



Baden-Württemberg Cooperative State University Karlsruhe Summer School

Instructors: DHBW Karlsruhe faculty, visiting professors, and company representatives.

Program Dates: **June 2 – 15, 2024**

Track 2: Digital Transformation

Learning Outcomes:

- Identify current challenges of global ethics and sustainability.
- Compare and contrast European (particularly German) approaches to project management with the United States, and the United Kingdom.
- Compare and contrast European negotiation approaches versus American and British.
- Define the main features of E-marketing tools and technologies, content marketing and SMM.
- Describe the main approaches to the analysis of the effectiveness of online activities.
- Characterize trends in development of digital business and AI.

Course Description: On location in Karlsruhe, Germany.

Lectures about global ethics and sustainability; project management; features of cross-cultural negotiation; E-marketing tools and technologies, content marketing and SMM; analysis of the effectiveness of online activities; digital business and AI. Business Simulation “Scale up!”

Basic German language instruction for travel. Company visits, cultural activities, and joint activities with American, Canadian, British, German, and other European students.

Upon successful completion of this course, each student will be able to:

Identify and articulate the current business environment in Germany and Europe. Understand modern approaches to business digitalization. Produce a presentation analyzing and appraise the differences and similarities between making business in Germany and their home country.

Texts/Readings: Will be provided on-site by instructors.

Assessment: Active participation in classes, discussions, business simulation, tours, and company visits. Quizzes and a final presentation.

Credits and Transcripts: The workload corresponds to 4 ECTS (44 contact hours). The participants will receive a Certificate of Participation.