ISSS 2015
19th International Summer School
Schmalkalden

International Economics and Cross-Cultural Management

1 - 19 June 2015
University of Applied Sciences Schmalkalden, Germany

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INTRODUCTION

The International Summer School Schmalkalden focuses on the challenges confronting the world economy under the conditions of cross-cultural management.

The second millennium ended by bringing a truly global dimension to economic activity: the prerogative of the market extended its reach even to those countries which had resisted it for decades; the well-advanced internationalisation of economic relationships has resulted in significant interdependence between regions and countries. It has also led to an increasing integration of previously peripheral societies into the world economy. Matching these empirical trends, theories of 'globalisation' have grown to influence academic and public policy circles since the end of the Cold War. According to this emerging orthodoxy, long-standing conditions of time, space and territoriality have been transformed, or even made obsolete, by world-wide trends.

The third millennium has begun in the realisation that world-wide economic activity does not necessarily involve a growing similarity between systems of economic governance and business practices, even though multinational companies and the free flow of capital around the globe has continued to increase in importance. Instead, inherited tradition and cultural difference are said to play a more important role than ever before as global trade and investment bring once nationally orientated economies and firms into intimate contact and therefore intense competition with one another. These developments make the role of contrasting and sometimes conflicting cultural value systems highly relevant in two regards: The first is that differing approaches to the means and purposes of economic activity deriving from non-Western philosophies and cultures have consequences for the way in which countries understand their role in the international economy. The second is that individual firms interested in expanding their activities to countries where 'Western' technocratic rationalism is confronted by religious-based value systems (e.g. Hinduism, Buddhism, Confucianism, Christianity or Islam), have to be able to adjust their market-entry, negotiating and trading strategies to 'fit in' with local conventions and sensibilities.

The challenges of the new economic reality do not stop there. The enormous increase in international financial transactions, especially on the currency markets, over the
past decades has been one of the clearest indications of the interconnected nature of today’s world economy. Financial crises, for example, are no longer limited to one country, or continent, but instead they can have global implications. At the same time international capital flows and international trading act as a motor for further globalisation which links the fates of the richest and poorest economies. The developed democratic states face competing and possibly contradictory demands which are the creation of appropriate conditions for economic growth in global markets (flexibility) versus the maintenance of social cohesion (regulation). The ever-more integrated world economy is also made to be responsible for global ecological damage, financial and economic instability, starvation and mass migratory pressures, and the gap in wealth and health that separates the rich West from the poor rest.

Guest professors from different countries and continents are invited to give us their views on these issues. The variety of countries and cultures represented by our international students provides a timely and unique opportunity to investigate the impact of contrasting cultural-religious value systems on international business. Our goal is that students participating in the ISSS will be offered, and be able to develop through the exchange of perspectives and experiences, detailed knowledge and understanding of the complex and interwoven challenges facing economies and firms in the new millennium. In addition, the growing importance of religious values and their economic implications will be examined in multicultural classes and they will develop the students’ cross-cultural abilities to prevent Huntington’s “clash of civilizations”.
Cultural Programme

While staying in Schmalkalden, the visiting students will have the opportunity to participate in the following tours and events at no additional cost.

Tour of Schmalkalden (Tuesday, 2 June, 16:45 - 17:30)

Schmalkalden is one of the oldest and most beautiful towns in Thuringia, situated between steep, romantic hills and woods. The town was first officially mentioned in 874 and has had an eventful history since then. In 1531 the Protestant nobility formed the 'League of Schmalkalden' against the emperor Charles V. Subsequently Martin Luther published the ‘Schmalkalden Articles’, one of the founding documents of the Protestant religion, here in 1537.

Schmalkalden is on the 'German Timber-Framed Houses Trail'. The listed buildings in the historic town centre are particularly attractive, with their air of medieval romance, as is the late-gothic town church of St. George and the Wilhelmsburg Castle. This is the only Hessian castle in Thuringia and was built between 1585 and 1590. It exhibits wonderful wall paintings and stucco work. In the castle church there is a small, still playable organ, which counts among the most impressive listed musical instruments north of the Alps.

Opening Ceremony (Tuesday, 2 June, 18:00 - 22:00)

This is a welcoming get-together and introduction to the Summer School followed by a buffet reception in the historic surroundings of the 500 year old Wilhelmsburg Castle.
**Disco Party (Tuesday, 2 June, 22:00 - 2:00)**

This party will be organised by the Schmalkalden Students’ Club and will take place in the Students’ Union Building on campus.

**Berlin Weekend (Friday, 5 June - Sunday, 7 June)**

As the capital of Prussia, Bismarck’s Reich, the Weimar Republic, Hitler’s Third Reich, the German Democratic Republic and now the new united Germany, Berlin looks back on a fascinating history of unparalleled complexity. For the four decades after World War II, Berlin was at the centre of the Cold War clash of ideologies between West and East and was most famous for the Wall dividing the city – the starkest expression of the iron curtain cutting Europe in two. Berlin was unofficially reunified in November 1989, when the East German government, unable to resist the massive anti-government demonstrations and civil unrest, opened the border. Official reunification came the following year, and in June 1991, the German parliament voted to make Berlin once again the German seat of government. In the following ten years, the city underwent a major transformation as the neglected eastern part was slowly brought up to western standards. The massive construction programme necessary for Berlin’s new role is eradicating the divisions caused by the wall. With a population of 3.4 million, Germany’s capital city is also its largest and has a cultural and social life to match. Famous landmarks and other attractions of interest include:

![Brandenburg Gate](image)

The Brandenburg Gate, Berlin’s only remaining city gate, is the true symbol of the city. The city gate also became symbolic of the division of the city because it was situated
in the no-man's land just behind the wall. After the fall of the Wall, the Gate was reopened on December 22, 1989.

The Reichstag is one of Berlin's biggest crowd-drawers and it is the seat of the German Bundestag or federal parliament and. It has also recently received a new dome. Its colourful past reflects the turbulence of German history since the 19th century.

Unter den Linden: Berlin's magnificent boulevard, the centrepiece of the Old Berlin, leads from Pariser Platz at the Brandenburg Gate to the Schlossbrücke. Unter den Linden was originally a bridle path that led from Berlin Palace to Lietzow, later Charlottenburg, and then on to Spandau in the year of 1573. From the year of 1701 the Linden became increasingly built up to mirroring the rising splendour of the monarchy and the new architectural style.

Museum Island: The consort of museums found on Museum Island is a unique cultural inheritance, which unites five important museum buildings into a heterogeneous but harmonic ensemble on the River Spree. The Island has recently become a UNESCO World Heritage Site.

Gendarmenmarkt: This is one of the most beautiful squares in Europe – a must for every tourist. Here the Deutscher Dom (German Cathedral), the Französischer Dom (French Cathedral) and the Konzerthaus create a beautiful architectural ensemble.

Nikolaiviertel: With its winding medieval lanes and countless bars and restaurants, the Nikolaiviertel is one of the most popular tourist attractions in Berlin.
The Fernsehturm: (television tower) This is the highest building in the city and is one of Berlin's main attractions. Its total height is 368 meters and the viewing platform is at a height of 203 metres.

Alexanderplatz: This is the most famous square in Berlin. Its present appearance dates from the construction of the East German city centre between the years of 1966-71.

Potsdamer Platz: This is symbolic of the New Berlin. Both Berliners and tourists are drawn to the Platz to pass the time because it has lovely mix of restaurants, shopping opportunities, theatre and 3-D cinemas. The former Postdamer Platz, once the busiest junction in Europe, is only a small part of the site now bearing its name.

Checkpoint Charlie: Numerous legends and spy stories are told about Checkpoint Charlie. The former border crossing point between East and West Berlin was the place where Soviet and American tanks stood face to face after the construction of the Wall in 1961. Today, a border sign and a soldier's post commemorate the checkpoint. The museum Haus am Checkpoint Charlie relates the history of the Wall.

The Kurfürstendamm: Quoted as being a “capitalism’s shop window” while Berlin was divided, is still the city’s showpiece boulevard and is popular among Berliners and visitors alike. From the Gedächtniskirche, it stretches for 3.5 km right out to Halensee, where the exclusive villa districts of West Berlin begin. In the lively upper part of the Kurfürstendamm and its extension, Tauentzienstraße, there are countless department stores and high fashion retail stores.
“Midnight-Sun” Lecture
(Monday, 8 June, 20:00 - Tuesday, 9 June, 6:00)

During one of the shortest nights of the year we offer a “Midnight-Sun” Lecture for you. Prof. Dr. Robert Richert, University of Applied Sciences Schmalkalden, will present the topic “Asian Economies”. After having studied some informative material the week before, during this night we will have an interactive lecture about the most dynamic economic area in the world. On the one hand you have to take an exam between the unusual time of 4:30 a.m. and 5:30 a.m., on the other hand you can enjoy a hot pizza and cold drinks around midnight. If weather conditions allow, this lecture will be held in the Thuringian forest. We will not be spoiled by any Power-Point presentations or artificial light, instead we be able to “breathe” pure nature, to observe the sunset, the moon, the Venus, plenty of stars, the milky way and later the sunrise accompanied by a concert of birds. This will be an unforgettable night, we hope. Do not forget to take WARM CLOTHES with you.

Graduation Ceremony (Friday, 12 June, 18:00 - 22:00)

The Graduation Ceremony of the faculty’s graduates takes place in the chapel of Wilhelmsburg Castle. Do not miss your last chance to eat an original Thuringian sausage at the reception in the courtyard.

Tour of Weimar and Erfurt (Saturday, 13 June, 10:30 - 21:00)

Despite its modest size (population: 62 000), Weimar is associated with some of the most important developments in German cultural and political history. In the 18th Century the town became a centre of German classicism with the presence of the writers Goethe, Schiller, Herder and Wieland. Previously, Luther and Bach had lived
and worked there. In the 19th Century many prominent musicians, including Franz Liszt, and numerous artists were attracted to the town. The famous Bauhaus school of art and design was founded there in 1919, and in the same year the German National Assembly met in Weimar to provide Germany with its first republican and democratic constitution. Weimar also has a negative association with the Nazi period because in 1937 the infamous concentration camp Buchenwald, where 65,000 people were murdered, was established on the outskirts of the town. The former camp now houses an extensive museum.

![National Theatre in Weimar](image)

Besides the famous National Theatre founded in the 18th Century and the Bauhaus museum, one can visit the Schiller and Goethe houses in which the respective poets lived and worked. There is also a palace housing national and international art collections that range from the middle ages to the present day. The town centre is characterised by the presence of numerous historic buildings exhibiting contrasting architectural styles. On account of its rich cultural heritage, Weimar was named as the 1999 European City of Culture, and the city celebrated with a range of special events and exhibitions.
**Tour of Wartburg Castle (Sunday, 14 June, 10:30 - 17:00)**

The Wartburg, a UNESCO world heritage site, is one of Germany's most interesting and famous castles, founded according to legend in 1067. The castle served not only defensive purposes but was also a seat of government for the surrounding area. In the early 13th Century, the Wartburg is said to have staged a competition between the famous “Minnesänger” (singers of romantic ballads). Their “singers’ war” is the subject of Wagner's “Tannhäuser” opera.

Martin Luther, who had been found guilty of heresy and made an outlaw, sought sanctuary in the Wartburg and was resident in the castle from 1521-22 under the protection of Prince Friedrich the Wise. It is here that he translated the New Testament into German and thus made a decisive contribution to the development of modern standard German. The Wartburg's historical and political importance also derives from its hosting of a meeting of the ‘Burschenschaften' in 1817, which is considered an important step towards the founding of the German Reich in 1871. The castle contains numerous artistic, cultural and historical exhibitions. One can also visit the room where Luther lived and worked, which is virtually unchanged since the time when Luther was there.

Eisenach was once the residence of the Dukes of Thuringia. The town lies on the north-west fringe of the Thuringian Forest at the foot of the Wartburg Castle. The town is associated with such famous people as Walther von der Vogelweide, Martin Luther, Johann Sebastian Bach, and Fritz Reuter. From 1150 onwards, the town developed into the political and intellectual centre of Thuringia. The old town market place with numerous remarkable buildings, the baroque castle, the Bach house, the Burschenschaft monument and the car museum is definitely worth seeing.
12th Schmalymics (Tuesday, 16 June - Thursday, 18 June)

The annual “Schmalymics” have taken place in Schmalkalden since 2004. Track and Field, Swimming, Triathlon, Soccer, Basketball, Beach Volleyball, Tennis, Table Tennis, Badminton, Bowling, Spinning and “Beerathon” are the core elements of the programme. International teams will compete in the afternoon and relax in the evening during three open-air concerts on campus.
## Lecturers and Modules

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<th>UNIVERSITY</th>
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<td>Southeast Missouri State University, Cape Girardeau, USA</td>
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<tr>
<td>Prof. Dr. Willie Redmond</td>
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<tr>
<td>Universidad Panamericana Mexico City, Mexico</td>
<td>Prof. Dr. José Luis Vallejo García</td>
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<td>Universidade Federal de Minas Gerais, Belo Horizonte, Brazil</td>
<td>Prof. Dr. Gary Chittick</td>
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<td>University of Applied Sciences Schmalkalden, Germany</td>
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<td>University of Applied Sciences Schmalkalden, Germany</td>
<td>Prof. Dr. Robert Richert</td>
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**Cost**

Participation in the ISSS costs **Euro 900.** This fee **INCLUDES:**

- Lecture programme comprising all modules
- Certificates for all successfully passed modules
- Accommodation during the period of the ISSS (Monday, 1 June, - Friday, 19 June); please, keep in your mind that arrival before Monday, 1 June, and departure after Friday, 19 June, are not possible due to limited accommodation in Schmalkalden.
- Cultural programme:
  - Tour of Schmalkalden (Tuesday, 2 June)
  - ISSS Opening Ceremony in a medieval castle, including barbecue and beverages (Tuesday, 2 June)
  - Disco Party in the Students’ Club (Tuesday, 2 June)
  - Transport to and from Berlin plus accommodation in Berlin during the 3-day Berlin trip (5-7 June)
  - Midnight-Sun Lecture in the forest, including one hot “midnight pizza” and cold drinks (8-9 June)
  - Graduation Ceremony in a medieval castle, including barbecue and beverages (Friday, 12 June)
  - Full-day tour to Erfurt, Thuringia’s capital, and Weimar, “European Cultural Capital” in 1999 (Saturday, 13 June)
  - Tour to Wartburg Castle (Martin Luther’s former living place), UNESCO World Heritage Site (Sunday, 14 June)
  - Schmalympics Opening Ceremony (Tuesday, 16 June)
  - Schmalympics sports events (16-18 June)
  - Open-air concert on campus (Tuesday, 16 June)
  - Disco Party on campus (Wednesday, 17 June)
  - Open-air concert on campus (Thursday, 18 June)
  - Fireworks on campus (Thursday, 18 June)
ACCOMMODATION

You will be accommodated in the university’s dormitory or with students / local families or in guesthouses (multi-bed rooms). In Berlin you stay in a hostel.

CONDITIONS OF ADMISSION

- You are a student of Economics or Business Administration with at least a basic knowledge of International Business and Economics.
- You are able to understand and actively participate in lectures in English.
- Please, contact the International Office of your home university. The International Office should mail the list of applicants to isss@fh-sm.de and in copy to r.richert@fh-sm.de until 28 February 2015.
- The participation fee of Euro 900.- should be transferred in full by 31 March 2015 to the following bank account:
  Payee: Fachhochschule Schmalkalden
  Bank: Hessische Landesbank
  Bank's place: Erfurt (Helaba, Landesbank Hessen-Thüringen, Girozentrale, Bonifaciusstrasse 16, 99084 Erfurt)
  BIC: HELADEFF820
  IBAN: DE24820500003004444349
  Purpose code: 8938 53301 0480
  Purpose: ISSS 2014, (plus STUDENT’s NAME!)
  (Net) amount: Euro 900.- (Keep fees in your mind!)
- All students must register on Tuesday, 2 June, 9:00, room C 201 (building C: "Wirtschaft").
- You have to show your obligatory health insurance police and your student ID card at the registration on 2 June.