Application information for our interactive courses

Winter Term 2023/ 2024
International Business Development and Sales (English, 6 ECTS)

Course Profile
This course is offered in cooperation with EM Strasbourg. Max. 10 students of KIT and max. 10 students of EM Strasbourg will develop a sales presentation in tandems (teams of 2). This is based on the value proposition of a business model developed in the course.

Dates (attendance compulsory)

At KIT
17.01.2024 1 PM – 6 PM; Building 01.52, Großer Saal
18.01.2024 8 AM – 7 PM; Building 01.52, Großer Saal
19.01.2024 9:30 AM – 1 PM; Building 01.52, Großer Saal

At EM Strasbourg*
13.03.2024 1 PM – 6 PM; room tba
14.03.2024 8 AM – 7 PM; room tba
15.03.2024 9 AM – 1 PM; room tba

*buildings, rooms and exact timeline tba

Lecturer
- Anais Hamelin
- Michel Klein
- Martin Klarmann
- Orestis Terzidis

Maximum Size
20 participants (in teams of 2)
Application for 6 ECTS course

- Application time: Monday, October 16, 09:00 am - Sunday, November 26, 11:55 pm.
- Application procedure: Please use the Wiwi-Portal to apply („Interaktive Kurse der Forschungsgruppe Marketing & Vertrieb (WiSe 23/24)“ – International Business Development and Sales“, https://portal.wiwi.kit.edu/ys/7348)*:
  - Within our modules you can attend only one course. Please let us know under comments if you enroll in another module as well and intend to visit two courses.
  - Please upload your CV as well as your overview of grades (Bachelor & Master). Please further state how many ECTS you have already achieved in Marketing (excluding BWL PM).
  - Announcement of positive answers: Friday, December 01.
  - Please confirm your attendance until: Monday, December 04, 11:55 pm.

- In case of any questions please contact: alicia.gerlach@kit.edu

* or apply via QR Code: