Summer School
"International Business"

Duale Hochschule Baden-Württemberg
Karlsruhe
Lectures

• Intercultural Management
• Basic German and Intercultural Differences
• Europe and the Euro
• Digital Marketing
• Globalization of International Business
• Workshop: Learning activities and organizational behaviour in the classroom
Company Visits

ADA Cosmetics (Kehl)

Daimler (Wörth)

BMW (München)

Höpfner Brewery (Karlsruhe)
SIGHTSEEING
Karlsruhe

The main location of the summer school is Karlsruhe, Baden, Germany.
Karlsruhe offers a wide range of attractions.

Karlsruher Castle, Botanical Gardens, Modern Art Museum, etc.
Bruchsal
Tour of the bruchsal castle, the only Prince-Bishop’s residence on the Upper Rhine.
Hiking to the Michaelsberg near Bruchsal
HEIDELBERG
Visit of the Old town of Heidelberg and the famous Heidelberg Castle
Of course there is time to enjoy the German cuisine and to get some traditional souvenirs.
Visit of Munich city center
Traditional German lunch at Hofbräuhaus in Munich
BMW World in Munich
PARIS
2 days in Paris

- City tour with hop on hop off bus
- Arc de Triomphe,
- Sacre Coeur,
- Louvre etc.
Free time to enjoy the Louvre
Visit to the old town of Strasbourg (France)

Lunch break with tarte flambée
STUTTGART

Visit of the Mercedes Museum in Stuttgart