Contemporary International Management Issues

Executive Summary

• In spring/summer turn 2024 we will relaunch our successful international module, “Contemporary International Management Issues”, for advanced bachelor students together with our partner universities. For the course in 2024 we will invite new partners in addition to our existing core partners from the previous courses.
• The course leverages our international network of partner universities: It is designed to allow students from many different countries and with different cultural and economic backgrounds to experience intensive international collaboration.
• The students are taught in economic topics with focus on international cultural and business aspects and thereby gain experience in international scientific and business cooperation.
• The module consists of (1) virtual lectures on the economies of the participating countries and on interculturality, (2) virtual team work in small international student teams resulting in a term paper on an international business topic, and (3) a final on-site week at Fulda University of Applied Sciences with seminars, the presentation of the results of the teams’ research and excursions to local “hidden champions” with an international focus (e.g. BBraun or EDAG), international institutions (like e.g. the European Central Bank), and historic sites (like e.g. the former inner-German border).
We are looking back at a successful start of the module in 2022

Key facts of the module in summer term 2022

- **31 participants** - students from
  - **Fulda** University of Applied Sciences
  - **Cracow** University of Economics,
  - **IAE Gustave Eiffel (Paris)**
  - **University of Insubria (Como)**
  - **HEG - Haute école de gestion Arc (Neuchâtel)**

- **3 consecutive elements** of the course:
  - April 2023: virtual lectures on interculturality and on the economies of the participating countries.
  - April and May 2023: coached virtual teamwork of small international student teams.
  - In June 2023: on-site week in Fulda:
    Seminars, students’ presentations, excursions:
    - BBraun (a “hidden champion” in the province)
    - Lecture held by European Central Bank
    - Guided Frankfurt Bank tour
    - Visit of historic Frankfurt and Fulda.

We are looking back at a successful start of the module in 2022

Key facts of the module in summer term 2022

- **30 participants** - students from
  - Fulda University of Applied Sciences
  - Cracow University of Economics,
  - IAE Gustave Eiffel (Paris)
  - Hadassah Academic College (Jerusalem)

- **3 consecutive elements** of the course:
  - April 2022: virtual lectures on interculturality and on the economies of the participating countries.
  - April and May 2022: coached virtual teamwork of small international student teams.
  - In July 2022: on-site week in Fulda:
    - Seminars, students' presentations, excursions:
      - EDAG (a “hidden champion” from Fulda)
      - Fraport (internationalization of Germany's largest airport)
      - Visit of historic Frankfurt and Fulda
      - Visit of Point Alpha (former inner German border).

The module consists of three consecutive elements

General Structure of the Module in 2024

**Introductory Lecture (virtual)**
- module outline
- intercultural aspects
- overview of the topic covered in the module

**Virtual Teamwork of International Student Teams**
- students work together on an term paper that covers an aspect of the general topic of the module
- each team is coached by the lecturer every week (0.5 h/week)

**Final Week in Fulda**
- students present their results at the Fulda conference
- seminar sessions
- Excursions

**Week 1:** two virtual lectures of 4 hours each

**Week 2-5:** virtual teamwork

**Final Week:** on site in Fulda
The module consists of three consecutive elements

1. Introductory Lectures

### Topic: Contemporary International Management Issues

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<tr>
<th>Intercultural aspects of business &amp; management</th>
<th>Introduction in the general topic for the semester</th>
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The students shall recognize the importance of intercultural and international business skills applying their international know-how in a certain business topic. The general topic lecture predominantly focuses on the economies of the participating countries to prepare the students for their teamwork assignments (e.g., on International Management, International Human Resources & Organizational Behaviour, Different Economic Systems).

- teaching and learning method: seminar-type tuition
- virtual lectures (Zoom meetings)
- lectures will be held as a block seminar during the first week of the module: intercultural aspects (4 hours) and introduction to the general topic (4 hours).
- lecture language: English
The module consists of three consecutive elements

2. Virtual Teamwork

Virtual Teamwork: **Paper on a Selected International Aspect of the General Topic of the Course**

The students work together (in international groups of about 4-5 students) on a term paper covering a selected international aspect (see examples from 2022 and 2023 modules in the appendix). They shall skilfully employ the insights they have acquired from the introductory lecture and their knowledge from previous semesters how to address problems and challenges that arise in an international context.

- teaching and learning method: practical tutorial
- international students work together (in groups of 4-5 students) in a virtual team on a term paper (5-10 pages)
- the teams are coached by the lecturer (Zoom) and/or a teacher from a partner university*
- language of the paper: English

* As the paper will be graded, a teacher from the partner university might (optionally) want coach the teams jointly with the German lecturer.
The module consists of three consecutive elements

3. Fulda Seminar

Fulda Seminar: **Seminar, Excursions and Presentation of the Results of the International Teamwork on the Fulda Campus**

The students attend a 1 week seminar at Fulda University. The programme consists of three different elements:

- The seminar courses are designed to give the student teams the opportunity to discuss their topics face to face and prepare their presentations about the topic of their term papers.
- The teams present their results and share their insights with the other students during the presentation secessions.
- Students will visit (1) local companies that have an international focus, (2) institutions with international focus (like e.g. the European Central Bank) and historic sites (like e.g. the former inner-German border or Frankfurt).

- the students present their results of their term papers on the conference*
- the teams are coached by the lecturer
- language of the presentation: English
- students receive a certificate for the participation and presentation

* The term papers are graded. The Fulda participants receive 5 ECTS for the course. The grades given by the Fulda lecturer are shared by him with the responsible facilitators of the partner universities.
The module is sponsored by experienced and dedicated colleagues

The Fulda Team

Prof. Dr. Peter Finzer (Human Resource Management)
- responsible for the international academic co-operation with Switzerland & Australia
- professional experience in France (Deutsche Bank AG, Paris)

Prof. Dr. Peter Haller (Business Management, in particular IFRS Accounting)
- responsible for the international academic co-operation with Italy, USA & Israel
- former academic director of Fulda International Summer University

Matthias Kretschmar (Corporate Finance & General Management)
- responsible for the international academic co-operation with France & the Netherlands
- professional experience in France (Deutsche Bank AG, Paris & Lenze S.A., Aulnay sous Bois)
- course coordinator / lecturer of this course

Prof. Dr. Joanna Ozga (International Management)
- dean of studies
- responsible for the international academic co-operation with Poland

Adrienne Stickel (International Office)
- coordinator digitalization at the international office (responsible for "Erasmus without papers", "Mobility online", and "BIP")
- lecturer for Intercultural Communication

Laura Yilmaz (International Coordinator of the Faculty)
- responsible for the support of incoming and outgoing students
- responsible for the faculty’s international cooperation with partner universities
Formalities

Expenses / Credits

• **Costs covered by Fulda University:**
  • Tuition Fee for the course
  • Travel expenses for all excursions during the week
  • All Entrance/Admission Fees during the excursions

• **Costs to be covered by the student / partner university / ERASMUS student mobility:**
  • Travel expenses to come to Fulda and accommodation in Fulda

• **Credit Points**
  • The German students receive 5 ECTS for a successful participation in this course
  • We recommend to grant 5 ECTS also to the international students (grades will be transmitted from the lecturer to the local facilitators). Students from universities in the European Union must receive at least 3 ECTS (as this is a precondition for the (partial) funding of this program through BIP)
Module in summer term 2022 and 2023

Some term papers from the 2022 and 2023 modules

LEADERSHIP IN GERMANY, FRANCE, POLAND: WHAT ARE THE DIFFERENCES IN LEADERSHIP STYLES, HIERARCHIES, CONNECTION

Group 5
22.05.2022

INTERUNIVERSITY PROJECT

Contemporary Management Issues from an European perspective
Development of Economic Systems in Germany, France and Poland since World War II until today

Written by:

DEMOGRAPHIC CHANGE, MIGRATION AND THE FUTURE OF ECONOMIC PROSPERITY IN GERMANY, FRANCE, POLAND AND SWITZERLAND
Modules in the summer term 2022 and 2023

Impressions of the Fulda on-site weeks in 2022 and 2023

Sample pages from the schedule for the students

Welcome by the dean

Fulda

Group assignments

BBraun
Modules in summer term 2022 and summer term 2023

Impressions of the Fulda on-site weeks in 22 and 23

Frankfurt

Main Tower

former inner German border

Sample pages from the schedule for the students
• If you have any questions do not hesitate to contact the course coordinator:

Matthias Kretschmar
Hochschule Fulda

room 23/030
Leipziger Straße 123
36037 Fulda

Mail: matthias.kretschmar@w.hs-fulda.de

We look forward to welcoming your students to our next course!