

## Bachelor European Summer Program 2023

"The Business, Political and Cultural Environment in Europe"

First Week			
Day	Duration	Classes and Events	Location
<b>Airport pickup</b>			
<b>May 28, Sunday</b> (public holiday: Whitsunday)	10:00 AM - 11:00 AM	Pickup at Frankfurt Airport	Frankfurt International Airport: Official Meeting point Terminal 1, Section B (arrival level)
	11:00 AM	Shuttle departs from Frankfurt Airport	Drop off at dorms in Vallendar (Smartflats, Höhrerstraße)
	12:45 PM	Check-In Housing	
	<b>Welcome Reception</b>		
	02:00 PM- 03:00 PM	Lunch at Hoefer Bakery	Meet at K-Building
	03:00 AM- 03:30 PM	<b>Welcome at WHU</b> (beverages provided)	K-001
	03:30 PM- 05:00 PM	<b>Team building</b>	A-013
	05:00 PM- 05:30 PM	<b>Tour of WHU</b>	Meet at Burgplatz
05:30 PM- 07:00 PM	<b>Welcome Dinner in vaulted Cellar</b>	Vaulted Cellar	
<b>Trade Integration in Europe and the European Union</b>			
<b>May 29, Monday</b> (public holiday: Whitmonday)	06:00 AM - 08:45 AM	Breakfast at Hoefer Bakery	Bring your vouchers! Bakery opens at 06:00 AM
	09:00 AM- 09:45 AM	<b>Welcome and Orientation from the Research Assistant Maximilian Ambros (Chair of Macroeconomics and International Economics)</b>	K-001
	09:45 AM- 10:30 AM	<b>European Trade and Monetary Integration (Maximilian Ambros)</b>	K-001
	10:30 AM- 10:45 AM	BREAK	
	10:45 AM- 12:00 AM	<b>European Trade and Monetary Integration (Maximilian Ambros)</b>	K-001
	12:00 AM- 01:00 PM	LUNCH at Mediterraneo	Italian restaurant
	01:00 PM- 01:45 PM	<b>European Trade and Monetary Integration (Maximilian Ambros)</b>	K-001
	01:45 PM- 03:15 PM	Study period: time for case study (will be graded)	Study Rooms K-Building
	03:15 PM- 03:30 PM	BREAK	
	03:30 PM- 04:15 PM	<b>Review Session (Maximilian Ambros)</b>	K-001
<b>Aspects of Cultural Competence in Europe</b>			
<b>May 30, Tuesday</b>	09:00 AM- 10:15 AM	<b>Germany in Europe (Geoff Sammon)</b>	K-001
	10:15 AM- 10:30 AM	BREAK	
	10:30 AM- 11:45 AM	<b>Germany in Europe (Geoff Sammon)</b>	K-001
	11:45 AM- 01:15 PM	LUNCH	Cafeteria
	01:30 PM- 02:45PM	<b>Intercultural communication (Audrey Fernandes-Diehl)</b>	K-001
	02:45 PM- 03:00 PM	BREAK	
	03:00 PM- 04:15 PM	<b>Intercultural communication (Audrey Fernandes-Diehl)</b>	K-001
	05:30PM- 06:00 PM	<b>Boat trip to Koblenz</b>	
	06:00PM- 07:45 PM	<b>Guided Walking Tour in Koblenz</b>	
	07:45PM- 08:45 PM	<b>Dinner at Altes Brauhaus</b>	German restaurant
<b>European Aspects of Marketing</b>			
<b>May 31, Wednesday</b>	09:00 AM- 10:15 AM	<b>Brand Management in Europe (Prof. Dr. Tim Oliver Brexendorf)</b>	K-001
	10:15 AM- 10:30 AM	BREAK	
	10:30 AM- 11:45 AM	<b>Brand Management in Europe (Prof. Dr. Tim Oliver Brexendorf)</b>	K-001
	11:45 AM- 12:45 PM	LUNCH	Cafeteria
	12:45 PM- 02:15 PM	Study period: time for case study (will be graded)	Study Rooms K-Building
	02:15 PM- 02:45 PM	BREAK	
	02:45 PM- 03:30 PM	<b>Review Session (Prof. Dr. Tim Oliver Brexendorf)</b>	Study Rooms K-Building
<b>Company Visit</b>			
<b>June 1, Thursday</b>	09:00 AM- 05:00 PM	<b>Company Visit Prof. Dr. Tim Oliver Brexendorf)</b>	
<b>June 2, Friday</b>		No program	
<b>June 3, Saturday</b>		No program	
<b>June 4, Sunday</b>		No program	

Second week			
Day	Duration	Classes and Events	Location
<b>Monetary Integration in Europe: The Euro as Europe's Common Currency</b>			
<b>June 5, Monday</b>	09:00 AM- 10:15 AM	<b>Finance (Prof. Dr. Christian Andres)</b>	K-001
	10:15 AM- 10:30 AM	BREAK	
	10:30 AM- 11:45 AM	<b>Finance (Prof. Dr. Christian Andres)</b>	K-001
	11:45 AM- 12:45 PM	LUNCH	Cafeteria
	12:45 AM- 02:15 PM	Study period: time for case study (will be graded)	Study Rooms K-Building
	02:15 PM- 02:45 PM	BREAK	
	02:45 PM- 03:30 PM	<b>Review Session (Prof. Dr. Christian Andres)</b>	K-001
	04:00 PM- 04:30 PM	Transfer to Marksburg Castle	Meet at bus stop Kongresshalle at 03:45 pm
	04:30 PM- 06:00 PM	<b>Marksburg Castle Visit and guided tour</b>	In Braubach
06:00 PM- 06:30PM	Transfer back to Vallendar		
<b>Company Visit</b>			
<b>June 6, Tuesday</b>	09:30AM- 06:30 PM	<b>Company Visit - Deutsche Bank in Frankfurt (Prof. Dr. Christian Andres)</b>	Meet at bus stop Kongresshalle at 09:15am
<b>Germany History</b>			
<b>June 7, Wednesday</b>	09:00 AM- 10:30 AM	Bus transfer to Bonn	Meet at bus stop Kongresshalle at 08:45am
	10:30 AM- 11:30 AM	Tour of the former Government Quarter <b>(Geoff Sammon)</b>	Bonn
	11:30 AM- 01:00 PM	<b>Visit the House of History of the Federal Republic of Germany (Geoff Sammon)</b>	Bonn
	01:00 PM - 01:30 PM	Bus transfer to Bonn, City Center	
	01:30 PM- 03:00 PM	Lunch at Em Höttche	German restaurant
	03:00PM - 04:00 PM	<b>Guided Walking Tour in Bonn (Geoff Sammon)</b>	Bonn city center
	04:00 PM- 05:30 PM	<b>Free time in Bonn</b>	Bonn city center
	05:30 PM- 07:00 PM	Transfer back to Vallendar	
<b>Company Visit</b>			
<b>June 8, Thursday</b>		No program (public holiday, stores will be closed)	
<b>June 9, Friday</b>		No program	
<b>June 10, Saturday</b>		No program	
<b>June 11, Sunday</b>		No program	

Third week			
Day	Duration	Classes and Events	Location
<b>Business Environment and Strategies of Foreign Direct Investors in Central and Eastern Europe</b>			
June 12, Monday	09:00 AM- 10:30 AM	<b>Emerging Markets in Europe: Central and Eastern Europe</b> <b>(Prof. Dr. Sonia Ferencikova)</b>	K-001
	10:30 AM- 10:45 AM	BREAK	
	10:45 AM-12:00 PM	<b>Emerging Markets in Europe: Central and Eastern Europe</b> <b>(Prof. Dr. Ferencikova)</b>	K-001
	12:00 PM- 01:00 PM	LUNCH	Cafeteria
	01:00 PM- 02:30 PM	STUDY PERIOD: time for case study (will be graded)	Study Rooms K-Building
	02:30 PM- 02:45 PM	BREAK	
	02:45 PM- 03:45 PM	<b>Review Session (Prof. Dr. Ferencikova)</b>	K-001
<b>Business Tax in Europe</b>			
June 13, Tuesday	09:00 AM- 10:15 AM	<b>Business Tax Strategy (Prof. Dr. Martin Jacob)</b>	K-001
	10:15 AM- 10:30 AM	BREAK	
	10:30 AM- 11:45 AM	<b>Business Tax Strategy (Prof. Dr. Martin Jacob)</b>	K-001
	11:45 AM- 12:45 PM	LUNCH	Cafeteria
	12:45 AM- 02:15 PM	STUDY PERIOD: time for case study (will be graded)	Study Rooms K-Building
	02:15 PM- 02:45 PM	BREAK	
	02:45 PM- 03:30 PM	<b>Review Session (Prof. Dr. Martin Jacob)</b>	K-001
<b>Company Visit/ Operations Management in Europe: Embracing Sustainability</b>			
June 14, Wednesday	9:30 AM	Bus transfer	Meet at bus stop Kongresshalle at 09:15am
	10:00 AM- 01:00 PM	<b>Company Visit - Amazon</b> <b>(Prof. Dr. Stefan Spinler)</b>	
	01:15 PM- 02:30 PM	Bus transfer to Vallendar	
	02:45 PM- 04:00 PM	<b>Sustainability (Prof. Dr. Stefan Spinler)</b>	K-001
	04:00 PM-04:15 PM	BREAK	
	04:15 PM-05:30 PM	<b>Sustainability (Prof. Dr. Stefan Spinler)</b>	K-001
<b>Castle Visit</b>			
June 15, Thursday	09:00 AM- 09:45 AM	Transfer to Burg Eltz	Meet at bus stop Kongresshalle Vallendar at 08:45am
	09:45 AM- 10:30 AM	Walk to castle and time for pictures	
	10:30 AM- 12:30 PM	<b>Visit Burg Eltz (Audrey Fernandes-Diehl)</b>	
	12:30 PM - 01:15 PM	Transfer to Cochem	Lunch packages in Cochem
	01:15 PM- 02:45 PM	<b>Town rallye and free time in Cochem</b>	
	03:00 PM- 03:15 PM	Shuttle transfer to Bundesbunker	Meet at Endertplatz at 02:45 pm
	03:30 PM- 04:10 PM	<b>Visit the Bundesbank bunker in Cochem</b>	
	04:15 PM- 04:45 PM	Walk back to bus	
04:45 PM- 05:30 PM	Transfer back to Vallendar		
<b>Exam day</b>			
June 16, Friday	morning	<b>STUDY PERIOD for exam</b>	Study Rooms K-Building
	12:00 PM- 01:00 PM	LUNCH	Cafeteria
	02:00 PM- 03:10 PM	<b>Final Exam</b>	K-001
	05:30 PM	Transfer to Dinner Location	Meeting at bus stop Kongresshalle at 05:20 PM
	06:00 PM- 08:00 PM	<b>Farewell Dinner and transfer back to Vallendar</b>	Maximilians Brauwiesen, Lahnstein
<b>Departure</b>			
June 17, Saturday	7:00 AM	<b>Airport shuttle to Frankfurt Airport (optional)</b>	Meet at bus stop Kongresshalle at 6:45 am