

**BUSINESS STUDIES  
AND ECONOMICS**

# **SUMMER SCHOOL 2017**

**GLOBAL RESPONSIBILITY:  
BUILDING THE NEXT GENERATION**

26<sup>th</sup> JUNE - 21<sup>st</sup> JULY 2017

[international.wiwi.uni-kl.de](http://international.wiwi.uni-kl.de)



# Content

Welcome	4
The four-week program	5
Arriving in Kaiserslautern	6
The City of Kaiserslautern	7
Getting started	9
University of Kaiserslautern	10
Faculty of Business Studies and Economics	12
Building the next generation: Academic courses	15
Leisure activities	24
Organizational matters	26
Contact	27
Useful vocabulary	28
FAQ	30

## IMPRINT

International Office  
of the Faculty of Business Studies and Economics  
University of Kaiserslautern

# Welcome



Dear summer school student,

I am glad to welcome you to our summer school project at the University of Kaiserslautern, Germany.

You have an exciting and interesting time ahead. We want you to benefit as much as possible from the university's offerings and the recreation on campus, which is why we will give you any assistance you need.

Besides the leisure time opportunities offered by the city of Kaiserslautern, the university itself also provides you with a lot of activities through which you can meet other exchange and domestic students, as well as interesting projects all about economics.

We, as an institution, aim to prepare our students for careers as leaders, helping them to obtain a global perspective, consider and conceive interdisciplinary responsibilities and become capable of working in an international environment. Thus, we are glad to welcome you on board to participate in and be a part of our educational vision.

I wish you a wonderful stay in Kaiserslautern and great success with your studies,

Prof. Dr. M. Hassemer  
Dean of the Faculty of Economics



## The four-week program

**26<sup>th</sup> June - 21<sup>st</sup> July 2017**

Expand your horizon with a study abroad experience at the University of Kaiserslautern!

Why Kaiserslautern?

Use the unique possibility to combine your international study experience with culture, nature and exciting night life. Kaiserslautern is located in the middle of the Palatinate Forest and offers a variety of outdoor sports, for example trail running and mountain biking. For people who are interested in culture, the theatre, the museums and the Bundesliga soccer team may be worth a visit. And you should know two more things: Kaiserslautern offers the highest concentration of bars in Rhineland Palatinate and is located in the biggest winegrowing area of Germany.

Of course you will also attend interesting courses held by professors of the University of Kaiserslautern or international host professors.

So don't miss this amazing opportunity to experience Kaiserslautern, Germany and Europe first-hand! You will spend an unforgettable summer and we will do our best to make your stay as comfortable and outstanding as we can.

This booklet provides information about the many elective and mandatory courses available during the Summer School 2017. You will have the unique possibility to gain many ECTS during one month with the corresponding Certificate of Attendance. It will give you ideas about how to spend your spare time in and around Kaiserslautern as well. Please do not hesitate to contact the International Office Team whenever you need any further information or help.



# Arriving in Kaiserslautern

## ...by airplane

In addition to the International Airport in Frankfurt am Main, there are other airports close to Kaiserslautern including Frankfurt-Hahn, Stuttgart, Karlsruhe, Saarbrücken and Luxemburg. So it should be easy for you to find an adequate flight from your home country. From any of these airports you can easily get to Kaiserslautern central station by train.

[www.frankfurt-airport.com](http://www.frankfurt-airport.com)

[www.hahn-airport.de](http://www.hahn-airport.de)

[www.bahn.de/international](http://www.bahn.de/international)

Following the third link you can check the train connections. Depending on which train you want to take (ICE or IC as fast trains are more expensive than RE/RB/S-Bahn), it will cost between 30 and 40 EUR from Frankfurt Airport to Kaiserslautern. You should buy your ticket in the railway office ("Reisezentrum") next to the train station inside Frankfurt Airport or by using one of the vending machines there. You can also buy your ticket online.

## ...by train

You can reach Kaiserslautern directly by train, too. You may choose one of the most comfortable trains like the modern fast IC Express which also runs from Frankfurt to Paris, for example, with a stop in Kaiserslautern. But there are also other slower and therefore cheaper trains going to Kaiserslautern.

## ...by car

Kaiserslautern can be reached easily via highway number 6 which runs from east to west up to the French border and highway number 63 running to the north as far as Mainz.



## First night

If you're planning to live in a private room, you should contact your landlord and inform him or her of your date of arrival etc.

In addition, for your first nights in your own apartment it will be an advantage to bring your own bed linen/ sleeping bag due to the fact that they are not included.



# The city of Kaiserslautern

## Kaiserslautern

Kaiserslautern, a historic city set in the Palatinate Forest, is surrounded by a landscape of forest and hills. Nature and history meet dynamic technology, business and science as well as traditions and culture. In addition, Kaiserslautern is well-known as a football-loving city (1. FC Kaiserslautern, renowned throughout Germany and abroad as the “Red Devils”).

### History meets internationality

Founded in the mid-twelfth century by the legendary King Frederick I, known as ‘Barbarossa’, Kaiserslautern has always been an historic center. Today it is known for its cross-cultural character with the US Air Base known as “K-Town” nearby and the many international students at the University of Kaiserslautern. This diversity makes the developing city of Kaiserslautern so interesting!



© Stadtverwaltung Kaiserslautern

## Science and technology

When it comes to science and research, Kaiserslautern plays in the premier league. Several institutes of high repute, such as the Fraunhofer Institute for Experimental Software Engineering (IESE), the Fraunhofer Institute for Industrial Mathematics (ITWM), the German Research Centre for Artificial Intelligence (DFKI), the Institute for Composite Materials GmbH (Institut für Verbundwerkstoffe GmbH; IVW), the Institute

for Technology and Work (Institut für Technologie und Arbeit; ITA), the Institute for the Analysis of Materials and Surfaces (Institut für Oberflächen- und Schichtanalytik; IFOS) in addition to the research facilities at the University of Kaiserslautern are all located here.

Due to its great international reputation for information and communications technology (ICT) as well as for automotive manufacturing, now Kaiserslautern is a top-ranking city with international companies represented nearby. At the city’s newly converted PRE Park, companies involved in ICT, such as Adam Opel AG, Freudenberg & Co. KG and John Deere Co. can work together closely.

## Sporting paradise

Surrounded by the Palatinate Forest, Kaiserslautern is the ideal place to combine beautiful nature with the broad range of sporting activities offered by the city! Attractive hiking and biking trails that lead through the forest, up and down hills, will be a great challenge for athletes. In cooperation with the University of Kaiserslautern, “Unisport” provides a broad range of sporting activities, e.g. soccer, tennis, basketball or exceptional sports like the activity “Headis” developed in Kaiserslautern.



© MICHAEL HUBB

## Cultural activities

For people who are interested in art and acting, the Pfalztheater and the Pfalzgalerie with its first-class art exhibitions are a remarkable idea for a visit in the evening hours. A wonderful destination for a relaxing day is the Japanese Garden, which is now the largest in Europe and the first of its kind in Rhineland Palatinate! You should also visit the gorgeous old castles and ruins in the neighborhood. There, you can explore German history with your friends, and the tourist guides there can tell you a lot of interesting facts and anecdotes.



## Culinary delights

Enjoy not just the broad range of the international restaurants, including French, Italian, Spanish and Greek, but especially the typical German gastronomic specialties. Famous in this region is the Palatinate “Saumagen” consisting of pig’s stomach filled with potatoes and meat.

Furthermore, the “Südliche Weinstraße” is well-known as the biggest winegrowing area of Germany. In the summer traditional wine festivals take place in every village in this area with live bands playing and everyone celebrating. An experience you should not miss!

## The origin of Kaiserslautern-fact and fiction

There is a legend that suggests that the name of the city originated much earlier, in Roman imperial times. This legend states that during the persecution of Christians under Diocletian and Maximilian in Trier, 20,000 people died a martyr’s death, with their blood colouring the water of the Mosel River over six miles. Many people fled to the hinterland to hide. At this time, a pious woman named Lutrina, who came from the noble Assyrian family that had founded Trier, fled to the forest with her servants. After a long time spent wandering, they finally found themselves in a wilderness inhabited by a hermit, where they built a home that they named Lutrea (Lautern). The exact place is still known today as ‘Einsiedel’, from the German word meaning hermit. Frederick I, known as “Barbarossa”, constructed a palace around 1152 and thus helped Kaiserslautern to grow in reputation.



# Getting started

## Way to the university

If you come to Kaiserslautern by train you can take the buses “105, 106, 115” and in the evening “107” running from the stop right in front of the main station to the university (direction “K.-Schumacher-Str.”) and leave the bus at the stop called “Uni West”.

Within the first few days after your arrival a welcome meeting will take place with the team of the International Office.

Afterwards we will give you more information for the first days after your arrival, including:

- Signing the contract for your health insurance (if applicable)
- Registration at the university administration office
- Organizing your student ID
- Opening a bank account

## Student ID

The Student ID card is the official document which identifies you as a student of the TU Kaiserslautern and is only valid for one semester!

Your student ID card is an all-in-one card for any service on the campus, such as identification, access to the public transport system VRN ([www.vrn.de](http://www.vrn.de)), payment at the refectory and other places, copy card and library ID-card.

You can also find more information concerning travelling in Germany and Europe towards the back of this handbook. Additionally, you can get discounts in several institutions such as cinema, open air swimming pool, soccer stadium etc. with your Student ID.



# University of Kaiserslautern

## The University

Founded in 1970 and still the only university in the Rhineland-Palatinate region that specializes in science and technology, the University of Kaiserslautern regularly achieves leading positions in German national rankings. Currently about 16,000 national and international students are registered at this campus university. There are 12 faculties:

- Architecture
- Biology
- Business Studies and Economics
- Civil Engineering
- Chemistry
- Computer Science
- Electrical and Computer Science
- Mathematics
- Mechanical and Process Engineering
- Physics
- Regional and Environmental Planning
- Social Sciences

Within these faculties, the University of Kaiserslautern offers degree courses, partly taught in English, in 85 subjects. Students are able to choose from 10 different distance learning courses. It also offers possibilities for exchange to 150 universities in 27 European countries.

Together with theoretical knowledge, all these courses allow students to acquire practical skills. Furthermore, industrial internships and placements abroad are very common. The ratio of students to teaching staff at the University of Kaiserslautern is excellent!



Furthermore, the open-door policy between professors and students allows close contact. Students benefit from the university's collaboration with numerous distinguished research institutions and businesses on campus and nearby.

All the faculties, the library and the canteen are located close to each other, which makes everyday life on campus very easy. You also have access to free Wi-Fi throughout the campus. In addition to the ideally equipped multimedia rooms and attractive environment, this provides perfect conditions for learning and studying!

An alternative to studying is offered by "Unisport" with its more than 90 different types of sport and the "Unifit-Gym". There are university parties every Thursday during the semester and other interesting excursions, concerts, theatre performances and cinema screenings enhance the program of activities available to students.



# Academic life in Kaiserslautern

The University of Kaiserslautern is the only scientific and technological university in Rhineland-Palatinate. It is located south-west of the city center. All institutions of the university are within walking distance on a modern campus. At the present time there are around 16,000 students studying at the Technical University, of which 2,000 are distance students.

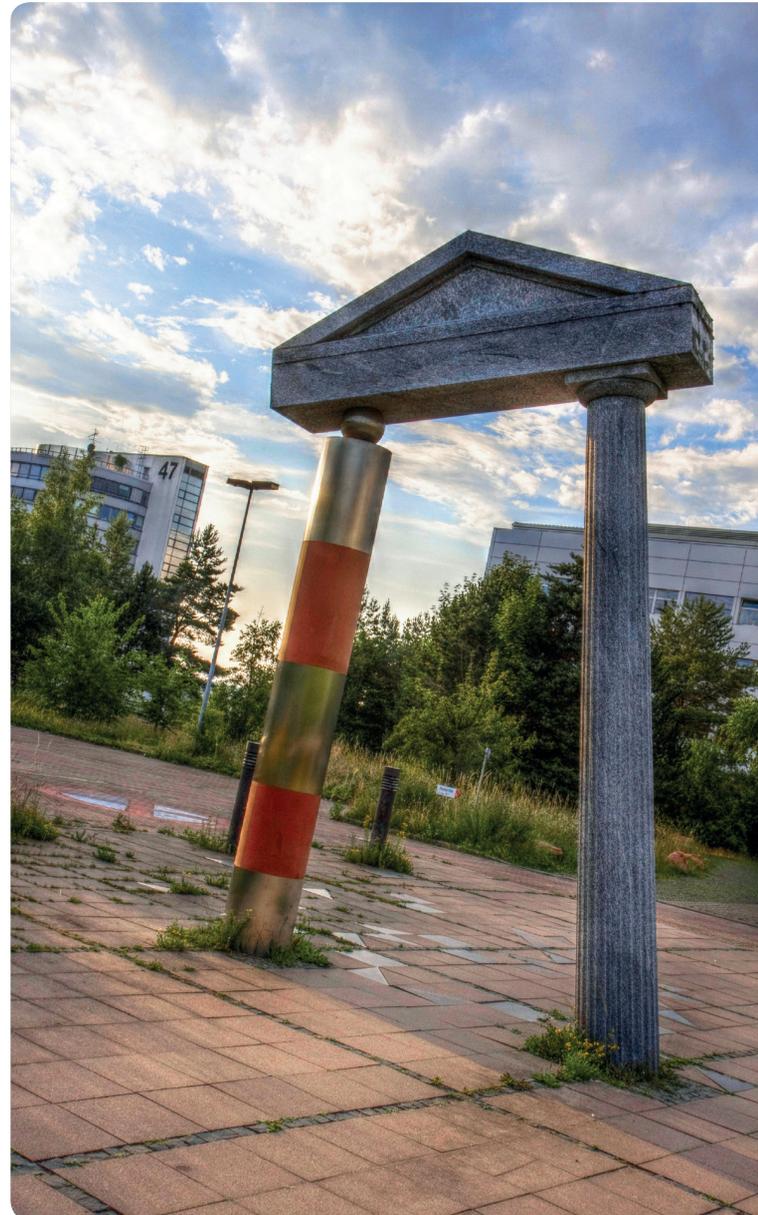
## Academic year

At German universities the academic year is divided into two terms/semesters, the winter term (WS), starting around October 1st, and the summer term (SS), starting around April 1st. Please make sure to get your student ID by these dates!

The lectures generally start a few weeks later. There is a lecture-free period at the end of each semester. But these periods cannot be seen as typical holidays because students need to take their exams during these periods, prepare for final exams, undertake practical work experiences and complete term papers. You should only plan your holidays and departure date when you are sure of your responsibilities and tasks during the lecture free periods!

The fixed dates of the exams of the Faculty of Business Studies and Economics can be found on the following website or using the KIS system:

[www.wiwi.uni-kl.de](http://www.wiwi.uni-kl.de)



## Faculty of Business Studies & Economics

A trademark of the Faculty of Business Studies and Economics is the integration of economics and technical expertise. It provides two opportunities, Business Studies and Engineering as well as Business Studies with Technical Qualifications. Especially in Business Studies and Engineering the University of Kaiserslautern is a leading provider in the field, with more than 27 years of experience in this area.

In Business Studies with Technical Qualifications students can select civil engineering, electrical engineering, Information Technology, or mechanical and process engineering as additional technical options. This offers a profounder knowledge of business and economics as well as solid technical skills.

Business Studies and Engineering focuses more on the technical aspect. Students can specialize in chemistry, electrical engineering, Information Technology, mechanical engineering or environmental and process engineering. The main object is to combine technology with business and economics.

The Faculty of Business Studies and Economics stands for teaching the required knowledge in an interdisciplinary context centering on technology and science. Multidisciplinary interplay between research, teaching and practice is a fundamental feature of the faculty.

Additionally, the global aspect is very important. Therefore the faculty supports close relationships with international research and business institutions and is seeking to extend its networks. Internships, work experience and placements abroad are essential components of a scientific education.

Since 2009, the Faculty of Business Studies and Economics has offered students a program of soft skills through which they can learn and apply key competencies in the areas of personal and time management, communication and interviewing skills, presentation skills and moderation skills. These are instilled in two-day intensive training courses.



## Departments

Each department has subdivisions such as institutes (Institute), teaching areas (Lehrgebiete), chairs (Lehrstühle), study groups (Arbeitsgemeinschaft/AG) or divisions (Abteilung). You will be a student at the Faculty of Business Studies and Economics (Wirtschaftswissenschaften), which is often called “WiWi“, for reasons of simplicity. This department consists of different teaching areas and chairs, which are mainly located in buildings number 42 and 80. You can choose classes from the following areas.

### Business management chairs

- Business Information Systems and Operations Research,  
Prof. Dr. Wendt
- Entrepreneurship,  
Prof. Dr. Baum
- Financial Services and Financial Management,  
Prof. Dr. Hölscher
- Management Accounting and Management Control Systems,  
Prof. Dr. Lingnau
- Marketing,  
Prof. Dr. Roth
- Personnel Management and Organisation,  
Prof. Dr. Rabl
- Production Management,  
Prof. Dr. Corsten
- Strategy, Innovation and Cooperation,  
Prof. Dr. Müller-Seitz
- Sustainability Management,  
Prof. Dr. Spraul

### Economic sciences chairs

- Macroeconomics,  
Prof. Dr. Wenzelburger
- Microeconomics,  
Prof. Dr. Weinschenk

### Law Chair

- Civil and Economic Law, Property Rights,  
Prof. Dr. Hassemer

Please do not hesitate to contact the chairs whenever you need any help! Following an open-door policy, members of the department will be happy to help you with any kind of problem within their teaching area or will at least make an appointment if they are short of time at that moment. All the homepages of the teaching areas or chairs are accessible via the faculty homepage: [www.wiwi.uni-kl.de](http://www.wiwi.uni-kl.de)

When studying as an exchange student in Kaiserslautern you are not limited to classes offered by the Faculty of Business Studies and Economics but can choose classes offered by all the other faculties as well.



# Global Responsibility: Building the next generation

## Academic Courses

Introduction of Renewable Energy Technologies	16
Prof. Dr. Tara Chandra Kandpal	
Economics of Renewable Energy Technologies	17
Prof. Dr. Tara Chandra Kandpal	
Financing of Renewable Energy Technologies	17
Prof. Dr. Tara Chandra Kandpal	
Innovation Management	18
Prof. Dr. Gordon Müller-Seitz, Markus Kowalski, M.Sc.	
The End of Management	19
Patrick O'Leary, Ph.D.	
Professional Presentation Techniques	20
Thorsten Ohler, B.Sc.	
Management in Far-East Asia	21
Prof. Dr. Hans-Peter Sonnenborn	
Optimization of Logistics Systems	22
Prof. Dr. Daniele Vigo	
Introduction to Computational Intelligence	23
Prof. Dr. Oliver Wendt	

# Introduction to Renewable Energy Technologies

## 3 ECTS

### Lecturer

#### Prof. Dr. Tara Chandra Kandpal

Indian Institute of Technology Delhi,  
India

*tarak@ces.iitd.ac.in*



### Selected publications

Over one hundred research publications in international journals of repute in the areas of optics of solar concentrators, testing of solar cookers, the techno-economics of renewable energy technologies, renewable energy education, and rural energy systems.

### Curriculum Vitae

Prof. Tara Chandra Kandpal received his Ph. D. degree in solar energy from the Indian Institute of Technology Delhi, India in 1980 and is currently a professor at the same institute. Dr. Kandpal has been on visiting assignments to the Brace Research Institute, McGill University, Canada, regularly taught courses to the students of European Solar Energy Engineering at Dalarna University, Sweden during 2001-2013, and has been a guest professor at the Technical University of Kaiserslautern, Germany for several short terms during 2011-2014.

Prof. Kandpal's fields of research include Solar Concentrators, Performance Characterization of Solar Thermal Technologies, the Economics and Financing of Renewable Energy Technologies, and Renewable Energy Education. Prof. Kandpal has published over a hundred research papers, co-authored/co-edited seven books, and has provided guidance to fifteen doctoral and over forty master's students.

### Research specializations

Solar thermal utilization, the economics and financing of renewable energy technologies, rural energy systems, renewable energy education and training.

### Course description

**Aim:** To introduce issues in the financing of renewable energy technologies (RETs) and to enable students to analyze the effect of various financing modalities on the financial attractiveness of renewable energy investments.

**Learning Outcomes:** On successful completion of the course, the students should be able to:

- (a) Understand project financing terminology
- (b) Understand and evaluate various financing mechanisms for RETs.
- (c) Analyze and explain the effect of different modalities of financing on the unit cost of electricity delivered and also on the financial attractiveness of investments.

**Contents:**

Renewable sources of energy, their origin and basic characteristics; Solar radiation; Solar collectors- flat plate, evacuated tubular and concentrating type; Thermal applications of solar energy; Solar cells and their applications; Thermo-chemical and bio-chemical conversion of biomass, bio-diesel; Wind energy conversion systems; Geothermal energy utilization; Ocean thermal energy conversion; Energy from tides and waves.

### Basic-Literature for preparation

John Twidell and Tony Weir, Renewable Energy Resources, Taylor and Francis (2006).

Godfrey Boyle, Renewable Energy: Power for a Sustainable Future, Oxford University Press (2004)

## Economics of Renewable Energy Technologies

**3 ECTS**

### Course description

Aim: To enable students to undertake a techno – economic evaluation of renewable energy projects.

Learning Outcomes: On successful completion of the course, the students should be able to:

- (a) Understand and apply time value of money formulae
- (b) Determine different measures of financial performance.
- (c) Use software for the financial evaluation of renewable energy technologies
- (d) Assess the financial feasibility of renewable energy projects

Contents:

Brief overview of renewable energy technologies; Economic considerations in designing renewable energy technologies; Identification and quantification of the 'Costs' and 'Benefits' of renewable energy projects; Time value of money, discount rate and equivalence formulae; Measures of financial/economic performance; Approaches for considering uncertainty in appraisal/evaluation of renewable energy projects; Incentives (including Viability Gap Funding, Soft Loan, Feed-in-Tariff, Renewable Purchase Obligation, Income Tax Credits, Carbon Credits etc.) for promoting renewable energy technologies;

### Basic-Literature for preparation

Chan S. Park "Contemporary Engineering Economics", Fifth Edition, Pearson Prentice Hall (2011)

T. C. Kandpal and H. P. Garg, "Financial Evaluation of Renewable Energy Technologies" Macmillan India Ltd. (2003)

Relevant literature from Research Journals, Reports etc. (soft versions shall be made available to the students besides those of the presentations used for classroom discussion)

## Financing of Renewable Energy Technologies

**3 ECTS**

### Course description

Aim: To provide basic knowledge, understanding and application-oriented inputs on renewable sources of energy and technologies.

Learning Outcomes: On successful completion of the course, the students should be able to:

- (a) Understand the relevance of harnessing renewable sources of energy and also of renewable energy resource assessment
- (b) Describe the designs and basic principles of operation of different renewable energy technologies and discuss their relative merits and limitations

Contents:

Brief overview of renewable energy technologies and investment requirements; Need for financing of renewable energy technologies and relevant issues in financing; Debt and Equity modes of financing; Incentives (Feed-in-Tariffs, Renewable Quota Obligations, Investment and Production Tax Credits, Subsidies, Carbon Credits etc.) and their impacts on modalities and cost of financing renewable energy technologies; Assessment and allocation of Risk in financing renewable energy technologies; Power purchase agreements; Case studies on financing renewable energy projects

### Basic-Literature for preparation

Relevant literature from Research Journals, Reports etc. (soft versions shall be made available to the students besides those of the presentations used for classroom discussion)

### Mode of Performance Evaluation

(similar for each of the above three courses)

Written examination is conducted at the end (usually in the last week of about six-week duration of the courses). 90-minute duration examination is conducted for each course on the same day, one after another. The students interested in appearing in the examination(s) have to register for the same as per the standard procedure of Technical University of Kaiserslautern.

# Innovation Management

## 3 ECTS

### Lecturer

**Prof. Dr. Gordon Müller-Seitz**

**Markus Kowalski, M.Sc.**

University of Kaiserslautern, Germany

E-Mail: [sic@wiwi.uni-kl.de](mailto:sic@wiwi.uni-kl.de)

Telefon: +49 (0) 631 205 5009

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### Selected publications

Sydow, J., Schübler, E., Müller-Seitz, G. 2016: Managing Interorganizational Relations – Debates and Cases, Palgrave.

Schübler, E., Müller-Seitz, G., Möslin, K., Grabher, G. (forthcoming): More than Meets and Greets, Special issue. Industry & Innovation.

### Curriculum Vitae

- Since 09/2014 Chair of Strategy, Innovation and Cooperation, Faculty of Business Studies and Economics, University of Kaiserslautern,
- Full Professorship of the Chair for Business Administration, with emphasis on Strategy, Innovation and Organisation, Mercator School of Management, University of Duisburg-Essen,
- Prior to that, engagements at different German universities and collaborations with different funding institutions (German Research Foundation, VolkswagenFoundation etc.) and for-profit corporations (e.g. Audi, BMW, Intel, T-Labs).

### Research specializations

- Strategic management, esp. managing interorganisational relations
- Urban Management
- Interorganizational Relations and Uncertainty
- Innovation Management
- Open Innovation
- Risk Management

### Course description

Students will be able to understand what organization internal factors contribute to the generation of creative ideas that are turned into successful innovations. What is more, students become aware of the different actors relevant for open innovation and the potential ways of interacting with them. Towards this end, the potential opportunities and challenges arriving from such open innovation processes are discussed.

### Basic-Literature for preparation

Tidd, J., Bessant, J. 2013. Managing Innovation: Integrating Technological, Market and Organizational Change. 5th ed., Chichester: Wiley.

Chesbrough, H. 2003. Open Innovation. The New Imperative for Creating and Profiting From Technology. Boston: Harvard Business School Press.

# The End of Management

## 3 ECTS

### Lecturer

**Patrick O'Leary, Ph.D.**

Associate Professor of Management  
St. Ambrose University, Davenport, Iowa  
olearypatrickf@sau.edu



### Selected publications

“Job Satisfaction of Physicians in Russia.” Journal of Health Care Quality Assurance.

“Impact of Mandatory Diversity Training on Collaboration.” Journal of North American Management Society.

„Role of Guanxi in Manager Commitment in China.“ In review at the Journal of Business Research.

### Curriculum Vitae

I've been a visiting professor at the University of Iowa for 7 years and have taught management and leadership courses at a variety of international institutions ranging from Duytan University in Vietnam to the Academy for National Economy in Moscow. Recently, I've spent longer periods at Vilnius University in Lithuania, the University of Kaiserslautern, and the Zagreb School of Economics and Management in Croatia. I consult with a variety of companies on change management.

I've also led a variety of graduate study tours to over a dozen countries to study management practices. These range from the UK and Italy to China and Singapore.

### Research specializations

My research interests are in cross-cultural management and the international dimensions of organizational behavior.

### Course description

The age of management is over but the tasks of managing remain. For too many companies the dominant orthodoxy is that one can't manage without managers. This class will explore inherited management orthodoxies and their impact on employee engagement and innovation. We will explore contemporary notions of 'work' and 'worker' and how forward-looking companies are creating new organizational forms that manage without a distinct management group. We will investigate how these 'post-managerial' companies replace the command and control hierarchy with webs of interdependence and accountability.

In tracing the evolution of 'management science,' the class will investigate what contemporary managers actually do and how they do it. It will profile future managers and workers and explore radically new models of managing by a variety of companies in diverse sectors and settings.

# Professional Presentation Techniques

**3 ECTS**

## Lecturer

**Thorsten Ohler, B.Sc.**

University of Kaiserslautern / Germany  
info@chartflipper.de



## Course description

Interactive workshop with lots of practice, video feedback and individual tips,

e.g.:

- *How to structure a presentation*
- *How to boost your charts*
- *How to engage everyone in the audience*
- *How to improve your standing and body language*
- *How to handle problems (e.g. stage fright, picking up the threads,...)*

## Curriculum Vitae

As a soft skill trainer, facilitator and engineer, Thorsten Ohler offers individual trainings, workshops and visualizations since 2013 on [www.chartflipper.de](http://www.chartflipper.de). In 2016 we're looking forward to offering a professional presentation training by [chartflipper.de](http://chartflipper.de) for the third time in a row.

## Research specializations

- *Presentation and Facilitation Techniques*
- *Creativity and Problem-solving Techniques*
- *Facilitation and Group Facilitation*
- *Visualization Techniques*

## Selected publications

MotivatiOMeter - Visualize your Progress!

Ikonografik - Visualization method just a few strokes

[www.chartflipper.de](http://www.chartflipper.de)

## Basic-Literature for preparation

There's a lot to learn from your own examples that you'll create during the training. If you want inspiration for things you can try out yourself, look at other people's presentations. A platform for presentation videos on interesting topics is [www.TED.com](http://www.TED.com).



# Management in Far-East Asia

## 3 ECTS

### Lecturer

**Prof. Dr. Hans-Peter Sonnenborn**  
*sic@wiwi.uni-kl.de*



### Curriculum Vitae

Prof. Dr. Hans-Peter Sonnenborn was born in Memmingen/ Bavaria and spent his youth and school years in Essen. After studying Economics at the University of Cologne and Pennsylvania State University, USA, until 1973, he started his professional career at the Federation of German Industry. Besides his occupational work, he continued studying and passed his doctoral examinations with a dissertation on attitudes of business interest groups towards the stabilization policy of the government in 1979.

Prof. Dr. Hans-Peter Sonnenborn joined the automotive industry in 1980 when he continued his career as an assistant to the CEO of Audi NSU Auto Union. At Audi, he worked in various executive positions in product planning, product-management, sales and marketing. From 1985 till 1995 he worked for BMW and in 1989 took on the position of President of BMW Japan. From 1996 to 2013, Prof. Dr. H.-P. Sonnenborn lectured in International Management at the Hof-University and the Catholic University of Eichstaett/Ingolstadt.

### Research specializations

- *Leadership*
- *Global Management, International Marketing*

### Selected publications

Einfluss Asiens auf die europäische Führungskultur, Co-Author: E. Sultanow, H.-P. Sonnenborn, S. Sultanow, in: Digitale Fachbibliothek Management und Führungspraxis.

Sustainability of Intercultural Communication in Business Management – An Empirical Approach using the Exam.

### Course description

We can state categorically that management and culture are interconnected. The cultural diversity of the region Far East Asia and Europa could not be greater. For centuries, there has been hardly any kind of reciprocal influence. The cultural area of Far East Asia is more or less (except for few specialists) alien to us.

Consequently, the lecture starts with the cultural foundations of this region. Students will be made familiar with these different cultural principles, understand the historical, cultural and economic development of Far East Asia, perceive the different management methods there, and will be able to compare both management systems.

Students are urged:

- To question the different management systems
- To understand the cultural context of different management approaches
- To evaluate different methods of different managerial proceedings

Students will come to realise that each culture offers specific advantages for their economic success. Students should be able to analyze the economic system.

### Basic-Literature for preparation

Kissinger, H. 2011. On China. New York: Penguin Press.

Sun T. On the Art of War: The Oldest Military Treatise in the World.

Hofstede, G. J., Pedersen, P. B., Hofsted, G. 2002. Exploring Culture. Yarmuth Maine: Intercultural Press.

Müller, S., Gelbrich, K. 2004. Interkulturelles Marketing. München: Vahlen.

# Optimization of Logistics Systems

## 3 ECTS

### Lecturer

**Prof. Dr. Daniele Vigo**

University of Bologna, Italy

Please contact Dominik Goeke for further information:

*dominik.goeke@wiwi.uni-kl.de*



### Selected publications

Daniele Vigo is author of more than 80 papers and book chapters published by the major journals and publishers in the field of Operations Research.

### Course description

The course is aimed at providing an overview of the quantitative methods that can be used to support the optimal design and management of modern logistics systems. Special attention will be devoted to the demand analysis and data procurement, to the design of logistic networks and to the optimization of long distance and local transportation of freights. Illustrative examples of models and algorithms will be treated by using general purpose and special solvers.

### Curriculum Vitae

- Daniele Vigo was born in Milano, Italy, on May 23, 1963.
- On March, 22nd, 1989, he gained an M.Sc. Degree in Electronic Engineering.
- On November 1, 1989, he started the Ph.D. program in Systems Engineering.
- On September 9, 1993, he successfully defended his doctoral dissertation “Algoritmi Esatti ed Approssimati per Problemi di Routing e di Scheduling” (Exact and Heuristic Algorithms for Routing and Scheduling Problems).
- On November 1, 1998 he was nominated Associate Professor of Operations Research at the Faculty of Engineering of the University of Bologna.
- On December, 2001, he obtained his habilitation and was appointed to the position of Full Professor.
- On January, 2004, he was nominated Full Professor of Operations Research at the 2nd Faculty of Engineering of the University of Bologna.
- Daniele Vigo is married and has two sons.

### Research specializations

- Design and analysis of Combinatorial Optimization problems
- Exact techniques, heuristic and metaheuristic techniques

# Introduction to Computational Intelligence

## 3 ECTS

### Lecturer

**Prof. Dr. Oliver Wendt**

University of Kaiserslautern / Germany

Please contact Dominik Goeke for further information:

[dominik.goeke@wiwi.uni-kl.de](mailto:dominik.goeke@wiwi.uni-kl.de)



### Selected publications

Schneider, M.; Stenger, A.; Goeke, D.: The Electric Vehicle Routing Problem with Time Windows and Recharging Stations. In: *Transportation Science*, 48 (4) 500 - 520.

Yike Hu, Oliver Wendt, Alexander Keßler: Agent-based Cooperative Optimization of Integrated Production and Distribution Planning. In: Hu, B.; Morasch, K.; Pickl, S.; Siegle, M. (Ed.): *Operations Research Proceedings 2010*; Springer Verlag, Berlin, Heidelberg, 2011, S.213-218.

### Curriculum Vitae

Prof. Dr. Oliver Wendt studied Business Administration at the Koblenz School of Corporate Management, at HEC Montréal and at USC Los Angeles.

After working as management consultant in the area of Airline and Hotel Yield Management, he joined Prof. Dr. Wolfgang König at the Chair of Business Information Systems Goethe Universität Frankfurt/Main. There he received his PhD in 1994 for combining Simulated Annealing and Genetic Algorithms into a hybrid heuristic yielding superior solutions for vehicle routing problems. Interrupted by an interim professorship at Ruprecht-Karls-Universität, Heidelberg (1999), Oliver Wendt stayed at Frankfurt University as a Post-Doc Researcher and Assistant Professor until his habilitation (2003) for his work on economic foundations of business informatics. After half a year as a visiting researcher at the International Computer Science Institute in Berkeley Oliver Wendt accepted the call to a full professorship at the TU Kaiserslautern in October 2004.

### Course description

For many assignment and permutation problems an exponential growth of the number of solutions prohibits the application of optimization algorithms known from Operations Research. Rather, literature and practitioners resort to the application of heuristics. Heuristics come with much lower computational effort but as a downside cannot provide a guarantee for the optimality of the solutions found. First, the course focuses on local search heuristics inspired by analogies to nature (Genetic Algorithms and Simulated Annealing) and Tabu Search and compares their applicability for different classes of planning problems. Furthermore, most decision processes do not only confront us with a high number of alternatives but also with uncertainty. We show how Machine Learning (Reinforcement Learning and Artificial Neural Networks) can address this uncertainty in complex decision processes.

### Research specializations

- Complex (and often stochastic) search and optimization problems in business
- Yield management
- Metaheuristics
- Distributed problems

# Leisure activities

## Wine-Festivals (Weinfest)

More than a thousand wine festivals take place every year in Germany's wine growing regions, from the largest wine event in the world to local festivals in charming villages.

Kaiserslautern is located in Germany's biggest winegrowing area. During the harvesting period in the summer, there are many traditional wine festivals taking place in every village in this area. Join a trip to one of the festivals and experience the unique atmosphere!



## Stuttgart

What is typical of Stuttgart? Cars: most people say Porsche and Mercedes, which is of course true. Stuttgart is renowned for its cars and its wine. After some thought, someone is bound to mention all the city's parks, from which Stuttgart has gained its reputation as the "city between forest and vineyards". Although Stuttgart is not on the waterfront, it certainly lies "on" the water. It boasts the largest mineral water deposits in Europe after Budapest, as witnessed by the fact that there are well over 250 springs within the urban area. Take part in a weekend trip to Stuttgart. Visit the impressive Mercedes Benz Museum and learn more about the popular German automobile manufacturer!



## Castles

Germany is famous for its castles, with their pasts filled with knights, dukes and the devastation of wars. The castles, which boast a rich history, have been restored to their former glory and, in some cases, are lived in by the families of the founders. Their treasures include historic artefacts, paintings and weapons.

There are lots of old historical castles and ruins that are worth a visit. Get to know more about German history, learn interesting facts, and see the setting of fairy tales!



## Nightlife / Club

The biggest club in Kaiserslautern is called “Nachtschicht”. It is located on top of the shopping centre “E-Center” close to the main station. It is open on Thursdays (“Lady’s Night”), Fridays and Saturdays. You can dance until 6 in the morning to different styles of music such as Hip Hop or House on different floors. From time to time there are theme parties with special prices.

Additionally, there is a number of smaller clubs in Kaiserslautern, playing different styles of music on different days.

- Pflaumenbaum
- Golden Club
- Foxy Club
- Underground
- Markthalle

Timetables including actual events and parties can be found on the following websites:

<http://www.citydisplay.de>

<http://www.gesichterparty.de>

## AStA summer party

This festival is one of the main events taking place during the summer term (usually in June) directly on campus. It starts in the afternoon and provides a wide variety of foods, drinks and music being played on several stages. You can find Japanese sushi, Spanish sangria and many other specialties from different countries. This event attracts thousands of people from beyond the university community and is spread across the whole university campus.

## University parties

During the term, university parties take place almost every Thursday night, most of them usually on the ground floor of building 46 or in the Kramladen. Not only is the admission fee quite low (less than 5€), beer and other drinks are also offered at very affordable prices. The music is diverse; you will find a band playing live music, Hip Hop, German songs, House etc. Sometimes parties have a special theme, such as the beer garden (Biergarten) for example. These events open their doors at 9 p.m. but rarely get going until 10.30 p.m. and run all night long.

Do not be afraid, you will not miss any of them, since there is always a huge advertisement in the entrance area of the cafeteria building.



# Organizational matters

## Arising Expenses

**Student status (approx. 250€) includes:**

- Student ID-Card
- Free public transport in and around Kaiserslautern (bus and train)
- Computer/Internet and printer usage (200 pages per month) on campus
- Reduced prices for meals on campus

## Housing:

Approx. 250 - 350 euros monthly rent and 300 refundable deposit - housing most of the time on campus.

The International Office of the Faculty of Business Studies and Economics can help you to find accommodation. Usually, it is a room in a shared flat including furniture (bed, wardrobe, desk and shared kitchen and bathroom). You will get the deposit (you have paid in advance) back after you have left your room without any complaints.

The Summer School of the Faculty of Business studies and Economics is supported by the Ursula & Dieter Haaß Stiftung.

**Ursula & Dieter  
Haaß  
Stiftung**

## Your Application

### Application Deadline

**28<sup>th</sup> of February 2017**

### Required Documents

- Application Form (Download)
- Learning agreement
- Course Selection Form
- Transcript of records

Please send all the documents listed above to Mrs. Nicole Vuithier at the Department of International Affairs (isgs) of the University of Kaiserslautern via mail or post.

Only complete applications submitted within the application deadline can be accepted. Please keep in mind the deadlines for application.

### Contact:

Nicole Vuithier  
Social & Advisory Services  
for international students & researchers;  
Inquiries & Application: international Programs  
Gottlieb-Daimler-Straße 47, Room 626  
67663 Kaiserslautern  
Tel.: +49 (0)631 205 5515  
E-Mail: [vuithier@isgs.uni-kl.de](mailto:vuithier@isgs.uni-kl.de)

# Contact

## International Office of the Faculty of Business studies and Economics

### Supervisor



Prof. Dr. Gordon Müller-Seitz

**Contact:**

Room 42-140

Tel.: +49 (0) 631 205 5009

E-Mail: [international@wiwi.uni-kl.de](mailto:international@wiwi.uni-kl.de)

### Administration



Dagmar Schwarzer

**Contact:**

Room 42-140

Tel.: +49 (0) 631 205 5009

E-Mail: [international@wiwi.uni-kl.de](mailto:international@wiwi.uni-kl.de)

### Exchange Coordinator



Dipl.-Kfm.-tech.  
Stefan Puderbach

**Contact:**

Room 42-136

Tel.: +49 (0) 631 205 3116

E-Mail: [international@wiwi.uni-kl.de](mailto:international@wiwi.uni-kl.de)

### Exchange Coordinator



Markus Kowalski, M. Sc.

**Contact:**

Room 42-137

Tel.: +49 (0) 631 205 5184

E-Mail: [international@wiwi.uni-kl.de](mailto:international@wiwi.uni-kl.de)

### Student Assistants

**Contact:**

Room 42-146

Tel.: +49 (0) 631 205 5010

E-Mail: [international@wiwi.uni-kl.de](mailto:international@wiwi.uni-kl.de)



Maximilian  
Heilmann, B.Sc.



Assel  
Kaipiyeva



Waldemar  
Martel



Kian  
Zangeneh

# Useful vocabulary

## General expressions

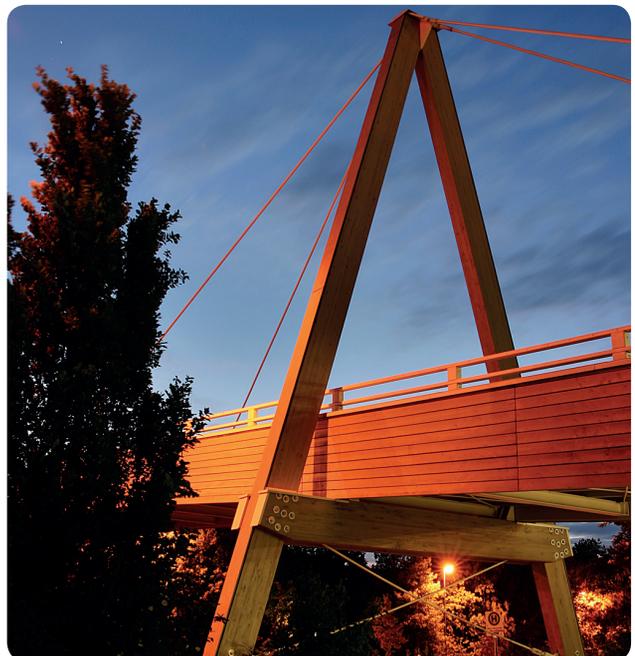
Yes	Ja
No	Nein
Maybe	Vielleicht
I don't know	Ich weiß es nicht
Please	Bitte
Thank you	Danke
Sorry	Entschuldige
Excuse me	Entschuldigen Sie
May I...?	Darf ich...?
Pardon?	Wie bitte?
I would like to.. ?	Ich möchte...
Have you got...?	Haben Sie..?
How much is..?	Wie viel kostet..?
I (don't) like this.	Ich mag das (nicht).
Good	Gut
Bad	Schlecht
Open	Offen
Closed	Geschlossen
Broken	Kaputt
Doesn't work	Funktioniert nicht.
Help!	Hilfe!
Caution!	Vorsicht!/Achtung!

## Date & Time

Monday	Montag
Tuesday	Dienstag
Wednesday	Mittwoch
Thursday	Donnerstag
Friday	Freitag
Saturday	Samstag
Sunday	Sonntag
weekday	Werktag
Holiday	Feiertag
Today	Heute
Tomorrow	Morgen
Yesterday	Gestern
Hours	Stunden
Minutes	Minuten
Day	Tag
Week	Woche
Month	Monat
Year	Jahr
What time is it?	Wie viel Uhr ist es?
Three o'clock.	Drei Uhr.

## Welcome & Goodbye

Good morning	Guten Morgen
Good afternoon	Tag
Good evening	Guten Abend
Good night	Gute Nacht
Hello	Hallo
Goodbye	Auf Wiedersehen
Bye	Tschüss
My name is ..	Ich heiße..
What's your name?	Wie heißt du? Wie heißen Sie?
I'm from...	Ich komme aus...



## To go

Left	Links
Right	rechts
Straight ahead	Geradeaus
Back	zurück
Near	Nahe
Far	weit
Entrance	Eingang
Driveaway	Einfahrt
Exit	Ausgang/Ausfahrt
Departure	Abfahrt/Abflug
Arrival	Ankunft
May I take a picture of you?	Kann ich ein Bild von Ihnen mache?
Where is..?/Where are..?	Wo ist.. ?/ Wo sind..?
Toilets	Toiletten
Ladies	Damen
Gentlemen	Herren
Bus	Bus
Tram	Straßenbahn
Underground	U-Bahn
Taxi	Taxi
Parking place/ Car park	Parkplatz/Parkhaus
Street map	Stadtplan
Map	(Land-)Karte
Station	Bahnhof
Harbour	Hafen
Airport	Flughafen
Schedule	Fahrplan
Ticket	Ticket
Train	Zug
track	Gleis
Single	Einfach
Return	Hin und zurück
I would like to rent..	Ich würde gerne... mieten.
Car	Ein Auto
Bicycle	Ein Fahrrad.
Petrol station	Tankstelle
Petrol/Diesel	Benzin/Diesel
Breakdown	Panne
Garage	Werkstatt

## Food & Drink

Could you please book a table?	Können Sie bitte einen Tisch reservieren?
May I have... ?	Kann ich bitte ... haben?
Knife	Messer
Fork	Gabel/
Spoon	Löffel
Salt	Salz/
Pepper	Pfeffer/
Sugar	Zucker
Vinegar	Essig/
Oil	Öl
Milk	Mich/
Cream	Sahne/
Lemon	Zitrone
Ice	Eis
With/ without gas	Mit/ ohne Kohlensäure
Vegetarian	Vegetarier
Allergy	Allergie
May I have the bill, Please?	Kann ich bitte die Rechnung haben?
Invoice	Rechnung
Receipt	Quittung

# Frequently Asked Questions (FAQ)

## Who can I contact?

The team of the International Office of the Department of Business Studies and Economics can help you with every question. You can reach us during our office hours every Monday to Thursday from 10 a.m.-12 a.m. or by e-mail: [international@wiwi.uni-kl.de](mailto:international@wiwi.uni-kl.de)

## When is the application deadline?

You can send us your complete application until February 28th 2015. You can find the application form on our homepage: <https://international.wiwi.uni-kl.de>

## Do I need special qualifications?

No, you don't need any special qualifications.

## Do I have to be able to speak German?

No, every course will be taught in English. But you will have the opportunity to participate in a German language course.

## Which qualifications can I gain?

You will get the ECTS points for your courses as well as a certificate of attendance.

## Do I need a visa to study at the summer school?

You do need a visa if you are coming from outside of Europe. Therefore, we will give you an acknowledgment of your stay.

## Do I need to do any reading before the course starts?

No, but you should catch up on the general information about the rooms, time, etc.

## Do I have to take the exams? Will I still get a certificate if I don't?

If you don't take the exams, you will get a Letter of Participation but no transcript of records.

## How will I receive my transcript?

You will receive it per post.

## Will I have full access to the library and its facilities? Are computer workstations available for Summer School students?

You will get a Student ID-Card, which gives you full access to the library, canteen and local transport. Free Wi-Fi is available throughout the whole campus and you can utilize the PCs on the RHRK.



# BUSINESS STUDIES AND ECONOMICS

Kaiserslautern



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International Office  
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