

Programs

M.Sc. (full-time)

Master Program in Management
21–24 months

M.Sc. (part-time)

Master Program in Management
24–30 months

MBA (full-time)

Master Program in General
Management
Fast Track 15 months
Advanced Track 21 months

MBA (part-time)

Master Program in General
Management
24 months

EuroMBA (part-time)

Blended learning program
Joint program of 6 partner schools
24 months

Dr. rer. oec.

Doctoral Program,
36 months

HHL Executive

Executive education programs

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. 650
(35% international students)

Alumni:

Over 2,500 graduates

Startups founded by HHL alumni:

Over 250 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



ACQUIN

**HHL Leipzig Graduate
School of Management**

Jahnallee 59
04109 Leipzig, Germany
T +49 341 9851-745
F +49 341 9851-810
www.hhl.de

08/2018

Study in Two Countries
Explore the European Union

Summer Program 2019

June 17–28

**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

HHL's full-time M.Sc. program was ranked No. 20 worldwide in the Financial Times Masters in Management Ranking 2017.

In the Financial Times European Business Schools Ranking 2017, HHL's full-time MBA program reached 48th position in Europe. HHL is rated among the top 5 business schools in Germany.

Financial Times Executive MBA ranking 2016 put HHL on the 2nd position for salary increase post MBA in Germany.

Other rankings:
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 Start-up Radar, Founder's Association for German Science).



PROGRAM DESIGN

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

		MONDAY	TUESDAY	WEDNESDAY
WEEK 1: Prague	A.M.	Welcome European Integration	Macroeconomic & Monetary Development in the Czech Republic	Skoda Day: Skoda Production Plant, Museum
	P.M.	European Monetary Integration City Tour: Prague Evening Out in Prague*	Company Visit: Am Cham	Innovation at Skoda
WEEK 2: Leipzig	A.M.	Management Practice in Central Eastern Europe vs. Germany	Marketing: A European Perspective	The Economic Scale of Electronic Businesses in Europe: Fate of the Copycats?
	P.M.	German Competitiveness – Introduction to the German Economic System	Company Visit: Porsche	Company Visit: Invest Region Leipzig HHL’s Spinlab & Spinnerei

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

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 & Prague visiting cultural landmarks and conclude each week with a special day featuring the best of the local cuisine!

THURSDAY	FRIDAY	SATURDAY	SUNDAY
Entrepreneurship in the Czech Republic	Company Visit: Venture Capitalist Wrap Up over Czech Cuisine	Travel to Leipzig	City Tour: Leipzig
Company Visit: Avast		Evening Out in Leipzig*	
Europe: Future Outlook for Business	Exam/Round Table Course Evaluation Closing Ceremony – Bavarian Style	Return to Home Country	
Students’ Case Study Presentations			

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, 2019

Program Dates

Prague: June 17–22, 2019
Leipzig: June 22–28, 2019



Contact

HHL Leipzig Graduate School of Management
Dr. Heather Metje
Manager International Relations
Jahnallee 59
04109 Leipzig, Germany
T +49 341 9851-746
F +49 341 9851-810
heather.metje@hhl.de

www.hhl.de/summer



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.

