

E-CARS

Technical Solutions & Marketing Approaches

INTERNATIONAL WINTER UNIVERSITY (IWU) KASSEL 2020

December 29, 2019 - January 18, 2020

U N I K A S S E L
V E R S I T Ä T



Seminar: Facing the Automotive Future

Technical Solutions - 20 Contact Hours

Students will learn about the practical challenges of the automotive future. Our partner (German E-Cars Technology), specialized in alternative drive systems, will cover the technical part and provide deep insight into the development process of components for electric cars. From an overview about e-car concepts, up to the testing and production of prototypes, they will share their firsthand know-how with the participants.

Marketing Approaches - 20 Contact Hours

This part will go deeper into the international market situation for alternative drive systems and offer vast knowledge about actual approaches and strategies in the mobility markets. A good combination of lectures and interactive discussions will complete the seminar and create a unique experience.

German language Course - 30 Contact Hours

Additionally, the students will have German lessons matching their individual skill level.



The program includes:

- Accommodation in a host family (incl. breakfast & dinner)
- Health, accident and liability insurance package
- Extensive cultural and excursion program (such as city tour, Game Night, Movie Night, trip to Marburg)
- Public transportation ticket for Kassel
- Student support throughout the program
- Opening & closing ceremony
- Help with visa application

optional:
**NEW YEAR'S TRIP
TO BERLIN**
(4 days, 3 nights)
295 €



only **2.190 €**
Early bird discount of 200 €

Important dates

Schedule

October 1, 2019	Early bird registration closes
December 9, 2019	Deadline for application cancellation
December 29, 2019	Arrival for Berlin Trip participants
January 2, 2020	Program starts
January 18, 2020	Program ends

International Winter University (IWU)

University of Kassel
Kurt-Wolters-Str. 5, 34125 Kassel, Germany

Tel. +49-561-804-1869
iwu@uni-kassel.de

www.uni-kassel.de/iwu