

Going Intercultural & Doing Business in Germany

15 June – 22 June 2024

Intensive International Summer Week for Institutional (UK) Partners



www.th-ab.de/issp



TH Aschaffenburg
university of applied sciences

science
engineering
business
law

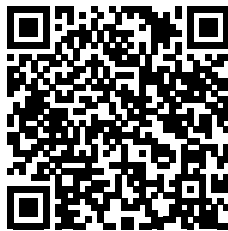
Good Morning, Germany

Start learning a bit of German every day in a playful and motivating way, onsite, online and hybrid – and apply it with your teachers /tutors from Germany over a cup of coffee. Our German coffee encounters will form an integral part of our summer programme and you will have a first good idea about German and may be motivated to continue studying it.

We are happy to support you with guidance and information you need for your language journey.

If you are interested to come back for an intensive language course of German in August or more you can find it here:

<https://www.th-ab.de/en/education/short-term-programmes/summer-language-course>



Application via your home university

Application, Costs and Accommodation

- Date on site: 15 June – 22 June 2024 (arrival on 14 June is recommended)
- Programme language is English
- We offer this programme exclusively to our partners. As for grants/fees please enquire with your home uni. We have reserved rooms in Hotel Olive Inn (next to our campus) for participants of this week for our UK partners.
- Participants will have tutors assigned to them to support them prior /on arrival and during their stay with us.

Programme

15 June to 22 June 2024

Welcome at Aschaffenburg University of Applied Sciences

There are several thematic strands as teasers for this week. A detailed programme is available for participants upon acceptance by your home university.

Saturday 15 June 2024:

Welcome on Campus – Open Campus Day

Meeting on our Campus for the Open Day (late morning).
Campus tour & exploring the city of Aschaffenburg

Academic and Cultural Programme

Thematic Strand 1 – Going Intercultural

The thematic strand Going intercultural seeks to combine theoretical and practical approaches centred around fostering (inter)cultural understanding and communication across cultures.

The programme coordinator will create a conducive learning framework for participants of this week's programme to allow them to immerse and enjoy from inspiring peer to peer learning encounters

The aim is to foster intercultural communication and immersion in our campus life by being including participants in ongoing classes such as Working across cultures and through practical trainings and games with your tutors and fellow students. AUAS is also a proud and regular partner in the E-Explore the Globe Project by Coventry University.



Thematic Strand 2

Doing business in Germany Today

Topical lectures/inputs by professors and practitioners will give an insight into Germany's economy and society today including entrepreneurship education (VentureLab).

Selected aspects of current business-related historical, social, linguistic, cultural and economic trends and issues in Germany on a local, regional, national and international level will be addressed, including Germany's role in the EU and on the international stage, challenges and opportunities.

A visit to and talk at the European Central Bank as well as a visit to the European Space Agency ESA/ESOC form an integral part of this week's intensive programme. Participants will also receive a practical session run by the Career Service of AUAS on Applying for Internships/Jobs in Germany.



Programme

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Thematic Strand 3 – Field Trips & Company Visits

Excursions to nearby cities and encounters with selected German company representatives will complement the thematic strands and offer a great experience and valuable insight into Germany's business and society today. The following elements form part of the programme (subject to change):

17 June

Visit to the European Space Agency ESA/ESOC
Darmstadt

18 June

Visit to and Talk at the European Central Bank
Frankfurt

20 June

Visit to Linde Material Handling Experience Centre
GmbH
Aschaffenburg

June

Hiking to Vineyard Urbani (close to our campus)

June

City tour and visit of the seasonal fun fair
("Volksfest")

June

Visit of the picturesque old part of town of Miltenbeg



Welcome to Aschaffenburg University of Applied Sciences

It is a pleasure for us to welcome you to our campus of Aschaffenburg University of Applied Sciences (AUAS) right in the centre of Germany and Europe.

We are proud to offer our academic exchange partners from Coventry University (CU), UK, and Nottingham Trent University (NTU), UK, a tailor-made programme and warmly invite you to participate in this International Summer Week on our campus.

All lectures will take place on our campus in the heart of the city of Aschaffenburg accompanied by an attractive social programme.

Aschaffenburg can be explored as a beautiful city that welcomes its guests with an open and friendly atmosphere. It is situated in Bavaria, but only 30 km away from the dynamic city of Frankfurt, Europe's capital of banking and finance.

We wish you an excellent stay here on our campus and unforgettable moments of international learning, contact building and sharing of experience.

We hope to see you soon here!



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 @thabinternational

Contact details

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