

## "Doing Business in Europe"

### Beginning as of January 14:

CET (Central European Time):	6:00 AM	AWST (Australian Western Standard Time, e.g. Perth):	1:00 PM
SGT (Singapore Time)	1:00 PM	ACDT (Australian Central Day Light Time, e.g. Adelaide):	3:30 PM
HKT (Hong Kong Time)	1:00 PM	AEDT (Australian Eastern Day Light Time, e.g. Sydney/Melbourne):	4:00 PM
CST (China Standard Time, e.g. Beijing, Taipei)	1:00 PM	NZDT (New Zealand Day Light Time, e.g. Auckland):	6:00 PM
KST (Korea Standard Time)	2:00 PM		
JST (Japan Standard Time)	2:00 PM		

Each business class meeting lasts in total five hours (including breaks).

First Week		
Day	Duration	Classes and Events
January 14, Sunday	45 min	<b>Welcome and Orientation by the Director</b> Prof. Dr. Michael Frenkel Associate Dean of International Relations and Diversity
	15 min	Welcome and General Information
	60 min	Socializing
<b>THE EUROPEAN UNION &amp; THE EURO</b>		
January 15, Monday	70 min	<b>The European Union</b> Prof. Dr. Michael Frenkel WHU – Otto Beisheim School of Management
	15 min	Break
	70 min	<b>Monetary Unification in Europe</b>
	15 min	Break
	40 min	Review Session / Presentation
<b>BUSINESS ENVIRONMENT AND STRATEGIES OF FDI INVESTORS IN CENTRAL AND EASTERN EUROPE</b>		
January 16, Tuesday	70 min	<b>Business Environment and Its Dynamics in CEE</b> Prof. Dr. Sonia Ferencikova VSM School of Management, Bratislava
	15 min	Break
	70 min	<b>Strategic, Managerial and Marketing Challenges in CEE</b>
	15 min	Break
	40 min	Review Session / Presentation
<b>INTERCULTURAL COMMUNICATION</b>		
January 17, Wednesday	90 min	<b>Intercultural Communication</b> Audrey Fernandes-Diehl
	15 min	Break
	10 min	Discussion
	20 min	Break-out group
	20 min	Review Session / Presentation
	25 min	Review Session / Presentation
<b>GERMAN HISTORY AND SOCIETY IN A EUROPEAN CONTEXT</b>		
January 18, Thursday	90 min	<b>German History and Society in a European Context</b> Geoff Sammon
	15 min	Break
	45 min	Break-out group
	45 min	Review Session / Presentation
<b>THE RELEVANCE OF FAMILY BUSINESSES IN EUROPE</b>		
January 19, Friday	70 min	<b>What are Family Firms and Why Are They Important?</b> Assistant Professor Dr. Julia de Groot WHU – Otto Beisheim School of Management
	15 min	Break
	70 min	<b>How to Build on the Advantages of Family Firms- and Mitigate Their Disadvantages in the 21st Century</b>
	15 min	Break
	40 min	Review Session / Presentation
January 20 & January 21		<b>Weekend</b>

Second Week		
Day	Duration	Classes and Events
<b>RAISING CAPITAL IN EUROPEAN CAPITAL MARKETS</b>		
January 22, Monday	70 min	<b>Financial System Architecture in Europe</b> Prof. Dr. Christian Andres WHU – Otto Beisheim School of Management
	15 min	Break
	70 min	<b>Investment Behavior of Private and Institutional Investors in Europe</b>
	15 min	Break
	90 min	Break-out group
	40 min	Review Session / Presentation
<b>B2C MARKETING IN EUROPE</b>		
January 23, Tuesday	70 min	<b>Recent Challenges of FMCG Manufacturers and Development of Markets, Consumers, and Retailers</b> Prof. Dr. Tim Oliver Brexendorf WHU – Otto Beisheim School of Management
	15 min	Break
	70 min	<b>Viable Strategies for FMCG Manufacturers</b>
	15 min	Break
	90 min	Break-out group
	40 min	Review Session / Presentation
<b>THE BUSINESS TAX ENVIRONMENT IN EUROPE</b>		
January 24, Wednesday	70 min	<b>Fundamentals of International Taxation &amp; Taxation in the EU</b> Prof. Dr. Martin Jacob WHU – Otto Beisheim School of Management
	15 min	Break
	70 min	<b>Effect of Business Taxes on Business Decisions</b>
	15 min	Break
	90 min	Break-out group
	40 min	Review Session / Presentation
<b>ENTREPRENEURSHIP AND INNOVATION FROM A EUROPEAN PERSPECTIVE</b>		
January 25, Thursday	70 min	<b>Entrepreneurship and Innovation from a European Perspective</b> Prof. Dr. Dries Faems WHU – Otto Beisheim School of Management
	15 min	Break
	70 min	<b>Leveraging Innovation in Europe in the New Normal</b>
	15 min	Break
	90 min	Break-out group
	40 min	Review Session / Presentation
January 26, Friday	70 min	<b>Final Exam</b>