



**DHBW**

Duale Hochschule  
Baden-Württemberg

***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

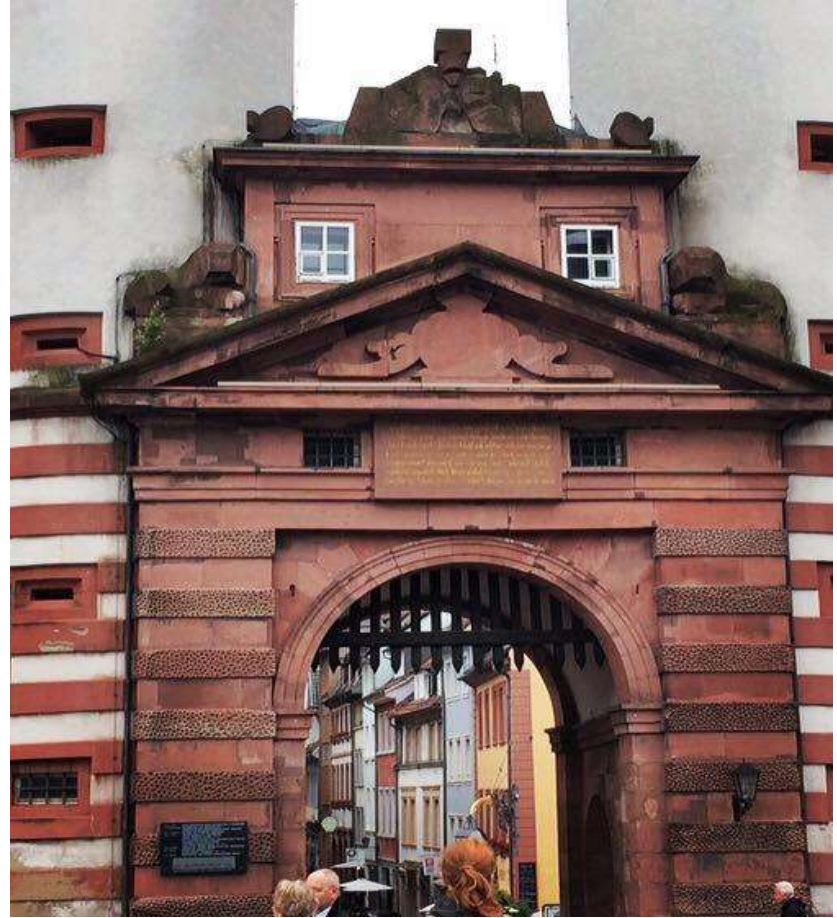


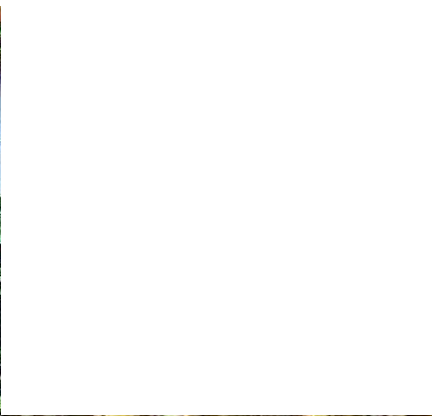
# HEIDELBERG





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



**MUNICH**



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





# STRASSBOURG

Visit to the old town of Strassbourg (France)

Lunch break with tarte flambée



# STUTTGART

Visit of the Mercedes Museum in  
Stuttgart





