

We are going to Istanbul!

Project work with excursion to Istanbul
Winter Semester 2024/25 for Master Students

Topic: *Doing business at the interface of Turkey and Germany*

Objectives:



Teaching theoretical foundations of international management with focus on differences between Turkey and Germany



Deepening and transfer of the contents through lectures at Kent University and company visits in Istanbul



Applying lecture contents through project work and presentation



Strengthening German-Turkish intercultural exchange

Activities during student exchange time in Istanbul and Düsseldorf

Istanbul: 04. – 11. November 2024

Activities

Visit of Kent University in Istanbul with lectures by Turkish professors & local entrepreneurs and executives

Stay in hotel downtown next to Kent University (double rooms)

Local business activities, e.g. company visits

Lots of sightseeing in Istanbul with Turkish students and on own time

Düsseldorf: 02. – 09. December 2024

Activities

Local business activities, e.g. company visits in and around Düsseldorf together with Turkish Exchange students

Attending HHU lectures about topics relevant to a cultural exchange, such as cultural differences between Turkey and Germany, as well as geographical factors for competitive advantages

Sightseeing in and around Düsseldorf with Turkish students

We are going to Istanbul!

Project work with excursion to Istanbul in WiSe 2024/25

Organizational Notes:

- **When:** Winter Semester 2024/25
 - 04. – 11. November in Istanbul (departure from DUS Airport)
 - 02. – 09. December in Düsseldorf (HHU students also should attend Düsseldorf program and be a great host to our guests)
- **Credit:** 6 ECTS im Modul MQ07 for "Projektarbeiten"
- **Who:** 10 Master Students who can get credit for MQ07 (**BWL / Wirtschaftschemie**)
- **Costs for Istanbul trip:**
 - Student contribution per person: **200€**
 - Management Chair will cover all additional costs for hotel in Istanbul and flights. Other expenses for food and sightseeing need to be covered by the student (prices in Istanbul are relatively cheap and most students spent 150-200€ for the week)
- **Application:**
 - Short essay about motivation and why you should be picked (not more than 250 words, longer essays will not be considered)
 - State your Name, student ID, and current GPA in the top of the application document
 - Current transcript
- **Application deadline:** **So, 04.08.2024** (feedback 1-2 weeks later)
- **Application to:** Elvira Niebuhr: Elvira.Niebuhr@uni-duesseldorf.de

A short paper as well as attendance during the exchange are graded

Example: What will be graded

- **Project Paper on one of the following 3 topics. The Chair of Management will assign the topic to the individual student**
 - Textile industry in Germany and Turkey: historical competitive advantages of regional clusters and nations – a look back and forward
 - Automotive industry in Germany and Turkey: historical competitive advantages of regional clusters and nations – a look back and forward
 - A case study of international M&A: Cultural challenges and opportunities of Gorillas' takeover by Getir
- **Content requirements**
 - Apply at least one theoretical framework from management research (we will introduce frameworks and theories during lectures on Tuesday, 11.04.2023)
 - Cite at least 5 scientific articles or books
 - Web search and non-scientific sources and references are allowed (not Wikipedia)
 - We want to hear your own interpretation / opinion
- **Formal requirements:**
 - Structured essay form (no bullet points) in English language
 - 9-10 pages
 - First page must show: Headline, Name, student ID No., email address, date of submission, table of contents (list of headlines)
 - 1.5 line spacing (Zeilenabstand)
 - Font: Times New Roman, 12pt
 - Justified text (Blocksatz mit Silbentrennung)
 - Normal page margins (top, left, right: 2.5cm; bottom: 2cm)
- **Deadline:** 30.06.2023, 23:59, pdf-document submitted to gerrit.roemer@hhu.de

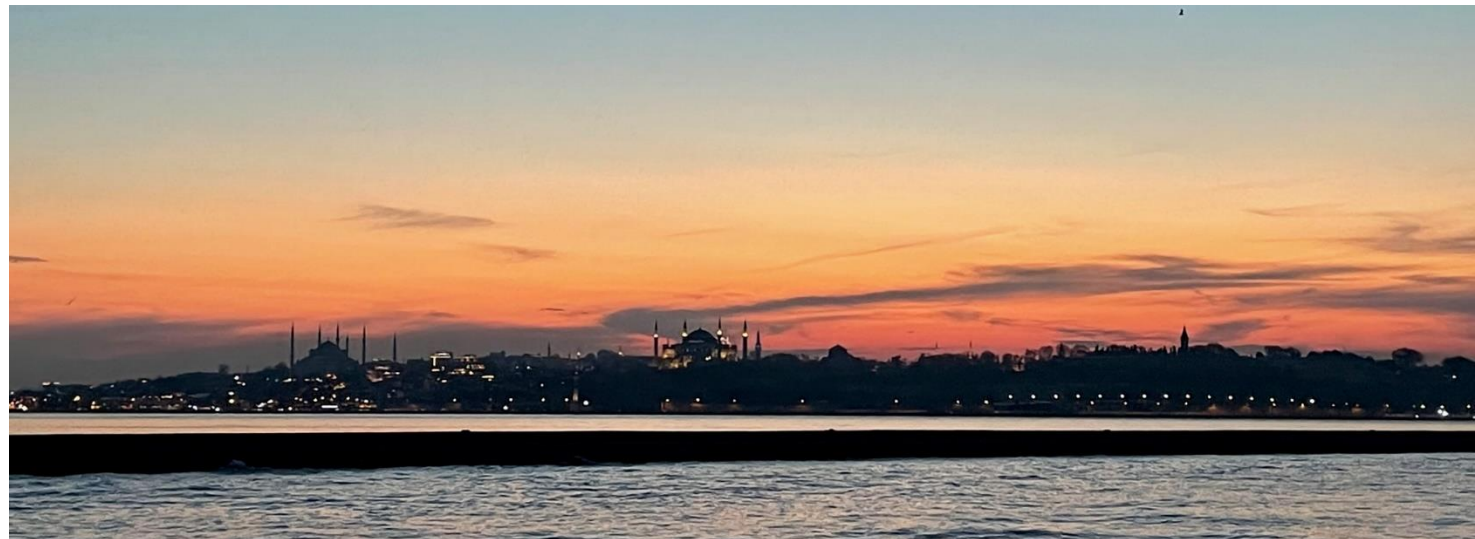
Example from last year. Paper topics and details can differ. More details during Kick-off (more info via email to accepted applicants)

50%

- **Attending official events** in Düsseldorf together with the Turkish students and in Istanbul are mandatory and part of the course. **They will be considered in overall grading** (we are mindful of and you can talk to us about other commitments/conflicts during the time in Düsseldorf, such as work or other mandatory courses at HHU)

50%

Impressions



Impressions: Voices of our last exchange students

The group was absolutely fantastic. All of the 10 German and 8 Turkish students got along very well and we became great friends!

Most of the Turkish students were never outside Turkey before. It is a great opportunity to make this first international experience for them as great as possible.

Best. Group. Ever! We'll stay close friends, and we are already planning a get-together.

Would recommend this to anyone!

The hospitality of the Turkish students was great! They accompanied us everywhere and put a lot of work into making the trip great for us!

Istanbul is an impressive city! It's great to take the ferry rides (which are super cheap) between the European and Asian side and explore the sights!

Food prices in Istanbul are lower than here and additional costs that occur during the time there are manageable (around 200€)

Flights and hotels are booked by Gerrit in advance, and detailed schedules for the exchange periods are provided – we just have to join and enjoy!

