

European Business and Economics in Germany International Summer Academy May 29 - June 29, 2012

University of Duisburg-Essen
BEST
Business and Economics Summer Term

UNIVERSITÄT
DUISBURG
ESSEN

MERCATOR
SCHOOL OF MANAGEMENT

NEW COURSES!
NEW ACCOMMODATION!

Put Europe on Your Resume!

Staff



Dr. Peter Chamoni
Professor of Management
Information Systems
Director



Malte Kluck
Dipl.-Kfm., M.B.A.
Managing Director



Jörn Benzinger
M.A.
Coordinator

Questions? Please contact ...

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

ISMA Office

Dipl.-Kfm. Malte Kluck, M.B.A. (USA)
Lotharstrasse 65 • Room LB 147
47048 Duisburg • Germany

Phone +49-203-379-2759
Fax +49-203-379-1781
BEST@uni-due.de
www.msm.uni-due.de/BEST



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.

Academic Information

Program Objectives	4
Program Schedule	5
BEST Orientation	6
BEST Courses and Credits	6
BEST Faculty, Teaching and Examinations	7
BEST in a Nutshell	8
BEST Excursion to Berlin	9
BEST Features	9

General Information

Duisburg On The Rhine	10
Duisburg Campus	11
Mercator School of Management	12
Partner Institutions	13
BEST Students	14

Administrative Information

Admission Requirements	15
Application Procedure	15
Housing and Health Insurance	15
BEST Program Calendar	16
BEST Costs	16

Travel Information and Addresses

Directions to Duisburg Campus	17
Addresses You Can Use	17
Map of Duisburg Campus	18

International Summer Academy

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 Faculty of Business Administration - Mercator School of Management (MSM) - of the University of Duisburg-Essen (UDE) on Duisburg Campus in cooperation with the Rhine-Westphalia Institute for Economic Research (RWI) in Essen, Germany.

BEST runs from May 29 - June 29, 2012

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



BEST requires no prior German language training. Students can earn up to nine credits for courses successfully completed. The credits are awarded according to the European Credit Transfer System (ECTS) and the standards of U.S. universities. Tuition for the five week course program is only EURO 1,000 and may also be waived for students from our partner institutions.

Located in the north-west of Germany on the banks of the river Rhine, Duisburg is not only an exciting place to study, but also an excellent starting point for touring Germany, or for traveling to Amsterdam, Brussels, London, Paris, or Prague on weekends or before and after the BEST program.



Deadline for admission application is March 23, 2012

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

Academic Information

Program Objectives

With increasing international economic and political integration, business and economic research as well as teaching are becoming more and more interrelated worldwide. Today, companies and institutions are demanding employees with greater international education and experience, so that they are able to succeed in a global environment. Therefore, universities need to provide international studies and internships for students striving to acquire these specific qualifications.

The Faculty of Business Administration - Mercator School of Management (MSM) - of the University of Duisburg-Essen (UDE) on Duisburg Campus provides BEST as an important part of this internationalization effort. Specifically, the BEST program aims to:

- increase students' understanding of international business operations and economic policies in European countries;
- enable students to compare various economic systems and international business practices from a European perspective;
- provide students with the opportunity to study business and economic policy issues of present-day Europe; and finally,
- improve the German language proficiency of participating students.

The age of global business and economic policy has begun and BEST contributes by providing academic skills for students responding to the challenge of globalization.

To achieve these goals, BEST provides a professionally-oriented program. Conducted in English, it combines European management and economic studies with practical experience in German business and daily life. It consists of two parts (see BEST program schedule on page 5):

- **BEST Orientation** prepares students for course work directly before the BEST courses begin. The orientation week is an integral part of the program, as are the company visits and sightseeing excursions, which accompany it.
- **BEST Courses** are the academic core of the program. They run four weeks and permit students to earn credits equivalent to one U.S. quarter or one summer term in business, economics, and German;

(**Internships** can be arranged for students on demand. They are not part of the BEST Summer School Program but the BEST staff will be happy to help students finding a placement after the BEST Summer School. Please note that an internship is not covered by the regular costs and will result in additional expenses.)



Opening of the ancient Duisburg University on October 14, 1655



Opening of the newly established Mercator School of Management on October 14, 2005

BEST Program Schedule 2012

BEST Orientation (required): May 29 - June 3, 2012

Introductory Lectures
 Language Training
 Company Visits
 Sightseeing Excursions

BEST Courses: June 4 - June 29, 2012

Instructor	Course Title	Lecture Hours		Awarded Credits	
		per week	per term	U. S.	ECTS
Prof. Dr. Prinz	Strategic Human Resource Management	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	Business Administration in Europe	9	36	3	6
Sven Horak	Comparative Managerial Behavior in Europe	3	12	1	2
Prof. Dr. Pascha	European Economic Integration	3	12	1	2
Prof. 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

The excursion to Berlin, the old and new capital of Germany, is scheduled on June 14 - June 17, 2012.

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 historical, cultural, and business highlights of Duisburg and the region. Finally, they will be exposed to the organization of UDE and the facilities of Duisburg Campus (DUC), and they will get their first training in German language.



Duesseldorf city



Genuine medieval castle in Solingen



New cathedral in Neviges



Neanderthal men

BEST orientation also includes company visits and field trips within the industrial and cultural vicinity. Company visits to the facilities of major business players are offered in addition to a visit to the Duisburg branch of the German Federal Bank. Another highlight will be an extended weekend excursion to Berlin, the capital of Germany, which is scheduled on June 14 - June 17, 2012.

In addition, sightseeing trips to nearby Duisburg and Wuppertal, including Duisport facilities, the tower and old town of Duisburg, the museum of stone age Neanderthal man, the new cathedral in Neviges and a genuine medieval castle in Solingen as well as the birthplace of Friedrich Engels in Wuppertal and the century-old suspension railway in the same city, can be organized.

BEST Courses and Credits

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 policy making in Europe. Therefore, BEST courses provide a valuable supplement to a university degree. Moreover, they provide excellent preparation for students planning a career in international companies and organizations.

The core program offers three courses each in the fields of International Business Administration, International Managerial Economics, and German Language (see BEST program schedule). Each course consists of 12 lecture hours per term or 3 academic hours per week, and awards credits if successfully completed. Non-EU students may earn 3 credits for each completed set of BEST courses in business, economics, and German. According to the European Credit Transfer System (ECTS), EU students can achieve twice as many credits.

Consequently, the BEST course program awards up to 9 credits for non-EU students or 18 ECTS credits for students from European countries. The actual number of credits transferable for courses taken in Duisburg is determined by the students' home college or university. Students who wish to transfer BEST credits are strongly recommended to check with their faculty adviser or registrar to determine in advance how BEST will fit into their program of study.

BEST courses in International Business Administration and International Managerial Economics are suitable for either upper division undergraduate or graduate students; they usually have intermediate courses as prerequisites. Each BEST course is described in detail on the BEST website (www.msm.uni-due.de/BEST).

BEST offers students the opportunity to study German language for beginners. Students being already proficient in German may attend regular courses (lectures and discussion sessions; no seminars) in business administration and economics instead of taking BEST language courses. The course catalogue of the summer semester 2012 will be available in March on the website www.uni-due.de/vv/.

BEST Faculty, Teaching and Examinations

BEST courses are specifically organized and customized for our international guest students. According to the German university tradition, lectures and discussion sessions alternate in each course. German language instruction offers reading and writing, comprehension and conversation courses. BEST courses guarantee ideal learning and offer the unique opportunity for students from various countries to study in an international atmosphere.

Classes are held in the morning and in the afternoon. The remainder of the day can be used for reading and research. Therefore, applicants should be prepared to commit additional hours each day to individual study.

Students may receive grades and credits by taking the examination offered for each BEST course at the end of the program. The grades achieved in International Business Administration, International Managerial Econom-

ics and German Language will be displayed on the official BEST certificate. In case a participant is unable to take the examinations, a participation certificate may be given for at least 75 % attendance. The Mercator School of Management is prepared to provide confirmation of academic performance in formats required by the partner institutions.

The majority of the BEST academic staff consists of MSM faculty members. Involved in the BEST program are also members of the Rhine-Westphalia Institute for Economic Research (RWI) in Essen and the Faculty of Business and Economics of the University of Basel, Switzerland. The German language courses are held by instructors graduated from the Department of German for International Students in the Faculty of the Humanities. The faculty involved in the BEST program are:

Professors



Dr. Jost Adler
Professor of Marketing
marketing@uni-due.de



Dr. Peter Chamoni
Professor of Management
Information Systems
and Management Sciences
peter.chamoni@uni-due.de



Dr. Roland Döhrn
Head of Department
of Economic Growth
and Business Cycles
doehn@rwi-essen.de



Dr. Werner Pascha
Professor of East Asian
Economic Studies - Japan
werner.pascha@uni-due.de



Dr. Bernd Rolfes
Professor of Banking
and Finance
banken@uni-duisburg-essen.de



Dr. Henner Schierenbeck
Professor of Bank Management
and Controlling
henner.schierenbeck@unibas.ch



Dr. Dieter Cassel
Professor Emeritus of
Economics
dieter.cassel@uni-due.de



Dr. Joachim Prinz
Professor of General Business
Administration
joachim.prinz@uni-due.de

Lecturers and Assistants



Beatrix Fehse
German Language
beatrix.fehse@web.de



Dr. Andreas Klein
Assistant Professor of
Marketing
andreas.klein@uni-due.de



Sven Horak, M.Sc.
East Asian Economic Studies
sven.horak@uni-due.de



Irmgard Birn
Visitor Service
Parliament of North Rhine-
Westphalia, Duesseldorf
Irmgard.Birn@landtag.nrw.de



Dr. Harald Loy
Chief Economist
German Federal Bank,
Head Office Duesseldorf
harald.loy@bundesbank.de

- Runs from May 29 - June 29, 2012
- Courses in Business, Economics, and German Language
- For upper-level undergraduate and graduate students
- Tuition only 1,000€ (may be waived)
- Application deadline: March 23, 2012
- Earn up to 9 US-Credits
- Conducted in English
- 4-day trip to Berlin
- Free weekends to explore Europe

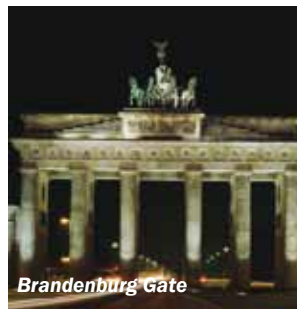
BEST Excursion to Berlin

BEST is arranging an exciting excursion to Berlin, the old and new capital of Germany, as an integral part of the BEST program on the weekend of June 14 - June 17, 2012. The excursion starts on Thursday after the courses and ends on Sunday evening. The train ride on an ICE rapid train from Duisburg to Berlin and the ground transportation in Berlin as well as accommodation and breakfast in a tourist hotel and all entrance fees are covered by the flat rate BEST charges within the program costs (see page 16).

Accompanied by the BEST staff, participants will enjoy several guided tours to the political, commercial, and cultural highlights of Berlin and the nearby Potsdam, the capital of the federal state Brandenburg. In Berlin, students will tour the government and historic districts, visit the historic Reichstag, seat of the German Federal Parliament (Bundestag) and see, among other things, the Brandenburg Gate, the new Holocaust Memorial, and the former Checkpoint Charlie.

BEST Features

BEST is an academic program offering high-quality courses in International Business Administration and International Managerial Economics. Its primary focus, however, is on European business and economic policy issues. It provides a unique opportunity for English-speaking upper division undergraduate and graduate students to extend their knowledge of business and economics in Europe. In addition, participants will attend German language courses at beginners' level to develop their language skills.



BEST also offers a unique chance to gain firsthand experience in today's Germany. Firstly, German students care for the international guests and will accompany them on company visits and sightseeing excursions. Secondly, the economics and language courses provide



Historic Reichstag

On the tour to Potsdam, the former residence of the Prussian Kings, BEST students will visit the historic district and enjoy guided tours to the world famous Sanssouci Palace, the summer residence of the Prussian King Frederic the Great.

general information on Germany and Europe, including topics such as politics, recent history, and local customs. Finally, visits to local companies and field trips to the historic cities along the river Rhine and its vicinity, as well as the excursion to Berlin are also part of the extra-curricular activities.



Duisburg is located in the north-western part of Germany on the river Rhine close to Duesseldorf International Airport and is served regularly by the German and European InterCity Rail (IC/EC). Therefore, Duisburg is an ideal starting point for touring Germany, or for traveling to Amsterdam, Brussels, London, Paris or Prague on weekends or before and after the BEST program.

General Information

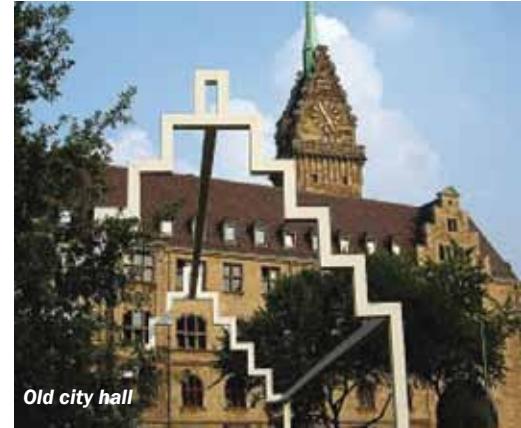
Duisburg On The Rhine

Duisburg is situated in North Rhine-Westphalia, the German state with the highest population density (18 million). Duisburg is home of about 500,000 inhabitants. Within a radius of 500 kilometers a population of 140 million can be reached, which is almost one third of the total population of the European Union. Surrounded by traditional and modern industry, trade companies, and harbor facilities, Duisburg is a vibrant contrast of “the old” and “the new”. Its city center is a harmonious combination of commercial, industrial, residential, shopping, and leisure facilities.

Located at the confluence of the rivers Rhine and Ruhr, Duisburg is often associated with heavy industry

and the largest inland port in the world. However, only few people know that Duisburg is one of the oldest university towns in Germany. Duisburg’s first university was officially opened in 1655 with the traditional four faculties of Theology, Philosophy, Law, and Medicine. After 163 years of existence, it was dissolved in 1818 in favor of the newly founded university in Bonn.

Scholars visiting Duisburg are always surprised by the green surroundings and the attractive university setting. Duisburg is justly proud of its history and traditions as a major industrial city. The numerous firms in the area reinforce the vocational orientation of BEST studies through their close cooperation with the academic staff.



Duisburg Campus



In 1972 Duisburg once again became a university town. Gerhard Mercator University was opened with full academic rights, including that of conferring doctoral degrees and professorial qualifications (*venia legendi*). The university was named after the great geographer and renaissance scholar Gerhard Mercator, who lived and worked in Duisburg from 1552 to 1594 and was the most significant cartographer of the early modern age.

On January 1, 2003, Gerhard Mercator University was merged with the nearby University of Essen. Today, more than 30,000 students - among them 4,400 students from over 130 countries - are enrolled in the university with its two city campuses. On Duisburg Campus (DUC) nearly 15,000 students are studying in 5 faculties (Social Sciences, Business Administration, Mathematics, Natural Sciences, and Engineering). With its 1,400 employees DUC contributes much to the Duisburg region's economy.

DUC provides all advantages of a relatively small university with many opportunities for close contact between students and faculty. Because of its standing in the international academic community, DUC has become a center for conferences and a meeting place for scientists and scholars from all over the

world. Despite its attractive location adjacent to a wooded area of the town, the university campus is close to the city center of Duisburg and easily accessible by bicycle or public transportation.

Duisburg is well known as host of numerous international sporting events like the Canoe World Championship or the World Games as well as for its teams playing on the highest national levels, e.g. soccer, hockey, or water-polo.

BEST students have the option of using the gym and sports facilities of the University Sports Club for a small fee.



Moreover, they will esteem that all classes are to be held in the same classroom of the LA building, which is located in the center of DUC next to the MSM complex and the library, and only few minutes away from the student union with its cafeteria and restaurant ("Mensa"). Finally, since DUC is a fully equipped "E-Campus", free wireless Internet is available for all BEST participants who bring their own laptop.

General Information

Mercator School of Management



Since October 14, 2005, the 350th anniversary of the opening of the ancient Duisburg university, the Duisburg Faculty of Business Administration has been established as a fully fledged business school named „Mercator School of Management (MSM)“. Teaching more than 3,500 students, MSM is one of the largest colleges of the university. 20 full professors and an academic staff of more than 90 teach undergraduate and graduate courses within a general BA track and four specialized MSc tracks, which are:

- Master of Science in Accounting and Finance
- Master of Science in Technology and Operations Management
- Master of Science in Management and Marketing
- Master of Science in Business Administration

In addition, MSM also offers graduate studies in business and economics leading to the German doctoral degree (Dr. rer. oec.) and professorial qualification (Habilitation). Details of programs and courses are published in the Course Catalogue (Personal- und Vorlesungsverzeichnis) and on the website: www.uni-due.de/vv .

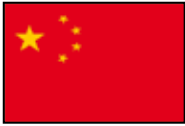


The faculty has a strong international reputation based on its research and publications. It conducts research seminars, organizes international conferences, and publishes working papers and book series. Moreover, the faculty cooperates with several renowned national and international businesses and economic research institutes, especially with the RWI in Essen, which is one of the leading economic research institutes in Germany. The faculty is engaged in applied research on management techniques and international economics, cooperates with renowned companies, and advises national and European policy makers.



All MSM study tracks are accredited by AQAS, one of the most recognized German accreditation agencies. Moreover, MSM became a member of AACSB International - the Association to Advance Collegiate Schools of Business (www.aacsb.edu) - in 2009, and is pursuing its accreditation.

Partner Institutions



China

- Chu Hai College of Higher Education (CHC), Hong Kong
- Hong Kong Baptist University (HKBU), Hong Kong
- Lingnan University (LU), Hong Kong
- Fudan University (FU), Centre for European Studies, Shanghai
- Huazhong University of Science and Technology (HUST), Wuhan



European Union

- FUCaM Catholic University of Mons, Mons, Belgium
- Tomas Bata University, Zlin, Czech Republic
- Copenhagen Business School, Copenhagen, Denmark
- University of Southern Denmark, Esbjerg, Sonderborg and Odense, Denmark
- University of Tartu, Tartu, Estland
- Aalto School of Economics, Mikkeli, Finland
- Groupe ESC Troyes, Champagne School of Management, Troyes, France
- Jean Moulin Lyon III University, Lyon, France
- University of Montesquieu-Bordeaux IV, Bordeaux, France
- Paris-Sorbonne University, Paris IV, France
- Roma Tre University, Rome, Italy
- Warsaw School of Economics (SGH), Warsaw, Poland
- Universidade Técnica de Lisboa, Lisbon, Portugal
- Politehnica University of Bucharest, Bucharest, Romania
- Universidad Antonio de Nebrija, Madrid, Spain
- Universidad de Granada, Granada, Spain
- Universidad Pablo de Olavide, Sevilla, Spain
- University of Boras, Boras, Sweden
- Växjö University, Växjö, Sweden
- HAN University of Applied Sciences, Arnhem, The Netherlands
- Radboud University, Nijmegen, The Netherlands
- Canakkale Onsekiz Mart University, Canakkale, Turkey
- Sabanci University, Istanbul, Turkey



India

- Peoples Education Society (PES) - Institute of Technology, Bangalore



Japan

- Dokkyo University, Soka
- Sophia University, Tokyo



Kazakhstan

- al-Farabi Kazakh National University (KAZNU), Almaty
- Kazakhstan Institute of Management, Economics and Strategic Research (KIMEP), Almaty
- Kazakh British Technical University (KBTU), Almaty



Korea

- Seoul National University, Seoul



Russia

- Plekhanov Russian Academy of Economics, Moscow



United States

- Arkansas State University (ASU), Jonesboro, Arkansas
- Colorado State University (CSU), Pueblo, Colorado
- University of Colorado at Colorado Springs (UCCS), Colorado Springs, Colorado
- University of North Florida (UNF), Jacksonville, Florida
- Georgia Institute of Technology (GIT), Atlanta, Georgia
- University of Illinois at Urbana-Champaign (UIUC), Champaign, Illinois
- University of Northern Iowa (UNI), Cedar Falls, Iowa
- Mississippi State University (MSU), Starkville, Mississippi
- University of New Mexico (UNM), Albuquerque, New Mexico
- Indiana University of Pennsylvania (IUP), Indiana, Pennsylvania
- Lehigh University (LU), Iacocca Institute, Bethlehem, Pennsylvania
- Brigham Young University (BYU), Provo, Utah
- American University (AU), Washington Semester, Washington, D.C.
- Western Washington University (WWU), Bellingham, Washington
- St. Martin's University (SMU), Lacey, Washington

The BEST program gives preference to students from these partner institutions.

General Information

BEST Students



Since the opening of BEST in 2001, students from the following universities have participated in the program:

Country	University
China	Hong Kong Baptist University Chu Hai College of Higher Education
Estonia	University of Tartu
Kazakhstan	Kazakh National University Kasakhstan Institute of Management, Economics and Strategic Research
Poland	University of Szczecin
Russia	Plekhanov Russian Academy of Economics Ulyanovsk State University
South Korea	Seoul National University
The Netherlands	HEAO Arnhem Business School
Turkey	Sabancı University
Ukraine	Kiev National Taras Shevchenko University
United States	Arkansas State University, AR Boston University, MA Brigham Young University, UT Centenary College, NJ Colorado State University, CO Georgia Institute of Technology, GA Indiana University of Pennsylvania, PA Massachusetts Institute of Technology, MA Michigan State University, MI Mississippi State University, MS Southern Methodist University, TX Stevens Institute of Technology, NJ University of Colorado at Colorado Springs, CO University of Denver, CO University of Illinois at Urbana-Champaign, IL University of Minnesota, MN University of New Mexico, NM University of Northern Iowa, IA University of Washington, WA

Students' Feedback

"The five weeks I spent in Duisburg were among the best times in my life."

"The experience of just being there and living in a different culture made the trip worthwhile, but having the opportunity to take the classes surely made the trip phenomenal."

"I came to Duisburg fairly sheltered from my point of view and left with a new outlook on life and the world."

"The Berlin excursion was my favourite."

"Excellent company visits, which provide insights to the industries."

"Duisburg is an excellent location, because it is so easy to travel."

"I would certainly recommend this program."

"Thank you all very much for making the BEST program the highlight of my summer."

"Thanks for a fun summer!"

"I will never be the same again and I have finally opened my eyes to a whole new world."

"Thanks, it was the BEST summer yet!"

Admission Requirements

BEST courses are taught and graded according to the standards of Mercator School of Management (MSM). Applicants need to demonstrate competence at the required academic level for each BEST course.

U.S. applicants should have reached upper division (senior) standing in undergraduate studies at their home university or college. Students from European universities are welcome upon completion of their second year of university studies.

The applicant's academic record must be officially certified by transcripts, diplomas, etc. In addition, one letter of recommendation from a current or previous professor must be submitted. A good working knowledge of English is absolutely necessary for all applicants. Non-native English speakers are required to take the Test of English as a Foreign Language (TOEFL). The minimum required scores are 550 on the paper based test, 213 on the computer-adaptive test, or 79 on the Internet based test.

Application Procedure

The BEST application form includes reference letters and an application for housing. The completed application form should be submitted together with the supporting documents to the BEST office. The deadline for admission is

March 23, 2012

Organizational assistance and further information about the academic program are available on the BEST website www.msm.uni-due.de/BEST. For information about specific courses, please contact the instructors directly.

Applicants will be notified of their acceptance to the program not later than

March 31, 2012

Payment instructions will be provided upon admission to BEST. In case of withdrawal before May 14, candidates will receive an 80 % refund of their tuition and fees. No refunds will be given after that date.

Payment is due on April 30, 2012 and is a mandatory precondition for participating. Wire transfer and credit cards only, debit cards are not accepted.

Housing & Health Insurance

BEST provides housing for all students at the well-established hotel "Rheinischer Hof". It is located within walking distance from the university campus (0.5 miles). Grocery stores, bars, restaurants, pharmacies, bakeries, and Laundromats are just around the corner. The city center of Duisburg, with numerous shops, historic sights, and two shopping malls, is less than a mile away. A tram station is right in front of the hotel building and Duisburg Main Train Station is only one stop away. The tram can also be used to reach Duisburg's neighboring city of Mülheim.

The accommodation in a twin room includes breakfast and costs EURO 1,050 per person. The rooms are available from May 29 (arrival) to June 30 (departure), except the weekend of the excursion to Berlin (see page 9). Every room is equipped with a TV and free high speed Wi-Fi Internet access. There is a seminar room available in the hotel for your homework and research. Also, a common cooking zone and refrigerator will be provided.

Students require an adequate **health insurance** as foreign coverage is often not equivalent to German standards and needs. Therefore, BEST students must sign a German Student Health Insurance, which is available through BEST (see BEST program costs 2012). Students of EU member states may obtain an "European Health Insurance Card (EHIC)" fully recognized in Germany. The form must be signed and processed in the home country before departure.

BEST Program Costs

BEST is able to offer our partner institutions a high-quality program at relatively low cost. The tuition for the five week program is only EURO 1,000 and may be waived for students from our partner institutions. The program fee amounts to EURO 160. In addition to tuition and fees BEST will charge EURO 1,050 for housing and breakfast, EURO 100 for health insurance (non-EU students), EURO 60 for local transportation, EURO 40 for course material, EURO 150 for sightseeing excursions, company visits and special events, and EURO 390 for the four-day excursion to Berlin. Therefore, the estimated total expenses for the program come to EURO 2,950. This amount does not include the cost for the round-trip transportation to Duisburg as well as the individual living expenses.



BEST students are accommodated in the well-established Hotel "Rheinischer Hof"

Administrative Information

BEST Calendar & Program Costs

BEST Program Costs 2012		
Expenses in EURO (€)	BEST Orientation and Courses Regular Price	BEST Orientation and Courses with Tuition Waiver
Tuition ¹	1,000	---
Program Fee ²	160	160
Hotel (incl. breakfast) ³	1,050	1,050
Health Insurance	100	100
Local Transportation ⁴	60	60
Course Material ⁵	40	40
Field Trips, Company Visits ⁶	150	150
Berlin Excursion ⁷	390	390
Total	2,950	1,950

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 100 of that amount are not refundable.

³ Hotel "Rheinischer Hof", twin room, breakfast, free Wi-Fi

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

⁵ Scripts, copies, etc.

⁶ Welcome and farewell party, company meals, entrance fees, guided tours.

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

Prospective BEST students from our partner colleges and universities may not be charged for the tuition, according to existing cooperation agreements. However, except for tuition, these students must cover all other program costs. Requests for tuition waivers should be directed to the BEST office.

BEST Calendar 2012	
Deadline for admission	March 23
Notification and invoices mailed at the latest	March 31
Payments due	April 30
Last day to receive 80 % refund from withdrawal	May 14
Arrival of BEST participants	May 29
BEST Orientation begins	May 30
BEST Courses begin	June 4
BEST Courses end	June 28
Final examinations	June 29
Departure of BEST participants	June 30

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

Directions to Duisburg Campus

Addresses You Can Use

Duisburg and the campus are easily accessible by plane, car, train or bus.



By Plane:

Duesseldorf International Airport is 25 km (20 minutes by car or train) south of Duisburg on highway (Autobahn) A 44. Train (S-Bahn) number 1 leaves Duesseldorf Airport every 30 minutes to Duisburg's main station (Hauptbahnhof). The RE (Regional Express) and the RB (Regionalbahn) also provide transportation between both locations.



By Car:

Highways (Autobahnen) lead from all directions to Duisburg (A 2/3 from the north and south; A 40 from the east and west). Take exit „Duisburg-Kaiserberg“ or „Duisburg-Wedau“ and follow the sign „Universität“.



By Train and Bus:

Duisburg's main train station (Hauptbahnhof) is served regularly from all directions by the German and European InterCity Rail (IC or EC). Information about the time schedule of national and international trains serving Duisburg is available on the World Wide Web at www.bahn.de.

To reach the campus, take the tram number 901 direction „Mülheim“ and get off at the „Zoo/Uni“ stop. Buses number 923, 924 and 933 direction „Universität“ or „Uni-Nord“ stop just in front of the main entrance to the campus.

You will find the ISMA office (LB building, room 147) and the BEST classroom (LA building, room 011B) in section L of the Duisburg Campus, Lotharstrasse 65.

Information on Arrival

Students are expected to arrive in Duisburg on

Tuesday, May 29, 2012.

We recommend that students arriving by train inform us in advance about their time of arrival. We will be happy to pick up students at the main train station in Duisburg and drop them at the hotel on demand.

On Wednesday, May 30, all BEST students will be picked up by the ISMA staff at the hotel and accompanied to the university campus.



Find us on Facebook:
"BEST Summer School"

Postal

Universität Duisburg-Essen
Campus Duisburg
Fakultät für Betriebswirtschaftslehre
Mercator School of Management
ISMA-Büro, LB 147
47048 Duisburg, Germany

Library

LK Building, Rooms 070-085
Phone +49-203-379-2010
Fax +49-203-379-2066
information@ub.uni-duisburg-essen.de

Visitor

Universität Duisburg-Essen
Campus Duisburg
Fachbereich Betriebswirtschaft
Mercator School of Management
ISMA-Office, Room LB 147
Lotharstrasse 65, LB-Building
Duisburg

Contact

www.msm.uni-due.de/BEST
BEST@uni-due.de
Phone +49-203-379-2759
Fax +49-203-379-1781

International Administration Office

SG Building, Rooms 050-053, 095-097
Phone +49-203-379-3704
Fax +49-203-379-3705
duisburg-io@uni-due.de

For further information about Duisburg Campus, travel arrangements, living in Germany, leisure activities and sightseeing visit the ISMA homepage: www.msm.uni-due.de/ISMA or contact the BEST staff.

Travel Information and Addresses

Map of Duisburg Campus



BEST Corporate Partners and Sponsors



.steute



ThyssenKrupp Steel



Unser Bestes für Ihre Familie





(c) Harald Krähe