

BIP „Pedal to Success – A Case Study along the Global Value Chain in Bike Manufacturing“

Blended Intensive Programme
for Management Students

Learning Content:

- Procurement / SAP
- Systems Thinking
- Marketing & Sales
- Data Processing & AI
- Finance & Investment



ESSLINGEN
UNIVERSITY

When

Online Period:
Before on-site
Programme

Physical Period:
12 – 19 April 2026

Where

Esslingen, Germany

Credits

3 ECTS

Language

English

Fees incl. Lunch & Accommodation

210€

Excursions

Factory Tour
Cultural Visits

Contact

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Website

www.hs-
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