



Deutscher Akademischer Austauschdienst
German Academic Exchange Service



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Language course/short course



Strategy & Brand Management in the Brewing Industry (BBI)

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

Overview

Course location	Berlin
Teaching language	<ul style="list-style-type: none">English
Language level of course	<ul style="list-style-type: none">English: B2, C1
Date(s)	<ul style="list-style-type: none">5 January - 18 January 2025 (Registration deadline of course provider: 15 October 2024)
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 & tuitions fees, an insurance package (health, accident, liability), company & institutional visits, an optional cultural programme, services, a certificate, and a transcript.</p>
Target group	Advanced undergraduate students of business, economics, and related subjects as well as recent graduates and postgraduate students of business, economics, and related subjects
Description/content	<p>This unique course will explore the numerous strategic and marketing-related issues at stake in an industry that is as global as it is local. Students will also examine competitive strategies related to global market leaders and entrepreneurs as well as management challenges in craft beer production, distribution, and brand management. Berlin is the perfect location to study this topic as it is home to a vibrant craft beer scene, several traditional breweries and a number of associations representing the industry – several of which students will have the opportunity to visit during the course. The "German Culture & Society: Intercultural Perspectives" module offers students the chance to reflect on their cross-cultural experiences in greater detail.</p> <p>This course 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).</p>

Course details

Recognised language exams offered (e.g. DSH, TestDaF, TOEFL) No

Other degrees / qualifications awarded Certificate of participation

ECTS points (max.) 6

Average number of hours per week 25

Average number of participants per group/course 23

Costs / Funding

Dates and costs • 5 January - 18 January 2025 (Registration deadline of course provider: 15 October 2024), costs: EUR 930

This price includes • Course fees
• Accompanying programme

Information on dates, prices and mode of study On-site in Berlin: 5 to 18 January 2025

The literature for the online phase ("reading week") will be made available starting in mid-December.

Blended learning: The "reading week" online phase will be followed by two on-site weeks in Berlin.

The price includes the programme & tuitions fees, an insurance package (health, accident, liability), company & institutional visits, an optional cultural programme, services, a certificate, and a transcript.

Requirements / Registration

Teaching language • English

Language level of course • English: B2, C1

Language requirements Proof of English proficiency (TOEFL ibt 90 or equivalent) required for students whose degree was not taught in English.

Submit application to www.service4mobility.com/europe_template/BewerbungServlet?identifier=BERLIN06&kz_bew_pers=S&kz_bew_art=IN&aust_prog=Sum&sprache=en

For further questions regarding your application, please contact us at summer@hwr-berlin.de.

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 in 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

🌐 Course website: <https://www.hwr-berlin.de/en/study/international-study/hwr-berlin-summer-winter-school/beer-and-the-brewing-industry/>

Mareen Nevado Pasarius

Tel. [+49 30308771527](tel:+4930308771527)

✉ [Email](#)

Last update 09.11.2024 00:38:58

International Programmes in Germany - Database

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Editor

DAAD - Deutscher Akademischer Austauschdienst e.V.

German Academic Exchange Service

Section K23 – Information on Studying in Germany

Kennedyallee 50

D-53175 Bonn

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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".

The publication is funded by the German Federal Ministry of Education and Research and by contributions of the participating German institutions of higher education.



Federal Ministry
of Education
and Research