2018 Business Summer
MBA Session
BASIC

SYLLABUS

7 ECTS credits
Course: The Economics of the European Integration
Instructor: Prof. Dr. André Schmidt

Contact: Andre.Schmidt@uni-wh.de
Website: www.uni-wh.de/wirtschaft/lehrstuehle-und-professuren/lehrstuhl-fuer-makrooekonomik-und-internationale-wirtschaft/
Number of Sessions: 1
Language: English
Course Description: The course deals with economics and politics of the European integration. The students will gain knowledge about the decision making process, the trade and competition policy and the fiscal federal system.

Required Readings: none
Further Recommended Readings: none
Pedagogy: lecture
Kind of examination: Written exam 15 points
Course: The European Financial Landscape  
Instructor: Prof. Dr. André Schmidt

| Contact: | Andre.Schmidt@uni-wh.de |
| Website | www.uni-wh.de/wirtschaft/lehrstuehle-und-professuren/lehrstuhl-fuer-makrooekonomik-und-internationale-wirtschaft/ |
| Number of Sessions: | 1 |
| Language: | English |
| Course Description: | The aim of this course is to give students a comprehensive overview of recent changes in the European financial system and a profound understanding of their economic implications. The first part of the lecture analyses the various financial institutions that constitute a financial system – their role as well as their interrelations. We then study the specificities of the European financial system and contrast it with other major financial systems. Finally the lecture turns to the changes that the European financial system underwent after the introduction of the Euro and in the run-up to the recent financial crisis. In particular we will discuss developments in corporate finance, banking and retail investment. In connection, we will visit the Central Bank of the Federal Republic of Germany (Deutsche Bundesbank) in Frankfurt. Presentation with discussion on the topic: The Deutsche Bundesbank - Information about the German Central bank, followed by a visit to the Money Museum. |
| Required Readings: | none |
| Further Recommended Readings: | none |
| Pedagogy: | lecture |
| Kind of examination: | Written exam 15 points |
Course: Effective Communication in Leadership  
Instructor: Prof. Dr. Myriam Bechtoldt

Contact: myriam.bechtoldt@ebs.edu  
Number of Sessions: 1  
Language: English  
Course Description: Among the Top Ten of Job Skills needed in 2020, as suggested by the World Economic Forum, 40% relate to communication, including “people management”, “coordinating with others”, “emotional intelligence”, and “negotiation”. Rhetorical skills, sensitivity to one’s own and others needs and emotions, the ability to discriminate among them and to use this information to guide one’s own thinking and actions – these competencies may help to positively transform interactions with family or friends, teachers, colleagues, supervisors or even with yourself. In this one-day course, students practice their communication skills in a supportive group environment that is intended to nurture the needs of each participant and improve their (self-)leadership skills. The course focuses on a) leading teams, including typical communication patterns in teams and b) nonverbal and verbal elements of effective self-presentation.

Required Readings: ---  

Pedagogy: Lecture, Online-Simulation, Small-Group Work  
Examination: Result Online simulation; single and group evaluation
Course: Taxation in Europe
Instructor: Franziska Leich, LL.M.

Contact: Franziska.leich@pwc.com
Number of Sessions: 1
Language: English

Course Description: The course shall introduce the Summer School participants into the fundamentals of the world-wide tax environment that is one of the most important drivers of decision-taking in daily businesses. Taken the German tax system as a (short) starting point to introduce the participants into the general functioning of a tax system, the lecture will focus on International and European tax law. Illustrating the topics with practical knowledge that the lecturer gained in 5 years working experience in the International Tax Departments of two Big Four Companies, the course will not leave aside current discussions about ethics and moral behaviour in a modern economy. Also, the influence of current European political developments on taxation will be discussed.

Required Readings: van den Hurk in Bulletin of International Taxation (BIT) 2018, p. 02, Tax Planning, Ethics and Our New World

Further Recommended Readings:

Pedagogy: Lecture
Kind of examination Written exam 15 points
CORPORATE DECISION MAKING WORKSHOP

**Instructors:** Prof. Dr. Aleksandar Fatic and Prof. Mrdjan Mladjan, PhD

**Duration:** Two days (May 14/15, 2018)

**Content in a nutshell:**

- Lectures on philosophy of economics, applied business philosophy, and corporate emotional intelligence
- Includes the training in two methods of corporate decision making illustrated using examples from the European corporate context
  - PEACE method, used within the international network of philosophical practitioners
  - Dilemma Training method which serves as the official method for ethical governance in a number of organizations, including a number of European governments, the European Commission, and the United Nations

**Aims and rationale:** The aim of the workshop is to introduce corporate executives into the key concepts and methods of applied philosophy which can contribute to a better overall corporate management, as well as enhance specific soft skills as they impact organizational performance. This type of workshop relates the values involved in specific corporate areas and the economic concepts which determine the structure and effectiveness of corporate performance in the market. The link between the two depends on the managers’ understanding of the identity, societal dimensions and the internal value dynamics within the company, none of which are typically obvious to solely ‘performance driven’ management teams. The overall sensibilization of business executives to a philosophical understanding of economics in general and business in particular has the capacity to enhance both the market identity and market performance of companies, as well as to increase the quality of life for most within the company.

Session plan:

Day 1

Morning session (9:00-12:00)

The idea of a market and the idea of a community: to what extent is a company a community and to what extent is this reconcilable with its being an actor in the market? Are there inherent contradictions between the two dimensions of companies? Should the philosophy which governs inter-corporate relationships be different (and, if so, how different) from the company’s philosophy of approaching its role in the market as the provider of goods and/or services? Here we will explore the conceptual issues involved in neoliberal economics, its conceptualizations of performance and values, and compare these concepts with the philosophical conceptualizations of corporate virtue, emotionally laden values within the companies, and the complex relationship between the individual and corporate identities as they play out between the employees and the employers.

Lunch break (12:00-13:00)

Afternoon session 1 (13:00-15:00)

The value of ‘emotional intelligence’ from an economic and from a philosophical point of view. An exercise for employees to deal with emotional intelligence practically.

As opposed to rationalistic intelligence, emotional intelligence has now been recognized not as a ‘trait’ or personality feature, but rather as a skill. This means that recognizing the emotionally influenced values within the company is a skill in high demand in all corporate organizations. However, to fully understand what it means to develop emotional intelligence one must explore its economic value (i.e. its role in facilitating greater economic performance in the market overall) and its meaning for the quality of life of the employees and the company as a whole.

Coffee break (15:00-15:30)

Afternoon session 2 (15:30-17:00)

Debriefing: How the philosophy of economics can contribute to the overall personal development, team-development and development of a corporate identity at the same time? Can it turn companies into microcosms of personal and social development, rather than rendering them as neutral, solely interest-driven subjects in the way in which neoliberal economics paints them?

End of Day 1.
Day 2

Morning session (9:00-12:00).

PEACE method for corporate decision-making: definition of the problem (P), elaboration of the problem (E), formulation of potential alternative solutions (A), contemplation (C), and the achievement of equilibrium (E). Canadian-American in origin, it is used in individual counselling and corporate work within the international network of philosophical practitioners. Presentation of the method followed by exercise.

Lunch break (12:00-13:00)

Afternoon session 1 (13:00-15:00)

Dilemma Training: The state-of-the-art philosophical method for the ethical solving of corporate dilemmas. Seven step method, Dutch in origin, serves as the official method for ethical governance in a number of organizations, including a number of European governments, the European Commission, and the United Nations. Presentation of the method followed by exercise.

Coffee break (15:00-15:30)

Afternoon session 2 (15:30-17:00)

Debriefing: Similarities between the two methods. Picking out the conceptual root issues. Relating these issues to the discussions during Day 1.

End of Day 2.
Course: Automotive Marketing & Distribution Management
Instructor: Prof. Dr. Tobias Schaefers

Contact: ts.marktg@cbs.dk
Number of Sessions: 1
Language: English

Course Description: The course starts out by providing a general overview of the relevance of the automotive industry from a European perspective, as well as a short summary of specific marketing aspects for the industry. The main part of the course then focuses on sales/distribution management as one of the core functions of automotive marketing. This includes an introduction into the fundamentals of distribution channel management, the design and management of a distribution network, the management of channel conflicts, relationship management between OEMs and dealership networks. Moreover, the role of the internet for automotive sales will be covered. All topics will also be discussed using a case study of a German car manufacturer’s activities in a European market.

This course is rounded off with the visit to AUDI car manufacturer in Neckarsulm:
Tour: Production – compact
Experience how an Audi comes into being from the sheet metal part to the finished car – an encounter with the special expertise of Audi in production technology.
We will take a look behind the scenes of the production at the Audi Neckarsulm site, the headquarters of AUDI AG in Baden-Württemberg. Cutting-edge technologies and precision equipment coupled with the core competence of Audi employees to build unique automobiles guarantees the premium quality of Audi models. During the "Compact production" tour you will experience "Vorsprung durch Technik" first hand.
Our tour begins in the press shop, followed by the highly automated body shop. In perfect harmony, around 1620 robots enable the bodywork to be made from steel and aluminum in the shortest possible time and with high precision. The path continues into the assembly where special highlights are waiting for you: From the installation of the front end module, the vehicle front end with the typical Audi single-frame grille to the ultra-modern logistics. The highlight is bringing the body and powertrain together.

Required Readings: Case BMW Portugal: Aligning Distribution with Brand Strategy
Further Recommended Readings: Pedagogy: Lecture & case study
Examination: Written exam 15 points
2018 Business Summer
MBA Session
PLUS

SYLLABUS

3 ECTS credits
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<tr>
<th>Course:</th>
<th>Strategic Innovation in Europe</th>
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<tbody>
<tr>
<td>Instructor:</td>
<td>Prof. Dr. Christian Landau</td>
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| Contact: | christian.landau@ebs.edu |
| website | https://www.ebs.edu/en/person/christian-landau |
| Number of Sessions: | 1 |
| Language: | English |
| Course Description: | We will start with a crash course in strategy and innovation.  
Strategy: we will talk about the purpose and process of strategic management, the difference between business strategy and corporate strategy.  
Innovation: Characteristics, definition, types of innovation.  
We will then discuss 2 cases where strategy and innovation played a major role.  
The lecture is complemented with a visit to 2 start-up companies including Q & A sessions with the founders. |

| Further Recommended Readings: | none |

| Pedagogy: | Lecture & case discussion |
| Kind of examination | Written exam 15 points |
Course: Book reading & discussion: Adam Tooze’s “Wages of Destruction”
Instructor: Prof. Dr. Richard Raatzsch

Contact: Richard.raatzsch@ebs.edu
website https://www.ebs.edu/en/person/richard-raatzsch
Number of Sessions: 1
Language: English
Course Description: Excerpt from https://adamtooze.com/books/the-wages-of-destruction/

« In 1939 for the second time in a generation, Germany launched Europe into a war that shook the global order to its foundations. The story of Hitler’s aggression has been told and retold since that moment. Wages of Destruction offers a new way of understanding Hitler’s aggression as a reaction to a world historic shift – the rise of the United States as the looming hegemon of the twentieth century. For Germans of Hitler’s generation, the dominance of the Anglo-American coalition had revealed itself starkly in World War I. Hitler’s anti-Semitic conspiracy theory was a direct reaction to the double shock of the victory of the Western powers and the collapse of Russia into Bolshevism revolution. With liberalism’s worldwide power triumphant, National Socialism mounted a bid to unseat liberal hegemony before it became completely dominant. To launch that insurgent challenge Hitler’s regime undertook a military and economic mobilization of extraordinary scale, the greatest and most rapid mobilization of resources in peacetime the capitalist world had ever seen. Wages of Destruction is the history of that dramatic mobilization effort. Over the arc from 1933 to 1945 it traces how Hitler’s vision of an epic racial struggle, to be waged in the form of World War II, transformed every aspect of the German economy, how the tensions unleashed by that mobilization shaped the most fundamental decision making of the regime, and how that war economy was eventually brought crashing down. »

Required Readings: Adam Tooze: The wages of destruction, introduction and chapters 4 & 18
Further Recommended Readings: none
Pedagogy: Book reading & discussion
Kind of examination Written exam 15 points
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<tr>
<th>Course:</th>
<th>Circular Economy</th>
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<tr>
<td>Instructor:</td>
<td>Prof. Dr. Michael Hartmann, Prof. André Presse, Sigrid Peuker, M.A.</td>
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**Contact:** info@srh-hochschule-berlin.de

**website**
https://www.srh-hochschule-berlin.de/en/homepage/

**Number of Sessions:** 1

**Language:** English

**Course Description:** Circular Economy is defined as a re-thinking process: how businesses can create value by reusing and recycling products, how designers can come up with amazingly clever solutions, and how you can contribute to make the Circular Economy happen.

Topics addressed in this course:
- Why Circular Economy?
- Who are some of the Actors?
- What are the Objectives?
- How is CE Characterised?
- Butterfly Diagram
- Business Models in the Circular Economy

The lecture is complemented by a visit to the CRCLR House in Neukölln/Berlin and a workshop.

https://crclr.org/spaces

**Required Readings:** none

**Further Recommended Readings:** none

**Pedagogy:** Lecture

**Kind of examination:** Written exam 15 points