

**European Business
and Economics in Germany**
International Summer Academy
May 26 - June 25, 2010

University of Duisburg-Essen
BEST
Business and Economics Summer Term

UNIVERSITÄT
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BEST Program Highlights

The Business and Economics Summer Term (BEST) is an academic program in an international setting, which is designed for upper division undergraduate and graduate students. It is organized by the Mercator School of Management (MSM) of the University of Duisburg-Essen in Duisburg, Germany.

BEST offers a variety of courses in business, economics and German language with special emphasis on the European economic environment. The program also includes field trips and company visits to the industrial and cultural vicinity of Duisburg and a weekend excursion to Berlin.



Gerhard Mercator (1512 – 1594), renowned mathematician, geographer, cartographer, and patron of the School of Management on Duisburg Campus, lived in Duisburg from 1552 till his death.

BEST is conducted in English and requires no prior German language training. Students can earn up to eighteen ECTS or nine U.S. credits for courses successfully completed. Tuition for the five week course program is only EURO 1,200 and may also be waived for students from MSM partner institutions.

BEST Program Outline

BEST Orientation

During the orientation week students will be introduced to the current political situation and economic performance of the European Union. They will learn about the historic, cultural, and business highlights of Duisburg and the region, and they will get their first training in German language. BEST orientation also includes company visits, field trips within the industrial and cultural vicinity and an extended weekend excursion to Berlin.

BEST Courses

BEST does not offer a small-scale degree program. Its hallmark is the concentration on core subjects of business techniques and economics, with special emphasis on the European Single Market and European Policy. Therefore, BEST courses provide a valuable supplement to a university degree. Moreover, they provide an excellent preparation for students planning a career in international companies and organizations.

BEST Internships

Internships are not bound to the BEST course program, but can be arranged with companies in the vicinity on request. The internships are organized for at least two months after the course program and require advanced proficiency in German language.

BEST Program Schedule

BEST Courses (required): May 31 - June 25, 2010

Instructor	Course Title	Lecture Hours		Awarded Credits	
		per week	per term	U. S.	ECTS
Prof. Dr. Chamoni	SAP Business Analytics™	3	12	1	2
Prof. Dr. Adler Dr. Klein	Marketing Strategies in Europe	3	12	1	2
Prof. Dr. Rolfes Prof. Dr. Schierenbeck	Banking and Corporate Finance in Europe	3	12	1	2
Full Semester Equivalent	International Business Administration	9	36	3	6
Prof. Dr. Taube	Institutions in the making of Europe	3	12	1	2
Prof. Dr. Pascha	European Economic Integration	3	12	1	2
Dr. Döhrn	European Currency Union and Financial Markets	3	12	1	2
Full Semester Equivalent	International Managerial Economics	9	36	3	6
Beatrix Fehse	Reading and Writing	3	12	1	2
	Comprehension	3	12	1	2
	Conversation	3	12	1	2
Full Semester Equivalent	German Language	9	36	3	6
Total	9 BEST Courses	27	108	9	18

BEST Program Schedule 2010

BEST Orientation (required): May 26 - 30, 2010

Introductory Lectures
Language Training
Company Visits
Sightseeing Excursions

BEST Internships (optional)

BEST Internships can be arranged with companies in the vicinity for at least two months after the course program on request.

BEST Instructors



Adler



Chamoni



Döhrn



Fehse



Klein



Pascha



Rolfes



Schierenbeck



Taube

BEST Berlin Excursion



The excursion to Berlin, the old and new capital of Germany, is scheduled on **June 03 – 06, 2010.**



BEST Program Cost

BEST Program Cost 2010

Expenses in EURO	BEST Orientation and Courses May 26 - June 25	BEST Internships Starting from June 28
Tuition ¹	1,200	---
Program Fee ²	150	---
Placement Fee	--	300
Housing and Breakfast	810	800 - 1,000 ³
Local Transportation ⁴	100	50 ³
Health Insurance	90	75 ³
Field Trips, Company Visits ⁵	180	---
Course Material ⁶	70	---
Berlin Excursion ⁷	350	---
Total	2,950	Amount depending on the length of stay

¹ Tuition may be waived for students from partner universities, which waive tuition reciprocally for MSM students. Please, contact the International Office of your home university for additional information.

² Euro 50 of that amount are not refundable.

³ Approximate amount per month of stay.

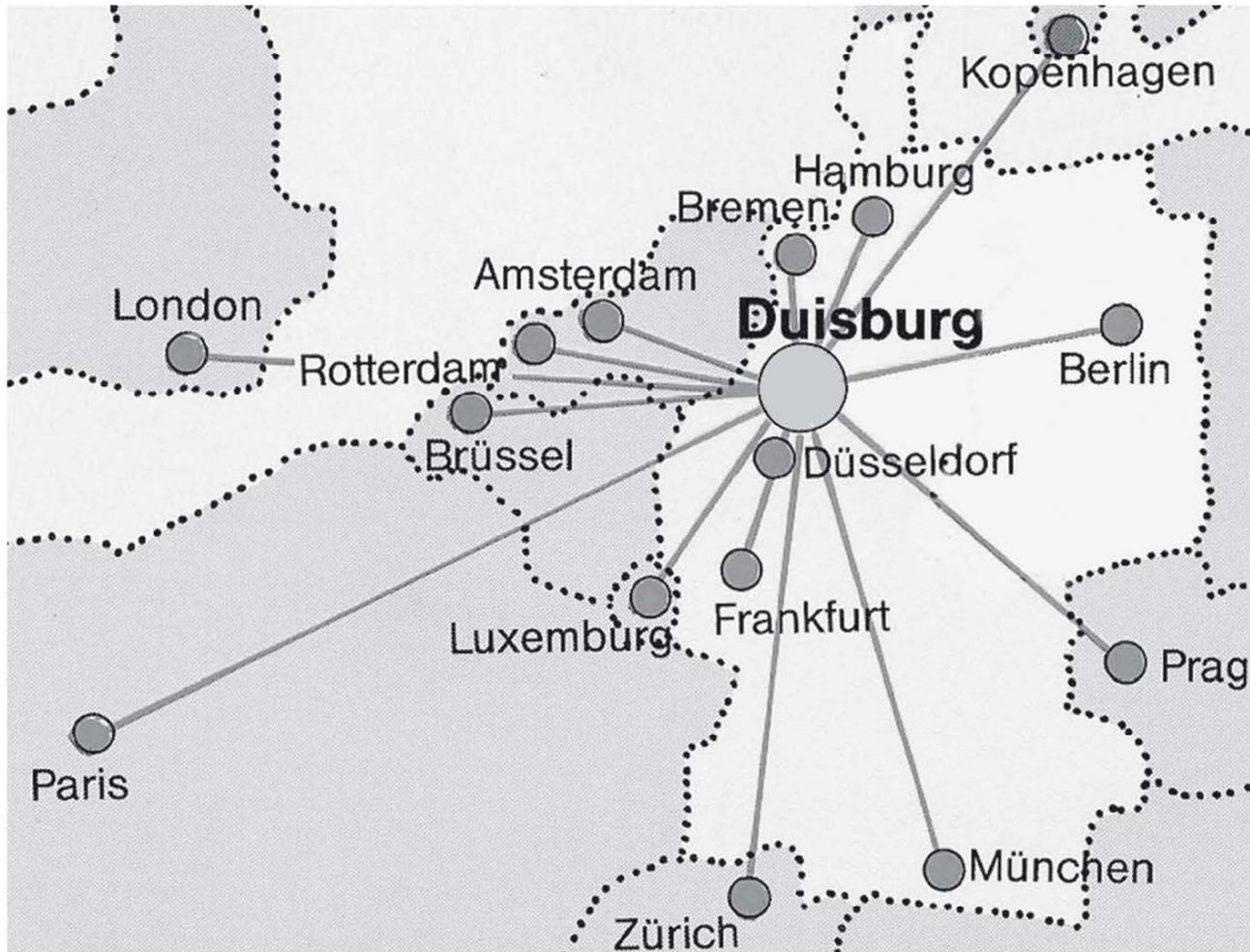
⁴ Tickets for public buses and trams within Duisburg during the orientation and course program.

⁵ Welcome and farewell party, company meals, entrance fees, guided tours.

⁶ Books, scripts, copies, etc.

⁷ Hotel accommodation, breakfast, ground transportation, entrance fees, guided tours.

Duisburg – Starting Point for Traveling Europe



Located in the north-west of Germany on the banks of the river Rhine, Duisburg is not only a challenging place to study, but also an excellent starting point for touring Germany, or for traveling to Amsterdam, London, Paris or Prague.

BEST Administrative Information

Questions? Please contact ...

ISMA - International Student
and Faculty Exchange Office
Mercator School of Management
University of Duisburg-Essen
Duisburg Campus

Prof. Dr. Peter Chamoni
ISMA Director

Dr. Katrin Nihalani
ISMA Managing Director

ISMA Office

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ISMA@uni-due.de

Deadline
for admission application is
March 19, 2010

Early applications are recommended and will receive preferential review and notification prior to the above deadlines.

www.msm.uni-due.de/BEST

**Hope to see you in Duisburg
May 26 – June 25, 2010**