



Dear Students,

We are pleased to invite you to the Summer School:

Global Management in the Automotive Industry

with the topic:

„The Green (R)Evolution in the Automobile Industry “

18 August - 31 August 2019

ŠKODA AUTO University
Mladá Boleslav, Czech Republic

The working language of the programme is English.





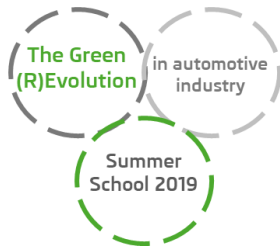
The programme combines the subjects of economics, marketing and management, aimed at the automotive industry. The programme will be trade oriented and will, besides analysing the latest theoretical issues, demonstrate and teach students practical skills. The participants' skills and knowledge will be developed mainly by means of seminar-style courses, project work, skills-based learning, computer simulations, discussions with experts from companies, and presentations. An integral part of the programme will also consist of field trips and excursions. The programme further includes training on intercultural communication and a social and cultural programme, sports, and entertainment.

As the language of communication is English, the participants need to prove strong knowledge of this language in terms of both general- and business English. While working on common projects, participants will also need to apply their writing skills and abilities, presentation skills and ITC skills.

Participants will learn from guest lecturers, field trips and company visitations. In addition to strengthening their entrepreneurial competencies the program will aim to expand upon critical business skills of participating students as they will deal with specific tasks and issues, and gain practical skills needed in the automotive industry.

All the programme activities besides the informative subjects, should lead to networking opportunities and the fostering of future international relationships. The practically oriented learning environment and training will help students to succeed in the increasingly competitive labour market.

The cooperation with automotive companies, the interaction with esteemed guest lecturers, field trips and company visits can help with identifying the needs in knowledge, practical skills, and experience.



The participants' skills and knowledge will be developed mainly through

- Seminar-style courses;
- Project work;
- Task-based learning;
- Discussions with experts as an integral part of seminars (guest speakers);
- Skills-based learning;
- Presentations;
- Company visits, excursions.

Tutorials will be based on the participants' preparation and their close cooperation in international groups/teams. The library and study hall with internet access will be available. The learning experience will be enhanced thanks to this close interaction of students in various intercultural environments with fellow students and lecturers.

The programme aims at both undergraduate (bachelor) and graduate (master) degree students. The practically oriented learning and training programme will help them to succeed in the increasingly competitive labour market. Participating students will receive 3 ECTS upon successful graduation.

The programme coordinator and supervisor

Mgr. Lenka Stejskalová, MBA

Content of the Summer School

The planned topics during the Summer School are the following:

- Simulating the Competitive World of Strategic Marketing
- B2B Sales Training
- International Marketing Communication in the Automotive Industry
- Leadership, Personal Development and Management Skills
- Soft Skills Training
- International Communication and Negotiation



Costs for participants

Participants pay a fee of **900 EUR**. The fee includes tuition, lectures and seminars, accommodation, centrally organized excursions and field trips as well as organised cultural and entertainment programmes, welcome and farewell dinners, job monitoring/work experience, documents needed for visa purposes (issuing and sending via DHL), 24/7 service, access to the university library, free Wi-Fi on campus and access to PC rooms, registration into the university information system, a transcript of records and a certificate of completion. The fee does not include travel costs, costs for meals, insurance and visa.

Registration and payment

Deadline for application: 30 April 2019

Prepayment: 180 EUR

Prepayment deadline: 31 May 2019

Additional payment: 720 EUR

Additional payment deadline: 30 June 2019

Applicants will receive a confirmation of admission and the documents needed for the visa application by return based on the prepayment; it will be sent by courier.

Cancelation policy

participation cancellation	cancelation fee (as a % of the Summer School fee)
before 30 April 2019	20%
before 30 June 2019	50%
after 30 June 2019	100%

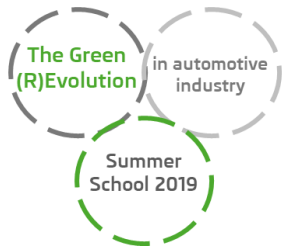
This Cancellation Policy is valid only if your visa application is rejected. The visa rejection must be proved by means of relevant documents and communication with the embassy/consulate.

If you cancel your participation for any other reason, the cancellation fee is 100%.

Contacts:

In case you are interested in participating, please fill in the attached application form and send it by email to **denisa.rimalova@savs.cz**. Do not hesitate - the number of participants is limited and applications will be registered in the order of reception.

If you have any questions concerning the programme or organization, please e-mail **denisa.rimalova@savs.cz**, with **SummerSchool_2019_SAU** in the subject line.



We look forward to meeting you at ŠKODA AUTO University.