



Deutscher Akademischer Austauschdienst  
German Academic Exchange Service



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# Language course/short course



## Innovation and Platform Strategies in the Service Industry

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>1 January - 20 January 2024 (Registration deadline of course provider: 15 October 2023)</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>1 January to 5 January virtual + 7 January to 20 January 2024 in Berlin</p> <p>Blended learning: One virtual "reading week" is followed by two on-site weeks in Berlin.</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 service industry. Through this programme, you will gain insights into global professional and digital service strategies, based on fundamentals of international business strategy and service businesses. 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: Intercultural Perspectives" 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"** (1 to 5 January) 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** (7 to 20 January).

## Course details

Recognised language exams offered (e.g. DSH, TestDaF, TOEFL)	No
Other degrees / qualifications awarded	Certificate of participation
Types of online learning elements	<ul style="list-style-type: none"><li>• Online study material provided by institution</li></ul>
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>• 1 January - 20 January 2024 (Registration deadline of course provider: 15 October 2023), <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>1 January to 5 January virtual + 7 January to 20 January 2024 in Berlin</p> <p>Blended learning: One virtual "reading week" is followed by two on-site weeks in Berlin.</p>

## Requirements / Registration

Teaching language	<ul style="list-style-type: none"><li>• English</li></ul>
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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	<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>  For further questions regarding your application, please contact us at <a href="mailto:summer@hwr-berlin.de">summer@hwr-berlin.de</a> .

## 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



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**Julie Cahoon (right)**  
University of Montana (USA)

The opportunity to discuss, share, and gain knowledge about another person's culture is an experience that I cherish. I was exposed to new languages, different styles of teaching, delicious cuisine, various approaches to reading a bus map, and new people. Studying abroad enabled me to meet, travel, learn, and discover attitudes and beliefs valued by many members of the international community in a city that embraces such diversity.



## HWR Berlin Summer School

This short film provides an insight into the HWR Berlin Summer School. See how students experience Berlin!

» more:

<https://www.youtube.com/watch?v=7Hs6u8KpSYU&feature=youtu.be>

# HWR Berlin (Berlin School of Economics and Law)



Hochschule für Wirtschaft und Recht Berlin (HWR Berlin)

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The Hochschule für Wirtschaft und Recht (HWR Berlin) is a public university of applied sciences. The university offers a highly practical and hands-on approach to teaching, and all academic staff have real-world experience in the subjects that they teach. HWR Berlin is the third-largest specialist institution in business administration and economics in Germany; it is also highly ranked for its international focus, thanks to its wide network of global partnerships.



## University location

The German capital is renowned for its flourishing cultural scene, fascinating history, and a way of life that seamlessly combines a fast-paced environment with a relaxed atmosphere. It is a city of contrasts: between East and West, historical buildings and modern architecture, and the traditional and the modern. All of these distinctive qualities make Berlin a fascinating place to discover.

## Contact

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

Summer & Winter School

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

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Last update 28.05.2024 03:42:39

# 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

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## 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".

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