

The Winter University Programme

The Winter University Programme is organised by Hochschule Darmstadt, one of the biggest Universities of Applied Sciences in Germany. During this 3-week intensive English programme, scientific knowledge will be enhanced by practical learning with hands-on experiences. The offered courses provide students with the opportunity to extend their network and establish valuable contacts for their future career.

Modules

(Students can choose between two modules)

International Marketing and Sales

This module deals with the growing importance of Marketing Management for the success of a product and the company. Students will learn how to manage complex international marketing concepts. Different requirements of B2B and B2C customer segments, various industries as well as of selling services or products are considered in this module study.

Between Poverty and Conservation: Socio-Economics of Smallholder Farming in the Tropics

Based on real-world research data, students learn to integrate social science and micro-economics concepts and methodology. Specifically, livelihood choices of smallholder farmers living at the edge of national parks in countries such as Indonesia, Madagascar, or Chile are studied. Insights are applied to assess policy options.

The programme includes

- Academic seminars, project work and lectures
- Hands-on experiences in labs & during field trips
- New Year's Trip to Berlin
- Sightseeing and other cultural activities
- An international and intercultural classroom
- Instruction by professors, practitioners & other experts
- German language course
- 6 ECTS-credits in total

Why Darmstadt?

Darmstadt, also known as the "City of Science," is home to several scientific institutions, universities and high-technology companies. The city is rich of old art nouveau establishments, such as the Mathildenhöhe. Darmstadt is located in the vibrant metropolitan Rhine-Main area, right next to Europe's financial centre Frankfurt/Main and within easy reach of many major European cities.



Programme fee

Early-bird-fee: 1.790 € for applications received before September 1, 2018

Regular fee: 1.990 € for applications received after September 1, 2018

Application deadline: November 1, 2018

Students from partner universities might be eligible for a tuition waiver. Please contact the programme coordinator for more information.

The package fee includes

- Accommodation
- Tuition and course related activities
- Excursions
- Lecture material for all seminars
- Cultural & leisure activities
- Public transportation within Darmstadt
- Health, accident, and liability insurance

For more information, please visit our website:

<https://wup.h-da.de>

Winter University Team

Academic Directors Marketing Module

Prof. Dr. Matthias Neu

Dr. Gerald Reckert

Academic Director Social Sciences Module

Prof. Dr. Jan Barkmann

Programme Coordinator and Contact

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International Office

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The logo for h_da, consisting of the lowercase letters 'h_da' in a bold, black, sans-serif font.

International Winter University Programme 2019

- International Marketing and Sales
- Between Poverty and Conservation:
Socio-Economics of Smallholder
Farming in the Tropics

December 29, 2018– January 19, 2019