

INTERNATIONAL

Summer
Academy

GGS

GERMAN GRADUATE SCHOOL
OF MANAGEMENT & LAW

9th INTERNATIONAL SUMMER ACADEMY

Germany's *Mittelstand* Companies:

MANAGING SMEs IN THE HEART OF EUROPE

8 – 13 JULY 2019

INVITATION

We cordially invite master's-level students to join us at our 9th International Summer Academy on Germany's renowned *Mittelstand* Companies. Global leaders in numerous niche markets, these small and medium-sized enterprises (SMEs) are the backbone of Germany's export-oriented economy. Our Heilbronn-Franken region boasts a large concentration of these highly successful companies. Right at the source, in our picturesque wine-growing region, you will learn how Germany's *Mittelstand* companies operate and how they are managed for success.





PROGRAMME STRUCTURE AND CONTENT

The course is structured in two parts:

MITTELSTAND COMPANIES AND THEIR ECONOMIC AND SOCIETAL CONTEXT

- Introduction to Germany's *Mittelstand* Companies
- The Role of *Mittelstand* Companies in German Society
- Doing Business in Europe
- German Vocational Education: Developing Talent for *Mittelstand* Companies
- The Legal Framework of Doing Business in Germany
- Medium-Sized Companies Around the World

THE INTERNAL WORKINGS OF MITTELSTAND COMPANIES

- Marketing in *Mittelstand* Companies
- Human Resource Management in *Mittelstand* Companies
- Innovation Management in *Mittelstand* Companies
- Being an Expat in Germany



The week-long course is taught by a team of GGS faculty and guest lecturers from companies and civic institutions. Company visits in the Heilbronn-Franken region of Germany and presentations by business and community leaders will deepen students' appreciation of the economic environment and the cultural context surrounding Germany's *Mittelstand* companies.

There are six days of teaching and learning activities, comprising 48 hours divided into 12 half-day sessions. Each session typically consists of a combination of lecture by a GGS faculty member, company visit, and presentations by guest speakers.

Students are able to earn up to 6 ECTS-Credits. The language of instruction is English.

CULTURAL PROGRAMME

An extensive social and cultural programme complements our academic curriculum.

CITY TOUR OF STUTTGART

A bus will take us on a business-themed tour of the scenic city of Stuttgart. We will visit the original Bosch factory site and the location where the world's first motorbike appeared in 1885.

MERCEDES-BENZ MUSEUM

The history of the modern automobile comes to life in this stunning museum. Here we will learn about the historic significance of car production for the *Mittelstand* economy.

RIVER BOAT PARTY

Against the backdrop of steep vineyards and hill-top castles along the shore of the Neckar river, we will sip on cocktails, enjoy German party-food, and socialize with GGS students, faculty, alumni and staff.

REGIONAL CUISINE

Throughout the programme, we will explore the different dining options available to the people of the region including company cafeterias, rustic wine taverns and brew pubs, and fine dining restaurants.





TARGET GROUP

The International Summer Academy accepts outstanding postgraduate students in business administration and management from international universities.

REGISTRATION:

Contact Constanze Wagenblast
constanze.wagenblast@ggs.de
by 30 April 2019.



PARTICIPATION REQUIREMENTS

- Current enrollment in an MBA programme or other master's level business programme (e.g., M.A. in Management, MSc in Management)
- At least 2 years of work experience
- Proof of level B2 English language proficiency (Common European Framework)

Course fee

Regular: 1,780 EUR

Students from partner schools: 895 EUR

The course fee includes all programme events, 7 nights in a single room in a standard hotel, meals, and local transportation.

Students are expected to cover their own way to and from Heilbronn, Germany.



FEEDBACK

"The GGS Summer Academy has been an amazing experience to learn about Germany and the Mittelstand companies in a short space of time. The ISA was a perfect program for me as I am working and studying and cannot afford to take too much time off because of the hectic schedule. I now have insight into German culture, how it influences the way Germans conduct business and their success factors. I have also made solid networks from diverse cultural and professional backgrounds."



CHIDIKWANE MIDDAH TSEKA

MBA Student, University of the Witwatersrand,
Wits Business School Johannesburg (ZA)

"It was one of the best academic experiences I ever had during my career. I would definitely do it again."

MARCELO CAMPOS

MBA Student, IBMEC Rio de Janeiro (BR)
Director, German-Brazilian Chamber of Commerce
Managing Director Roxtec, Brazil



"I really enjoyed this week in all its different aspects. Starting from the welcome dinner, the lectures, the high quality teaching, the thorough study of SMEs from different perspectives and the interesting model of the Mittelstand. Overall, a fantastic experience networking with great people from different countries, cultures and backgrounds."



OLIVER BERMUDEZ

MBA Student, Leeds University Business School (GB)

"We learnt a lot from the professors, guest speakers, company visits and also from our fellow students. It was truly exceptional."



PRATHANA SINTHUKIOW

MBA Student, College of Management
Mahidol University, Bangkok (TH)

"The GGS Summer Academy allowed me to see first-hand how Mittelstand companies thrive. I will take the experience, memories and an expanded global network back home with me! It was a truly wonderful week!"



CATHERINE NOJIRI

MBA Student, Indiana University, Kelley School of Business (USA)

"The International Summer Academy did a phenomenal job integrating us into the Mittelstand companies. The opportunity to discuss and interact directly with these companies and their owners provided a learning experience like no other. Not only that, GGS also immersed us into German culture and history for a holistic experience."



TAYLOR CHURCH

MBA Student, University of South Florida St. Petersburg (USA)



WHO WE ARE

The German Graduate School of Management and Law is a state-recognised private graduate school supported by the Dieter Schwarz Foundation and located in one of Germany's most successful economic regions.

WHAT WE STAND FOR:

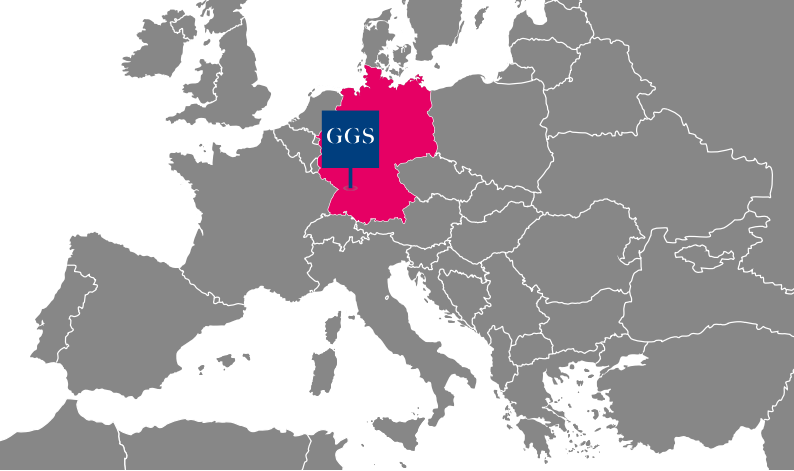
- We educate responsible leaders in management and law who create sustainable value for companies and society.
- We conduct research into the success factors behind world market leaders and generate knowledge, particularly with regard to our key concerns: innovation, entrepreneurship, and compliance.
- We use our knowledge in management and law to serve as an advisor to the business community.
- We create added value for Germany's Heilbronn-Franken region, are regarded as one of the leading German institutions in postgraduate part-time management education, and have an international presence.

INTERNATIONAL SCOPE:

The faculty at GGS consists of internationally renowned professors and lecturers from Germany and abroad. GGS's educational programmes and research activities engage with global market trends and help shape international developments in business practice.

CONNECTING RESEARCH TO PRACTICE:

Research projects at GGS deal with real-world issues in a variety of fields such as leadership, innovation, knowledge management, compliance, intellectual property law, labour law, traffic and logistics law, corporate social responsibility, diversity management, talent management, corporate venturing and growth financing, customer relations management and the use and implementation of information technologies in business practice.



Consulting activities of our faculty transfer state-of-the-art management and legal knowledge directly to businesses and keep GGS in touch with corporate realities.

IN DIALOGUE WITH LEADERS AND EXECUTIVES:

GGS cooperates with companies in education and research. Academic programmes at GGS result from a dialogue with companies about their management development needs. GGS organises events and meetings at which academics and managers engage with each other.

ABOUT HEILBRONN

The city of Heilbronn (population 125,437) is the hub of the Heilbronn-Franken region in the state of Baden-Württemberg in southwestern Germany. Principal industries are metalworking (cars and car parts, machine and tool construction), electronics, food and luxury foods, paper and printing, chemicals, and salt mining. The region is home to the headquarters of several wholesale and discount retail companies. Heilbronn-Franken is also one of the largest wine-growing regions in Germany with more than 7,500 ha (about 18,500 acres) of vineyards.

CONTACT



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