

BEST

Business and Economics Summer Term

**May 26 – June 26, 2009
in Duisburg, Germany**

European Business and Economics in Germany

International Summer Academy

May 26 - June 26, 2009



BEST is an international academic program designed for upper division undergraduate and graduate business students. Organized by the Mercator School of Management (MSM) of Duisburg-Essen University in Duisburg, Germany, BEST offers a variety of courses in business, economics and German language with special emphasis on the European economic environment.

The five week course program also includes field trips and company visits to the industrial and cultural vicinity and an excursion to Berlin, the capital of Germany.

BEST is conducted in English and requires no prior German language training. A maximum of eighteen ECTS or nine U.S. credits are awarded. Tuition for the five week program is only **EURO 1,200** and may also be waived for students from MSM partner institutions.

Located in the north-west of Germany, 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.



Deadline for admission application:

March 16, 2009

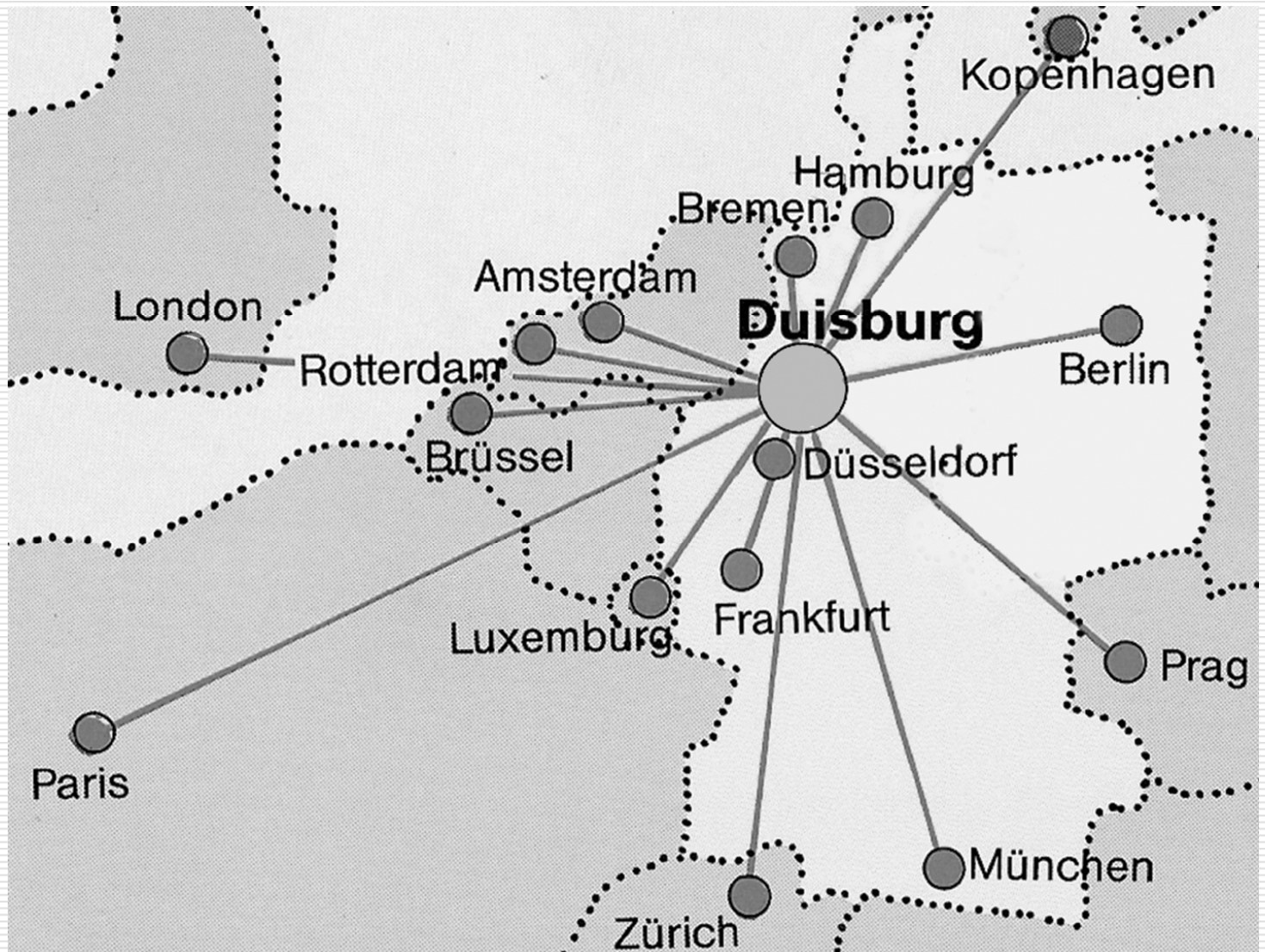
For further information please contact:

www.msm.uni-due.de/BEST

BEST@uni-due.de

Phone ++49-203-379-2759

Put Europe on Your Resume!



General Information

Duisburg on the Rhine

- Duisburg is situated in North Rhine-Westphalia at the confluence of the rivers Rhine and Ruhr
- Duisburg has the largest inland port in the world
- Duisburg is one of the oldest university towns in Germany (Duisburg's first university was officially opened in 1655)
- Duisburg is home to more than 500,000 inhabitants
- Within a radius of 500 kilometers (approx. 310 miles) you can reach a population of 140 million (almost one third of the total population of Europe)
- Duisburg hosted several international sporting events e. g. the Military World Championship, the World Games
- Duisburg hosted the winning team (Italy) of the FIFA Soccer World Cup 2006

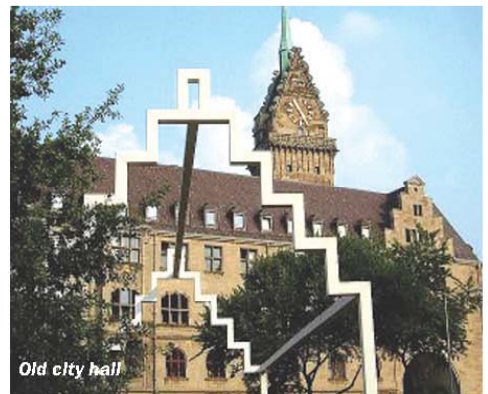
Duisburg is situated in North Rhine-Westphalia, the German state with the highest population density (18 million). Duisburg is home to more than 500,000 inhabitants. Within a radius of 500 kilometers you can reach a population of 140 million, which is almost one third of the total population of the European 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.



Fountain sculpture of the French artist Niki de Saint Phalle in Duisburg

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 co-operation with the academic staff.



Old city hall



Inner harbor



Shopping mall Koenigstrasse



General Information Duisburg Campus

- On January 1st, 2003, Duisburg University was merged with the nearby University of Essen
- More than 35,000 students are enrolled at the new Duisburg-Essen University
- Almost 15,000 students are studying at 5 faculties on Duisburg Campus (Social Science, Business Administration, Mathematics, Natural Sciences, and Engineering)
- 250 professors and 440 other full-time academic staff are engaged in research and teaching

General Information

Mercator School of Management

- On October 14th, 2005, the Duisburg Faculty of Business Administration has been changed in a business school named „Mercator School of Management“ (MSM)
- More than 3,500 students are enrolled at MSM
- MSM offers
 - BA studies
 - MBA studies
 - 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
 - Graduate studies in business and economics leading to the German doctoral degree (Dr. rer. oec.)
 - Professional qualification (Habilitation)

Academic Information General Information

- ☐ BEST is conducted in English
- ☐ BEST combines European management and economic studies with practical experience in German business and daily life
- ☐ BEST consists of three parts:
 - BEST Orientation
 - BEST Courses
 - BEST Internships

Academic Information BEST Orientation

- Students will be introduced to the current political situation and economic performance of the European Union
- Students will learn about the historical, cultural, and business highlights of Duisburg and the region
- Students will be exposed to the organization of Duisburg-Essen University and the facilities of Duisburg Campus (DUC)
- Students will get their first training in German language

Academic Information BEST Orientation

- Company visits e.g. to ALDI, Koenig Brewery, ThyssenKrupp Steel Works, Duesseldorf branch of the German Federal Bank
- Field trips within the industrial and cultural vicinity
- Sightseeing trips e.g. to Duisport facilities, the old town of Duesseldorf, a genuine medieval castle in Solingen, the birthplace of Friedrich Engels in Wuppertal, the century-old suspension railway in Wuppertal, the world heritage “Zeche Zollverein”

Academic Information BEST Courses and Credits

- Concentration on core subjects of business techniques and economics, with special emphasis on the European Single Market and policy making in Europe
- Courses provide a valuable supplement to a BBA or MBA degree
- Courses provide an excellent preparation for students planning a career in international companies and organizations

Academic Information

BEST Courses and Credits

The core program provides three courses each, in the fields of

- ☐ International Business Administration
 - Corporate Governance and Accounting: A European Perspective
 - SAP Business Analytics™
 - Banking and Corporate Finance in Europe
- ☐ International Managerial Economics
 - Institutions in the Making of Europe
 - European Economic Integration
 - European Currency Union and Financial Markets
- ☐ German Language
 - Reading and Writing
 - Comprehension
 - Conversation

Academic Information BEST Courses and Credits

- ☐ Each course consists of 12 lecture hours per term (3 hours per week)
- ☐ Credits will be awarded, if the courses are successfully completed
- ☐ Non-EU students may earn 3 credits for each completed set of BEST courses
- ☐ BEST courses are suitable for upper division undergraduates and graduate students

Academic Information Teaching and Examinations

- ☐ 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
- ☐ Classes are held in the morning and in the afternoon
- ☐ Students should be prepared to commit additional hours each day to individual studies
- ☐ Students may receive grades and credits, if they successfully take the final examinations offered for each BEST course at the end of the course program
- ☐ Students will receive a transcript of grades
- ☐ A participation certificate may be given for at least 75 % attendance

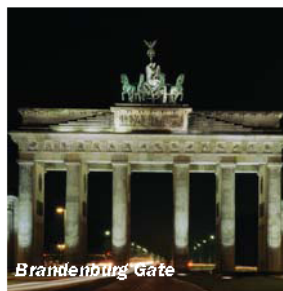
Academic Information Excursion to Berlin

- ❑ BEST offers an excursion to Berlin on the weekend of May 30 – June 02, 2009
- ❑ BEST offers several guided tours to the political, commercial and cultural highlights of Berlin and Potsdam e.g. Reichstag, Brandenburg Gate, Checkpoint Charlie, Holocaust Memorial, Sanssouci Palace, Cecilienhof Palace
- ❑ Covered by the flat rate of Euro 350 is
 - the train ride on an ICE rapid train between Duisburg and Berlin,
 - the accommodation in a hotel in Berlin,
 - entrance fees and
 - the ground transportation in Berlin.

BEST is happy to be able to arrange an exciting excursion to Berlin, the old and new capital of Germany, as an integral part of the BEST program on the weekend of May 29 - June 02, 2009 (Pentecost). The excursion starts on Friday after the last orientation day and ends on Tuesday morning. 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, former summer residence of the Prussian Kings and in our time the capital of the federal state Brandenburg. Students will tour the government and historic districts of Berlin, visit the historic Reichstag, seat of the German Federal Parliament (Bundestag) and see, among other things, the Brandenburg Gate, the new Holocaust Memorial and

BEST is an academic program offering high-quality courses in business administration and 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



the former Checkpoint Charlie. On the tour to Potsdam BEST students will visit the historic district and enjoy guided tours to the world famous Sanssouci Palace, former residence of the Prussian King Frederic the Great, and Cecilienhof Palace, which hosted the Potsdam Conference after World War II in 1945.

general information on Germany and Europe, including topics such as politics, recent history, and local customs. Thirdly, long term internships with German companies can be arranged in the region. 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.

Academic Information Internships

- ☐ Internships can be arranged on request
- ☐ Advanced proficiency in German language is required
- ☐ Internships are organized for a four to five months period, following directly the course program
- ☐ Students may be placed as interns in manufacturing, trading, transportation, consulting firms located in Duisburg and vicinity etc.
- ☐ Placements are made according to previous work experience, field of study and personal interests

Administrative Information Housing & Health Insurance

☐ Housing

- Accommodation will be arranged by BEST in a private dorm (Sportschule Wedau)
- Students will be placed in double rooms
- Accommodation incl. breakfast comes to Euro 820 p.p. for the duration of BEST orientation and courses
- Rooms are available **from May 25 (arrival) to June 27 (departure)**

☐ Health Insurance

- Students require an adequate health insurance, since foreign coverage is often not equivalent to German standards and needs
- BEST students must sign a German health insurance
- A health insurance is available through BEST
- The health insurance costs 90 Euro for the duration of BEST orientation and courses

☐ Internet Access

- WI-FI on campus free of charge
- Sportschule Wedau: LAN Euro 2.50 per day; WI-FI Euro 2 for 15 minutes

Administrative Information Admission Requirements

- ☐ U.S. applicants should have reached upper division standing in undergraduate business or economics studies (senior)
- ☐ Applicant's academic record must be officially certified by transcripts, diplomas etc.
- ☐ One letter of recommendation
- ☐ Good working knowledge of English
- ☐ Non-native English speakers are required to take the TOEFL test (minimum required score: 550 [pb], 213 [cb], 79 [IBT])
- ☐ Application deadline is March 16, 2009
- ☐ Application forms can be downloaded at:
www.msm.uni-due.de/BEST

BEST Program Cost 2009

Expenses in EURO	BEST Orientation and Courses May 26 - June 26	BEST Internships Starting from June 29
Tuition ¹	1,200	---
Program Fee ²	150	---
Placement Fee	---	300
Housing and Breakfast	820	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	2,960	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.

BEST Calendar 2009

Deadline for admission	March 16
Notification and invoices mailed at the latest	March 31
Payments due	April 24
Last day to receive 80 % refund from withdrawal	May 15
Arrival of BEST participants	May 25
BEST Orientation begins	May 26
BEST Courses begin	June 02
BEST Courses end	June 25
Final examinations	June 26
Departure of BEST participants	June 27

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

Questions? Please contact ...

Prof. Dr. Dieter Cassel
Director

Dr. Katrin Nihalani
Managing Director

Duisburg-Essen University, Duisburg Campus

Mercator School of Management (MSM)

International Student and Faculty Exchange (ISMA)

Lotharstrasse 65 • Room LB 147 • 47048 Duisburg, Germany

Phone +49-203-379-2759 • Fax +49-203-379-1781

ISMA@uni-due.de

or visit

www.msm.uni-due.de/GBST