

# 1st Summer Course 22 May – 17 June 2023

Case Studies in International Management  
(fully online or hybrid)



We offer

- Contemporary Cases in International Management
- Working in multinational teams
- The choice between taking part completely online or hybrid
- A time schedule which also fits to part-time students
- An online get-together and optional an on-site program



TH Aschaffenburg  
university of applied sciences

science  
engineering  
business  
law



## Welcome to our 1st Summer Course Case Studies in International Management

It is a pleasure for me to welcome you to this international course, and for those, who take part in a hybrid form, also to our beautiful campus of Aschaffenburg University of Applied Sciences.

This course will offer you the possibility to work with classmates from different nations and cultural backgrounds and thus not only to widen your theoretical expertise in international management, but also to gain personal international experiences in practice.

Our university is situated in the heart of Europe, only 30 km away from the European financial capital Frankfurt. A dynamic international place which offers a multitude job opportunities for well educated young people like you.

I wish you a pleasant and successful participation in the course and unforgettable moments of international learning, contact building and sharing of experience!

Prof. Dr. Holger Paschedag  
Vice President for International Affairs



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## Content

The hybrid/online summer school aims to transfer knowledge in international management by working on cases in Harvard style. Topics addressed are mainly entering international markets and national differences in leadership styles and consumer behavior. The cases will be discussed in multinational teams formed by students from different universities.



## Organisation

Students can choose between a full online participation and a hybrid format. The course includes two online and one hybrid session, plus individual scheduled coaching. The additional workload is done individually at home.



### Admission

- Open for master and advanced bachelor students
- Admission fee: 60 Euros
- Case Studies: bought individually via [www.thecasecentre.org](http://www.thecasecentre.org) (approximately 30 Euros)

### Examination

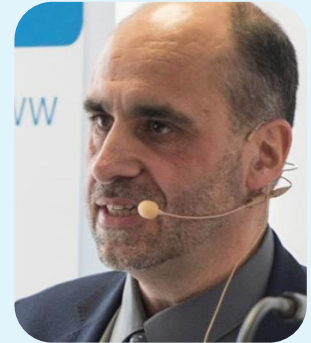
- Pre-assignment: Reading the cases and writing an essay (50% of the grade)
- Final assignment: Presenting the results of the group work (50% of the grade)

### Credits

- 3 ECTS
- You will get an official transcript of records for your home university

## Lecturer

Prof. Dr. Lauer teaches Management and Leadership at Aschaffenburg University Applied Sciences. He has many years of experience as a strategy consultant and general manager of a consultancy firm. His academic and practical expertise comprises fields like strategic management, change management and international management. He has always used case studies as a teaching method and wrote frequently cases by himself. His newest publication, Quick Guide Change Management – What Cases Teach Us, published in 2023 by Springer Nature, presents a selection of recent case studies in change management that he has collected by using methods of qualitative research.



## Programme and Dates

24 May 2023 (online: 17:30 – 20:00h CEST)

- Introduction to the course
- Providing the cases and an instruction for the pre-assignments
- Lecture on selected methods
- Start of working on the pre-assignments

04 June 2023:

- Submission of the pre-assignments

06 June 2023 (online: 14:00 – 22:00h CEST)

- Discussion of first case studies
- Group formation and online get together

07 June 2023 – 17 June 2023

(online: individual schedules per team)

- Team work (self-organised)
- Coaching sessions (at least 60 minutes with each team)

17 June 2023 (hybrid: 10:00 – 17:00 CEST)

- Final presentations
- Guided Campus Tour during our Open Day (incl. visiting laboratories)

18 June 2023 (optional)

- Excursion to the Aschaffenburg Region (incl. local wine & beer tasting)



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## Application



- Open for master students and advanced bachelor students
- Application period: 15 March 2023 – 15 April 2023
- Application online via [www.th-ab.de/summercourse](http://www.th-ab.de/summercourse)



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