “Founders Perspective”	Wrap Up with German Cuisine		
WEEK 2: Prague	A.M.	Overview of Czech Economic Development	Macroeconomic and Monetary Development in the Czech Republic	eCommerce in the Czech Republic and CEE	Entrepreneurship in Czech Republic	Course Evaluation	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	Closing Ceremony: Czech Style		

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 180 is to be paid by all participants. Additional personal expenses (accommodation, meals, etc.) are estimated to be between EUR 1,100–1,700.

Nomination Deadline

March 19, 2024

Application Deadline

March 31, 2024

Program Dates

Leipzig: June 10–15, 2024

Prague: June 16–21, 2024

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". In 2021, the Lonely Planet travelguide listed Leipzig the #1 must see city in Germany.

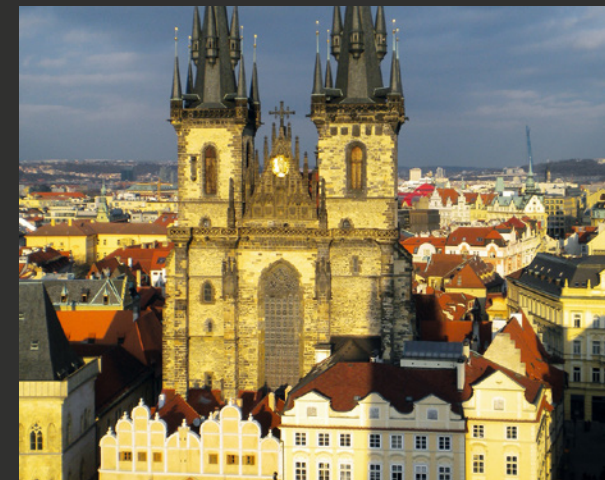
During your stay a wealth of leisure activities tempts you everywhere you go, both in and around Leipzig. Whether cycling along the canals, rowing on the river Elster, checking out the newest art at the famous art space Spinnerei or visiting one of the numerous museums – you will quickly gain a glimpse 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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