

Proposal

For a Summer Programme at the ZEW – Leibniz Centre
for European Economic Research in Mannheim,
Germany, for the University of International Business
and Economics (UIBE) in Beijing, China

Mannheim, February 2019

1. The ZEW as a leading research organisation and provider of high-level training courses

The “ZEW – Leibniz Centre for European Economic Research” in Mannheim is a non-profit and independent institute with the legal form of a limited liability company (GmbH). Founded in 1990 on the basis of a public-private initiative by the Federal State of Baden-Wuerttemberg in co-operation with the University of Mannheim, ZEW is one of Germany's leading economic research institutes, and enjoys a strong reputation throughout Europe.

ZEW pursues four key objectives:

- To conduct research of the highest quality
- To provide scientifically grounded economic policy advice
- To train up-and-coming economists, and
- To inform the professional and lay public

The institute addresses decision-makers in politics, business, and administration, scientists in the national and international arena as well as the interested public. Frequent surveys on the situation of the financial markets and the business situation of the information economy as well as the large-scale annual study on innovation activities in the German economy are representative for the different types of information provided by ZEW.

Under the leadership of Prof. Achim Wambach, PhD, the president of the institute, and Prof. Thomas Kohl, the director, ZEW employs a staff of around 190 in six research departments and two research groups.

Additionally, ZEW is the only economic research institute in Germany which features a specialised department for professional education. The service department “Knowledge Transfer and Qualification Programmes” offers courses specially designed for organisations. Responding to clients’ specific needs, ZEW qualification experts develop custom training programmes in German and in English. Sharing the results of ZEW’s excellent research work with external professionals and scholars is the department’s main objective. It has long-standing experience over the past 20 years in collaborating with German ministries in designing programmes with different formats and different target groups. The participants come from a wide range of professional and cultural backgrounds with a focus on Asia and China in particular.

2. Target audience and programme objective

The target audience of the qualification programme are undergraduate students majoring in business administration or economics. The participants are students of the University of International Business and Economics (UIBE) in Beijing.

The overall learning objective of the proposed programme is to familiarise the participants with German and European economy and business environment. The course will ready them for international academic and professional careers as well as deepen their knowledge in their fields of study. The minimum number of participants is 20 and should not exceed 30.

3. Contents

The proposed programme comprises three weeks of study at the ZEW – Leibniz Centre for European Economic Research and a study trip through Europe for eight days. The content of the programme is diverse and the different components are combined to achieve the programme's objective.

Covered Topics:

- Econometrics
- Economic Data
- Economic Experiments
- Entrepreneurship
- Germany and the EU
- European Companies and Institutions
- Presentation Skills
- Intercultural Management

Preliminary schedule of the programme

Week 1	Monday	Tuesday	Wednesday	Thursday	Friday		
	29 July 2019	30 July 2019	31 July 2019	01 August 2019	02 August 2019		
09:00	Introductory Day - Welcome Speech and Programme Opening - Introduction to the Training Programme - Getting to know each other - Walking tour in Mannheim	Germany and the EU	Intercultural Management	Excursion: Visit to Financial Institution	Presentation Skills		
12:30 - 13:30		Lunch Break	Lunch Break		Lunch Break		
17:00		Germany and the EU	Intercultural Management		Presentation Skills		
18:00	Welcome Dinner						
Week 2	Monday	Tuesday	Wednesday	Thursday	Friday		
	05 August 2019	06 August 2019	07 August 2019	08 August 2019	09 August 2019		
9:00	Excursion: Visit to the the Bundesbank and City Tour	Economic Experiments	Economic Data	Econometrics	Entrepreneurship: Business Plan		
12:30 - 13:30		Lunch Break	Lunch Break	Lunch Break	Lunch Break		
17:00		Economic Experiments	Excursion to Heidelberg	Econometrics	Spare Time		
Week 3	Monday	Tuesday	Wednesday	Thursday	Friday		
	12 August 2019	13 August 2019	14 August 2019	15 August 2019	16 August 2019		
9:00	Entrepreneurship: Negotiation	Entrepreneurship: Leadership	Economic Data	Excursion to BASF SE	Spare time		
12:30 - 13:30	Lunch Break	Lunch Break	Lunch Break	Lunch Break	Joint Discussion About the Most Important Aspects of the Summer School		
17:00	Entrepreneurship: Negotiation	Preparation for the Exam	Preparation for the Exam	Examination	Evaluation of the Training Programme Certificates, Farewell speech and Photos		
Week 4 Study Tour	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	19 August 2019	20 August 2019	21 August 2019	22 August 2019	23 August 2019	24 August 2019	25 August 2019
	Traveling to Brussels	Excursion in Brussels	Traveling to Paris	Excursion in Paris	Excursion in Paris	Travel to Strasbourg	Sparetime in Strasbourg and Travelling to Frankfurt Airport (Departure on Monday)

On the first day of the programme participants will be welcomed to ZEW by the institute's director Professor Thomas Kohl.

The opening session includes an introduction to ZEW, its scope of research and opportunities for overseas academics.

The programme is complemented by a one-week study tour through Europe. The proposed tour includes the following cities:

- Brussels – Seat of the European Parliament, European Commission, Council of the European Union
- Paris – Sorbonne-University, an alliance of 11 excellent university institutions is located in the city centre. The Paris region hosts France's highest concentration of the “grandes écoles” – 55 specialised centres of higher-education outside the public university structure.
- Strasbourg – Seat of the European Parliament, the Palace of Europe, one of the “capitals of Europe”

The excursions to European and German institutions as well as an international enterprise furnish the participants with insights into German and European institutional infrastructure. The visits give practical examples on entrepreneurial excellence. Participants will have ample opportunity for networking and exchange with practitioners.

A cultural excursion will provide interesting aspects on Germany and the region. This could either be a tour of the city of Heidelberg, or a visit to Mannheim castle.

A dinner together with trainers, lecturers and organisers on the first day of the programme encourages informal exchange among students and lecturers.

Participants' benefits:

- First-hand experience of an internationally leading research institute
- Diverse and enriching programme contents
- Excursions to internationally significant institutions and companies
- Interaction with leading scientists and practitioners
- Unique stay in the heart of Europe

4. Didactics

Taking the participants' backgrounds into account, the covered topics will be mostly at a beginner's level and focus on practical aspects.

Methods include lectures and inputs, group work, practical examples of research and enterprise environment as well as direct feedback.