

Program expenses

The costs of the program are calculated as follows:

Personal contribution ¹ :	max.	1,700.00 €
Flight ² :	approx.	800.00 €
ESTA service fee ³ :	approx.	20.00 €
Total amount:	approx.	2,500.00 €

Detailed information about additional subsidies are listed on our websites:

- [Summer School RheinAhrCampus](#)
- [Summer School Bonn-Rhein-Sieg University](#)

Information about scheduled dates and costs are still subject to change.

Travel arrangements

The Summer School Program will take place from July 20th to August 10th, 2024. You need to arrive at CCU on July 20th at the latest.

You have to book your flights individually. This will open an opportunity for you to travel to different locations in the U.S. after the program. For any recommendations and advice, please contact your coordinator.

¹ Accommodation on campus, program expenses, meals, cultural activities, etc. as part of the CCU program **are included** in the costs. Private leisure activities have to be paid by the students themselves. The personal contribution may be reduced by subsidies from third parties.

² Flights are to be booked independently. Depending on the booking period and flight route, the flights may be more expensive or cheaper.

³ The ESTA fee applies exclusively to nationals whose countries are members of the Visa Waiver Program (see <https://esta.cbp.dhs.gov>). Citizens of other countries may be subject to additional visa fees.

Application Procedure

Apply online at:

<http://www.hs-koblenz.de/rac-apply>

Submit your documents in English:

1. Letter of motivation
2. Academic transcript
3. CV, including photo



Application Deadline: 15th January '24

Coordinators of the program

Koblenz Univ. of Applied Sciences, RheinAhrCampus



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Summer School Program 2024

at Coastal Carolina University (USA)



In cooperation with:



Hochschule
Bonn-Rhein-Sieg
University of Applied Sciences

About the program

From July to August, the German students will stay at Coastal Carolina University for a three-week period.

Participants of this program will learn about American business practices, economy, and culture from a global perspective and improve their English oral and written skills. Students will attend a series of seminars designed for this program that are presented by Coastal Carolina University faculty. The participants will meet international students from other European countries as well as from the U.S.

Students will visit a local company and go to the Myrtle Beach Area Chamber of Commerce (an organization that supports business and promotes tourism in the area).

They work in teams with local organizations and will conduct experiential studies for the organization, learn about the organization and create a consulting report for the company. Students will also participate in fun activities during the week like golf lessons and a visit to Brookgreen Gardens, which has the largest collection of American sculptures in the world.

Attendance at all scheduled activities is compulsory.



Picture Karsten Heinrich (2014): Trip to Brookgreen Gardens with German students



Picture of Myrtle Beach: <https://img.wallpapersafari.com/desktop/1024/576/1/24/9Y1Q2G.jpg>

Examples of consulting projects

Chamber of Commerce

The Chamber of Commerce helps support local businesses and helps promote Myrtle Beach as a tourist destination. Students worked in a team to consult the Chamber on attracting more European tourists to the Grand Strand.

Coastal Carolina Athletics

The Athletics Department at Coastal Carolina University is responsible for managing and promoting the university sports teams while complying with NCAA rules. Students advised the Athletics Department on attracting and retaining athletes from abroad.

Burroughs and Chapin

Burroughs and Chapin is a development and operating company specializing in tourism, commercial and residential real estate. Students learned how the company operates and about its attractions. They advised the company on its social media campaign.

Grading and transfer of credits

Students will be graded based on their written report and oral presentation. Participants are expected to:

- Attend all of the workshops
- Complete 3 reflective report
- Complete a consulting report as a team
- Deliver a team presentation to professors and company reps

With the successful completion of the program, credits are recognized at the home university as follows:

- Course unit as part of the General Studies course for **RAC** students
- Practical Project “International Business Administration” for **BRS** students (6 ECTS)

About Coastal Carolina University

- Approximately 11,000 students
- 21 years of active cooperation in the summer school sector
- Over 68 programs of study at baccalaureate level
- 16 Masters degree programs
- E. Craig Wall Sr. College of Business Administration
 - Students pursuing majors in the areas of: Accounting, Finance, Management, Marketing, Resort Tourism Management, Economics, International Tourism Management, Professional Golf Management
- High quality of study programs documented through AACSB Accreditation
- Visit the website at <http://www.coastal.edu/>