



Professional Placement for the Future Leaders in Germany

in July/ August 2014.

In the following we present you the outline and proposal for the organization of such management training and placement in organizations. If you need some adaptation or changes please let us know.

For further questions please feel free to contact us anytime.

We are looking forward to an intensive and fruitful cooperation in the near future and the following years.

Yours sincerely

Harald Becker
Director International Relations

Janin Derya
Project Manager



Objectives of the Program

- § To give the participants insight in German and European Business Management Standards
- § To give the participants an opportunity to gain an initial impression of an industrial nation and an insight into the German culture
- § To enable participants to get an insight into German organizations

Program Outline and Activities

The DMAN Orientation Week for participants are divided into three parts

- § Seminars at Celle castle
- § Company Visits
- § Placement

Lectures

The first part will cover lectures on specific Management topics and Intercultural behavior. Participants will learn through training the latest developments in the European Union within their academic discipline or field of study. To ease the stay in Germany, participants will receive complementary intercultural communications training.

The second phase will give the students an insight into German companies operating in relevant fields by organizing Company Visits. Thanks to the unique DMAN network of corporate partners, we offer visits to a variety of multinational organizations, ministries, universities as well as private enterprises within the relevant fields of study.

The third phase of 3 weeks will be an internship Program in a German organization operating in relevant fields of the participants profile.

Organized Social Activities

Various events are organized during their stay. They include:

- Sightseeing in different parts of Germany, connected to the company visits



Schedule

- § 1 week Introduction/Training in at DMAN at Celle castle
- § 3 weeks Internship Program at various German organizations across north Germany
- § Follow-up and a farewell Graduation Ceremony with all host organizations at Celle castle at DMAN

Timeframe	Topics covered
Sunday	Individual arrival in German and individual planned transfer to location of Training in Celle, Germany Arrival in Celle, Germany <ul style="list-style-type: none"> § Check-in § Dinner and Get together with DMAN Project Manager
Monday	Seminar at DMAN (Celle Castle) Welcome Information Session at Celle Castle Presentation of the Program and the Placements Director for International Relations Harald Becker Guided City – tour through the historical heart of Celle
Tuesday	Seminar at DMAN (Celle Castle) Intercultural Communication <ul style="list-style-type: none"> § Cultural Differences between Germany and China § Cultural Differences in Europe § Skills to Intercultural Communication Lunch at DMAN cafeteria Free time / Dinner (individually)



Wednesday	<p>Seminar at DMAN (Celle Castle)</p> <p>Innovation Management</p> <ul style="list-style-type: none"> § Innovation Management § Strategic Innovation Management § Strategic Innovation Management § Operationalization of Innovation Management Strategies § Case Study/ Practical Example <p>Free time / Dinner (individually)</p>
Thursday	<p>e.g. Company Visit to Sennheiserelectronic GmbH & Co. KG</p> <p>Introduction to the Innovation Campus at Sennheiser to support and develop an innovative company culture</p> <p>Free time / Dinner (individually)</p>
Friday	<p>e.g. Company Visit to ZF Friedrichshafen AG</p> <p>Introduction to the innovative Human Resource Management Strategy of ZF Friedrichshafen AG/ How to be attractive for employees in an ongoing competition for qualified personnel</p> <p>Free time / Dinner (individually)</p>
Saturday Sunday	Individual Travel to Internship destination and accommodation
Monday till Friday/ Duration 3 weeks	Start of the Internship Program in various German Organizations Usually from 09.00 – 17.00 h, Monday till Friday, depends on individual contract with organizations
In-between the Internship	<p>In the middle of the internship phase we ask the participants to participate in a 2 Day Information- and Cultural Trip to Berlin</p> <p>Participants get the chance to meet each other and exchange experiences of their placements.</p> <p>Schedule for the two days:</p> <p>Day 1</p> <ul style="list-style-type: none"> § Meeting in Berlin at the Hotel § Company Visit to e.g. Rausch Schokoladen GmbH – an innovative and high-end chocolate producing organization § Guided Chinese speaking city Tour through Berlin § Dinner: e.g. Visit to a Beer Festival



	<p>Day 2</p> <ul style="list-style-type: none"> § Company Visit to Science Center Berlin by Otto Bock HealthCare GmbH § Visit of the e.g. Bundestag and Reichstag of Berlin by personal invitation of an official representative of the German government: Topic: Why did Germany managed the economic crises well – are the SMEs the key success factor? § Afterwards –free time and travel back to the internship placements
<p>Saturday Sunday/ After the 3 weeks of internship</p>	<p>Individual travel back to DMAN at Celle</p>
<p>Monday</p>	<p>Follow-Up Seminar at DMAN in Celle Castle/</p> <ul style="list-style-type: none"> § Presentation of results of the internship § FAQs § Evaluation of the Program <p>Afterwards Company Visit VW (Volkswagen) – Wolfsburg / Autostadt</p> <p>Bus transfer Celle – Wolfsburg</p> <p>Company Visit VW</p> <ul style="list-style-type: none"> § Company presentation § International cooperation with universities and research institutes in R&D § Guided tour of production plant <p>Lunch at VW cafeteria</p> <p>Autostadt Wolfsburg Visit to Volkswagen customer and marketing center Autostadt (museum, brand pavillons, customer center)</p> <p>Bus transfer Wolfsburg – Celle</p> <p>Dinner (individually)</p>



Tuesday	<p>Graduation Ceremony</p> <ul style="list-style-type: none"> § Presentation of individual outcomes of the internships to all host organizations § Certificates will be presented to participants § Farewell Lunch with all host organizations and Participants <p>Afterwards Free time and End of Program</p>
Wednesday	<p>Individual Departure of Participants Transfer to the Airport</p>

Placement in German Organizations

According to the participants profile and requirements for an internship we research in our network a suitable placement for them. What we demand as minimum requirements from the participants are :

- Participants in an MBA or EMBA Program
- CEO or Manager of an Organization
- Fluent in English
- Intercultural knowledge of the German Culture and Business behavior
- Open-minded Person

If participants face endeavors in English as a Foreign language we are able to provide you with an in-depth two week English language course by native Britain in China. We also are able to organize an intercultural training in China for the participants before they leave their home country. Please ask me for further information.

Accommodation during the placement in German Organizations

We will research for your suitable accommodation for your placement time. For this accommodation additional costs will occur. We can not clearly say in the beginning, about how much it will be, because several influence factors, like e.g. shared apartment or alone, expensive city etc. will play a role.

But to give you an Example:

A German 3 Bedroom Flat with additional Bathroom and Kitchen in Hannover (Germany) has a rental fee per Month of approx. 800 € Rent + a final cleaning fee around 50 €. In most cases you also have to pay a deposit, which you will get back at the end of the rent time, if everything is fine with the accommodation.

If you would share this apartment with other participants, you would have had a final rent of about 280 € per Month.



Application Process for the participants

After Beijing Normal University has committed to the Program, we ask to send us Curriculum Vitae by interested participants. Additionally we would need a Cover letter stating also their motivation and what they are looking for to learn from a placement in Germany. Afterwards, we would search suitable organizations in Germany.

Financial Offer

The current prices are as follows (hotel accommodation):

- § 12 participants: 3.500 € per participant
- § 15 participants: 3.300 € per participant
- § 20 participants: 2.950 € per participant

Payment arrangements:

- § 1/3 has to be received 2 months prior to the arrival of the students on the DMAN account
- § 2/3 has to be received 1 month prior to the arrival of the students on the DMAN account

For the bank transfer pl. use the following account details:

Name: Sparkasse Celle
IBAN: DE 09 257500010007008303
BIC: NOLADE21CEL

The price per Participant will include:

- § Transfer to / from the airport with an Chinese speaking Tutor
- § Insurance
- § Accommodation: *** hotel in Celle and Berlin
- § Welcome Dinner
- § Lunch at seminar days in Celle and on company visit days
- § Including company visits and transfers
- § Cultural Programme Berlin and Celle (inclusive bus transfers)
- § Tickets for VW Autostadt
- § Free Internet access at the seminar location in Celle
- § Support by intercultural trained and English speaking staff
- § all lectures in English



Participants will individually plan and organize their travel arrangements to Germany and back to China. The offer is without travel costs and does not include food except breakfast in the hotels, the Welcome dinner and lunch at seminar days in Celle.

We follow in all our courses a practical approach and give hands on examples and case studies to our participants. During our modules special emphasis will be given to class participation and group work. Also participants will be involved in several activities designed to foster experiential learning while allowing them to discover the region and interact with local entrepreneurs.