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Short Program 2017 Aalen University



Interdisciplinary Short Program at Aalen University, Germany

Further Information >>>>

We are looking forward to welcoming you!

The Program

The 10 days study / tour to Germany is a program designed for students interested in intercultural experience. Students will have the opportunity to gain an insight into an international environment while visiting Aalen University. Students will gain perspectives / competencies in foundational areas of business and industry in Germany, develop an understanding of the international dimension to business and industrial globalization, and develop enhanced sensitivity to other cultures. The program is intended to be interdisciplinary in nature and emphasizes the development of cultural, economic and industrial understanding of international environments. The 10-day in-country experience further enhances students' international understanding and capability whereby involving students in discussions / tours with various multinational businesses. It also provides opportunities / choices to visit touristic & historic sites in Germany (Stuttgart, Munich, Lake Constance, Rhine River, Berlin, Heidelberg, etc.).



Practical Matters

The package includes double room accommodation in a four star hotel, transfer from and to the Stuttgart Airport, company visits and cultural excursions (except weekend trips) and some meals. For further information please contact your International Programs Office or the contact person for this program at your university.

Program Contents



Lectures

Through various lectures like for example International Strategic Marketing, Business Processes and Big Data in Industry 4.0, Trade Mark Protection in Europe, the participants gain an overview in European/German business culture.

Company Visits

Students get the opportunity to visit world renown German large and medium-sized enterprises. In guided tours students get an insight in production methods and product ranges of German market leading companies.

Cultural Sights

The Short Program of Aalen University also includes excursions to cultural spots in the region like the Unesco World Heritage Site of the Roman Limes. In addition students are free to choose their own cultural highlights during the week-end excursion.



Aalen University

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