

good afternoon
bonjour
buenos días
Grias di
dobry den
Guten Tag

Hochschule Rosenheim
University of Applied Sciences



**International
Office**

The Influence of Culture on International Business

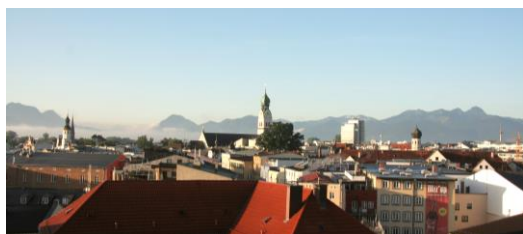
CIDD International Student Conference, 22nd – 24th of May 2017

Rosenheim University of Applied Sciences, Germany

The Program

This intensive program has been designed for international business students and aims at giving them a first-hand insight into the influence of culture on international business. Invited are students from CIDD member schools, cf. CIDD – Consortium of International Double Degrees, <http://www.cidd.org/>. The working language is English.

Program participants and Rosenheim UAS students will learn about dimensions of national culture, human rights in a global context, as well as key tasks for global managers. Cultural and social activities add value to the program, provide a unique insight into German society and culture, and make this stay an unforgettable experience.



Rosenheim University of Applied Sciences

Located in Bavaria within a unique landscape of mountains, forests and lakes, Rosenheim is an attractive place to study in one of Germany's most beautiful regions.

Students from abroad will stay in youth hostels or hotels in Munich and Rosenheim. Program participants have to bear their own costs for travel, accommodation and meals, and take out adequate travel insurance to cover

the period of their travel and stay in Germany. Hostel recommendation in Munich to be booked individually by each participant: <http://muenchen-neuhausen.jugendherberge.de/en/Portrait>.

The CIDD International Student Conference is supported by Rosenheim University of Applied Sciences and the CIDD Consortium. Thus, the registration fee is EUR 100 only (excl. travel, travel insurance, accommodation and meals), and includes the guided city tour on Monday, the international student reception on Tuesday, as well as the program and farewell dinner in Munich on Wednesday.

Rosenheim is easily accessible by train and plane with Munich International Airport. From Munich City Center it takes approximately 40 minutes to get to Rosenheim by train.

Getting to Rosenheim: <http://www.fh-rosenheim.de/en/home/information-for/studierende/leben-in-rosenheim/bus-bahn-co/>.

How to apply

There is only a limited number of places available for this conference. Participation is exclusively for students from CIDD partner universities. Participation is allocated on a "first comes first served" basis. Please fill in the attached registration form and send it until 24th of February 2017 via e-mail to international@fh-rosenheim.de.



More information about Rosenheim University of Applied Sciences:

→ www.fh-rosenheim.de/international.html

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Program CIDD Student Conference 2017

Monday, 22.05.2017

Morning (10:00 – 12:00)

Lunch break (University Restaurant)

Afternoon (13:00 – 14:30)

Coffee break

Afternoon (15:00 – 16:30)

Late Afternoon (17:30 – 19:00)

Tuesday, 23.05.2017

Morning (10:00 – 11:30)

Lunch break (University Restaurant)

Afternoon (13:00 – 14:30)

Coffee break

Afternoon (15:00 – 16:30)

Late Afternoon (17:00 – 18:30)

Wednesday, 24.05.2017

Morning (10:00 – 13:00)

Afternoon (14:00 – 17:00)

Evening (18:00 – 20:00)

Introduction / Workshops / Rosenheim Visit

Arrival at Rosenheim / Registration & Presentation Round
Introduction to CIDD International Student Conference

Workshop *Dimensions of National Culture* / Prof. David Doerring

Lecture on Geert Hofstede, Dimensions of National Culture, followed by groupwork on national cultures, differences and similarities

Workshop *Further Globalization or a Return to the National Focus* / Prof. Stephan Hornig

Lecture and discussion on globalization issues and national challenges

Guided city tour in Rosenheim

Workshops / Group work / Student Reception

Workshop *Human Rights in a Global Context* / Prof. Nils Rauhut

Discussion on several case studies that involve tensions between cultural traditions and human rights and possible ways of solution

Workshop *The Global Manager* / Prof. David Doerring

Lecture and discussion on key tasks of management and skills needed by managers entering a global market place

Workshop *Guns and the Death Penalty* / Prof. Karen Sauls

Brief lecture and discussion comparing various laws across nations and how (or if) these various laws impact business

International Student Reception & Get together

Company Visit Munich / Social Program

Company Visit / BMW Group / www.bmw-welt.com/en/
Social program / Sightseeing tour / Munich Highlights
Farewell dinner in a Bavarian-style restaurant



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