MBS Summer School 2027 | Module 1:
Doing Business in Germany – Mindset and Market Dynamics in Europe's Largest Economy

Content:

This module provides participants with a comprehensive overview of doing business in Germany, exploring the cultural, economic, and policy-related factors that shape the German business environment. Through interactive sessions, business cases, and discussions, participants will gain insights into Germany's regulatory framework, business culture, communication styles, and key industry trends. In addition, the module examines the specific German mindset, financial behavior, regional differences, social characteristics, and consumer behavior that influence both corporate practices and market dynamics.

The module emphasizes practical application, enabling participants to connect theoretical understanding with real-world business scenarios. By the end of the module, participants will work in teams to develop and present a market expansion strategy for a given company seeking to enter or grow within the German market. This final project will demonstrate their ability to analyze market opportunities, navigate cultural differences, and develop actionable strategies tailored to the German context. These skills will, while having been developed with a focus on the German market, be relevant to participants within a broader international context.

Learning Outcomes

By the end of this module, participants will be able to:

- Understand the key cultural dimensions influencing business practices in Germany.
- Identify major economic, political, and regulatory factors affecting market entry.
- Evaluate market opportunities and challenges for foreign businesses in Germany.
- Develop and present a comprehensive market expansion strategy tailored to the Germany business environment

Prerequisites:	A basic understanding of business foundations is helpful
Contact hours:	30
ECTS:	3
Form of assessment:	Group Presentation and Mandatory Attendance
Duration of module:	June 28 – July 02, 2027
Lecturer:	Alexander Pfisterer, Dr. Nina Landauer
Language:	English
Range of application:	Graduate and advanced undergraduate students