



Deutscher Akademischer Austauschdienst  
German Academic Exchange Service



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# Language course/short course



## Innovation and Platform Strategies (IPS)

HWR Berlin (Berlin School of Economics and Law) • Berlin

### Overview

|  |  |
|--|--|
| Course location  | Berlin   |
| Teaching language  | <ul style="list-style-type: none"><li>English</li></ul>  |
| Language level of course   | <ul style="list-style-type: none"><li>English: B2, C1</li></ul>  |
| Date(s)  | <ul style="list-style-type: none"><li>5 January - 18 January 2025 (Registration deadline of course provider: 15 October 2024)</li></ul>  |
| Mode of study  | Less than 50% online   |
| Phase(s) of attendance in Germany (applies to the entire course) | Yes, compulsory  |
| Pace of course   | Mixed (e.g. fixed exam dates and duration, study content can be studied at any time)   |
| Information on dates, prices and mode of study                   | <p>On-site in Berlin: 5 to 18 January 2025</p> <p>The literature for the online phase ("reading week") will be made available starting in mid-December.</p> <p>Blended learning: The "reading week" online phase will be followed by two on-site weeks in Berlin.</p> <p>The price includes the programme &amp; tuitions fees, an insurance package (health, accident, liability), company &amp; institutional visits, an optional cultural programme, services, a certificate, and a transcript.</p>  |
| Target group   | Advanced undergraduate students of business and economics as well as recent graduates and postgraduate students of business and economics  |
| Description/content  | <p>Discover the international strategies that underpin the global tech industry. Through this programme, you will gain insights into global professional and digital strategies, based on fundamentals of international business strategy and practices. You will not only explore business ecosystems and platform strategies but also acquire skills for strategising in professional and digital service spheres. The principal skills of consultants will also be imparted.</p> <p>Theoretical concepts are taught alongside cases from literature and class exercises. Furthermore, you will work on solving <b>real challenges at businesses</b> that collaborate with the programme, applying your learned knowledge, work out a solution and pitch in front of the business partner. Students will engage in experiential learning and reflection upon the case study. The "German Culture &amp; Society: <b>Intercultural Perspectives</b>" module will offer students the chance to reflect on their cross-cultural experiences in greater detail.</p> |

This programme is structured into two parts. The virtual "reading week" aims to sensitise participants to current issues related to strategy and brand management in the brewing industry before students dive into the **on-site programme and content in Berlin** (5 to 18 January).

## Course details

|  |                              |
|--|------------------------------|
| Recognised language exams offered (e.g. DSH, TestDaF, TOEFL) | No                           |
| Other degrees / qualifications awarded                       | Certificate of participation |
| Online learning element is part of a study programme         | Yes                          |
| ECTS points (max.)   | 6                            |
| Average number of hours per week                             | 25                           |
| Average number of participants per group/course              | 23                           |

## Costs / Funding

|  |   |
|--|---|
| Dates and costs                                | <ul style="list-style-type: none"><li>5 January - 18 January 2025 (Registration deadline of course provider: 15 October 2024), <b>costs: EUR 930</b></li></ul>  |
| This price includes                            | <ul style="list-style-type: none"><li>Course fees</li><li>Accompanying programme</li></ul>  |
| Information on dates, prices and mode of study | <p>On-site in Berlin: 5 to 18 January 2025</p> <p>The literature for the online phase ("reading week") will be made available starting in mid-December.</p> <p>Blended learning: The "reading week" online phase will be followed by two on-site weeks in Berlin.</p> <p>The price includes the programme &amp; tuitions fees, an insurance package (health, accident, liability), company &amp; institutional visits, an optional cultural programme, services, a certificate, and a transcript.</p> |

## Requirements / Registration

|                          |   |
|--------------------------|---|
| Teaching language        | <ul style="list-style-type: none"> <li>English</li> </ul>   |
| Language level of course | <ul style="list-style-type: none"> <li>English: B2, C1</li> </ul>   |
| Language requirements    | Proof of English proficiency (TOEFL ibt 90 or equivalent) is required for students whose degree was not taught in English.  |
| Submit application to    | <p><a href="http://www.service4mobility.com/europe_template/BewerbungServlet?identifier=BERLIN06&amp;kz_bew_pers=S&amp;kz_bew_art=IN&amp;aust_prog=Sum&amp;sprache=en">www.service4mobility.com/europe_template/BewerbungServlet?identifier=BERLIN06&amp;kz_bew_pers=S&amp;kz_bew_art=IN&amp;aust_prog=Sum&amp;sprache=en</a></p> <p>For further questions regarding your application, please contact us at <a href="mailto:summer@hwr-berlin.de">summer@hwr-berlin.de</a>.</p> |

## Services

|   |  |
|---|--|
| Is accommodation organised?                 | Accommodation is arranged by the organiser.  |
| Type of accommodation                       | Students will share an en-suite room with a same-sex fellow participant in a centrally located hotel or hostel. The accommodation options are situated in popular areas of Berlin with good public transportation connections. |
| Meals                                       | Breakfast at the arranged accommodation is included. The university cafeteria offers warm and inexpensive options for lunch.   |
| Is a social and leisure programme offered?  | Yes  |
| Description of social and leisure programme | Students can take part in company visits as well as an exciting, optional cultural programme that includes visits to museums and exhibitions, a brewery tour, winter activities, and much more.                                |
| Free internet access                        | Yes  |
| Support in visa matters                     | Yes  |
| Pick-up service from train station/airport  | No   |

# Contact

**HWR Berlin (Berlin School of Economics and Law)**  
Summer & Winter School

Katja Zühlsdorf

Badensche Str. 52  
10825 Berlin

✉ [summer@hwr-berlin.de](mailto:summer@hwr-berlin.de)

🌐 Course website: <https://www.hwr-berlin.de/en/study/international-study/hwr-berlin-summer-winter-school/international-business-strategy/>

Mareen Nevado Pasarius

Tel. +49 30308771527

✉ [Email](#)

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# International Programmes in Germany - Database

[www.daad.de/international-programmes](http://www.daad.de/international-programmes)  
[www.daad.de/sommerkurse](http://www.daad.de/sommerkurse)

## Editor

DAAD - Deutscher Akademischer Austauschdienst e.V.  
German Academic Exchange Service  
Section K23 – Information on Studying in Germany  
Kennedyallee 50  
D-53175 Bonn  
[www.daad.de](http://www.daad.de)

## GATE-Germany

Consortium for International Higher Education Marketing  
[www.gate-germany.de](http://www.gate-germany.de)

## Disclaimer

The data used for this database was collected and analysed in good faith and with due diligence. The DAAD and the Content5 AG accept no liability for the correctness of the data contained in the "International Programmes in Germany" and "Language and Short Courses in Germany".

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