

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 Insitution | Presentation Skills | | |
| 12:30 - 13:30 | | Lunch Break | Lunch Break | | Lunch Break | | |
| | | Germany and the EU | Intercultural Management | | Presentation Skills | | |
| 17:00 | | | | | | | |
| 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 | | |
| | | Economic Experiments | Excursion to Heidelberg | Econometrics | Spare Time | | |
| 17:00 | | | | | | | |
| 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 | | |
| | | | | | Joint Discussion About the Most Important Aspects of the Summer School | | |
| 12:30 - 13:30 | Lunch Break | Lunch Break | Lunch Break | Lunch Break | Lunch Break | | |
| 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 | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
| Study Tour | 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.