

**Program and agenda proposal for the cooperation
between Caucasus University in Georgia, Steinbeis SIBE
and HTWG Konstanz University of Applied Sciences in
Germany in the framework of the DAAD program**

School of International Business and Entrepreneurship & HTWG Konstanz University of Applied Sciences

School of International Business and Entrepreneurship (SIBE)

The SCHOOL OF INTERNATIONAL BUSINESS AND ENTREPRENEURSHIP (SIBE) leads the Graduate School of Leadership and Management at Steinbeis University. We aim to a successful transfer of knowledge between sciences and the economy as well as a systematic development of competencies and personality.

Our university is a subsidiary of the Steinbeis Foundation for Economic Development. Spanning a worldwide network of specialists and experts, as well as offering training and employee development, the Steinbeis organization provides a variety of services including: consulting and advisory services, research and development support, evaluations and expert reports.

The Steinbeis Network currently encompasses more than 1.000 centers and institutes. Each specializes in a specific field, servicing the requirements of all technical and management disciplines. Most centers are managed and run by university professors who actively embody the Steinbeis principle of merging academic theory and learning with everyday business practice.

HTWG Konstanz University of Applied Sciences

The HTWG Konstanz - University of Applied Sciences is a modern university that takes a practical, hands-on approach. We offer a broad range of programs, and students benefit from our interdisciplinary approach and focus on bridging theory and practice.

The HTWG Konstanz is a key player in the international scientific and business community in the Lake Constance region. We have partnerships with innovative companies and organizations, and pursue excellence in the areas of research and development, technology transfer and continuing education.

Our main objective is to provide top-level educational and career opportunities to talented and highly-motivated individuals from diverse backgrounds. We place high value on advising students personally, supporting their individual development and providing them opportunities to gain international experience. Our overall goal is to contribute to the sustainable development of society.

The HTWG Konstanz is also a family-friendly university with concrete measures in place to allow students and faculty to balance studies and work with family commitments. An internal audit was carried out to ensure that the specific needs of all staff were being met. This makes our university an even more attractive place to study and work.

Proposal for Caucasus University in the framework of the DAAD Program: Study Visits & Study Seminars for Groups of Foreign Students to Germany 2020/2021

Target Group

Students from Caucasus University in Georgia who are in the second or higher semester in their study program with sufficient English proficiency to take part in the study trip to Germany. Students who are interested in the topics of general project management, agile organization, agile project management, change management and related topics such as digital transformation, negotiation and team work.

Overall Objective

To establish a strong network between Caucasus University, Steinbeis SIBE and HTWG Konstanz University of Applied Sciences. Encourage the academic and cultural exchange between students from both countries. Enable students from Georgia to enrich their knowledge in regards to the economic, political and cultural aspects of Germany.

Course Language

English

Location

Stuttgart & Konstanz region and Baden-Württemberg, Germany.

Baden-Württemberg is considered as the region with highest innovation capacity within Europe. Therefore, it offers a broad variety of incubators, start-ups, successful and innovative companies, hidden champions and a supporting environment in terms of sustainable economy and politics.

Dates

Autumn 2020 (dates to be confirmed)

Total Duration

1 week

Number of Participants

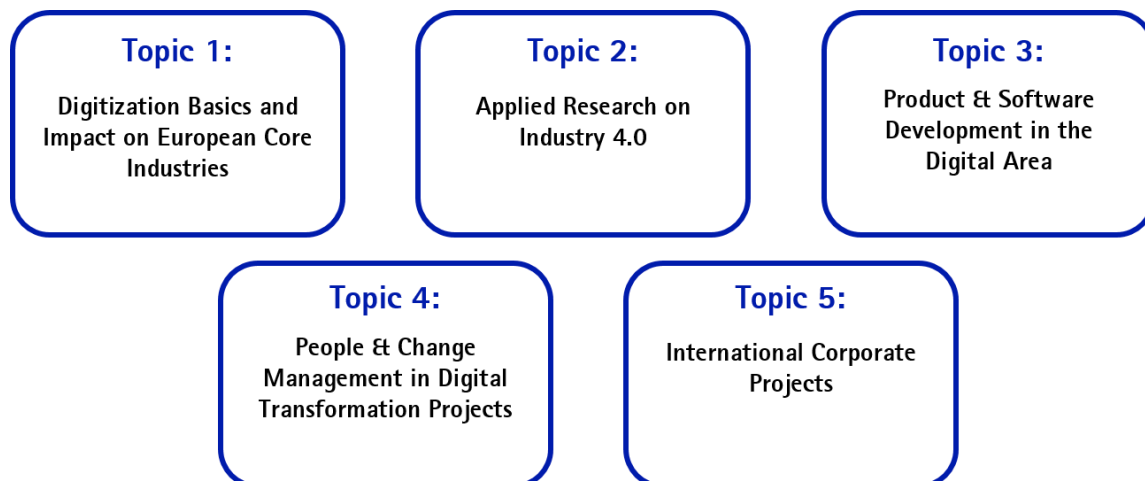
Max. 15 persons

Overview and Structure (subject to change)

Program Description

In today's dynamic environment, innovation and digital transformation have become the main theme of competition. This is also valid for education. It is those companies that constantly introduce new products and services and modify their internal processes that have the lead in almost all markets. The Industry 4.0 is term originated by the German government to define the strategic initiative to take a pioneering role in the current trend of automation which is revolutionizing the manufacturing engineering sector.

It aims to equip participants with an understanding of the principals and main issues of innovation and digital transformation management. The visit to different German institutions and companies will allow the participants to have insights on how with this new revolution, Germany continues one of the world's most competitive and innovative manufacturing industry sectors and being a technological in industrial production research and development.



For the Caucasus University Group, Steinbeis SIBE & HTWG Konstanz University of Applied Sciences can organize potential visits to:

- **Daimler AG:** In Stuttgart region is located the largest Daimler plant which produces Mercedes-Benz cars. In this location are the central functions such as production planning, technology factory, logistics, and quality management.
- **Bosch Center for Research and Advanced Engineering:** In this center Bosch encourages interdisciplinary collaboration and enhances Bosch Group's innovative strength. One of the major focus of the center is the software development for the interconnection of devices and systems.
- **BASF SE,** is a German chemical company and the largest chemical producer in the world.
- **Heel GmbH,** is a German pharmaceutical company specialized in developing and manufacturing medicines made from natural ingredients.
- Etc.

Program Structure Proposal (subject to change)

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Morning	Arrival of participants in Stuttgart Germany	Official Welcome of Participants in Stuttgart	Seminar in Konstanz: Digitization basics and impact on European Core Industries	Seminar in Konstanz: Product & Software Development in the Digital Area	Seminar in Konstanz: People & Change Management in Digital Transformation Projects	Company Visit in Stuttgart with focus on International Corporate Digitization Projects	Wrap-up session and Cultural Activity in Stuttgart
Lunch Break		12 PM	12 PM	12 PM	12 PM	12 PM	
Afternoon		Company Visit in Stuttgart with focus on Industry 4.0	Seminar in Konstanz: Digitization basics and impact on European Core Industries	Seminar in Konstanz: Product & Software Development in the Digital Area	Seminar in Konstanz: People & Change Management in Digital Transformation Projects	Company Visit in Stuttgart with focus on International Corporate Digitization Projects	
Evening		Drive to Konstanz	Drive to Konstanz	Cultural Activity in Konstanz	Drive to Stuttgart	Drive to Stuttgart	
		Welcome Dinner	Dinner	Dinner	Dinner	Dinner	

Project Team

Prof. Dr. Stefanie Kisgen

Junior Professor of Leadership at Steinbeis University. CEO of the Steinbeis School of International Business and Entrepreneurship GmbH (SIBE) with currently approx. 800 students in master's degree programs in Management and Law and 4,200 graduates. Founder and CEO of SIBE Scientific Projects (SISP), the research institute of SIBE, which focuses on research in the areas of leadership, personality and innovation.

Prof. Dr.-Ing. Stefan Waitzinger

Prof. Dr.-Ing. Stefan Waitzinger is professor in the area of digital business processes at the HTWG Konstanz University of Applied Sciences. He has more than 12 years of experience in renowned companies and institutions in engineering and technology such as Bosch, Porsche, Fraunhofer Institute and P3 Group. He holds a master's degree (Dipl.-Ing.) in Technology Management and a PhD from the University of Stuttgart. His areas of expertise are innovation management, digitization, Internet of Things, Industry 4.0, business development and product development.

Dr. Ardin Djalali

Dr. Ardin Djalali is Director International & MBA Programs at SCHOOL OF INTERNATIONAL BUSINESS AND ENTREPRENEURSHIP (SIBE) at Steinbeis University Berlin.

His research, teaching and working activities all reflect his interests in Leadership Education, enhancing the effectiveness of multicultural work groups and cross border collaboration. He holds a Master degree in Political Science and History from University of Cologne and a MBA degree from Steinbeis University Berlin. He pursued his Ph.D. at the Ludwig-Maximilians-University Munich, Department of Pedagogy and Educational Research. The focus of his research was about innovative and effective didactical models in Higher Education.

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Carolina de Rezende Vaz da Costa, M.Sc.

Carolina de Rezende Vaz da Costa is Specialist International & MBA Programs at SCHOOL OF INTERNATIONAL BUSINESS AND ENTREPRENEURSHIP (SIBE) at Steinbeis University Berlin. At SIBE, she is working on several knowledge transfer projects with focus on Brazil and in international recruitment.

Carolina de Rezende Vaz da Costa graduated in International Relations in Brazil and complemented her post-graduate studies in International Management in Germany. Over the past years, she has gained international experience living in Mexico, United States and Germany.

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