

MBA European Summer Program II 2023
 "The Changing Environment for International Business in Europe"

First Week				
Day	Time	Classes and Events	Location	Meeting Point
May 14	10:00 am – 11:00 am	Pickup at Frankfurt Airport	Frankfurt Airport	Official Meeting Point: Terminal 1, Section B
Sunday	11:15 am	Shuttle departs from Frankfurt Airport		
	12:30 pm	Check-in housing	Vallendar	
	04:00 pm – 04:45 pm	WELCOME & ORIENTATION by the Academic Director Prof. Dr. Michael Frenkel, Academic Director of the MBA European Summer Program	K-101	WHU Campus
	04:45 pm – 05:00 pm	Welcome and General Information	K-101	
	05:00 pm – 05:45 pm	Team Building and Socializing	A-013	
	05:45 pm – 06:30 pm	Campus Tour		
	06:30 pm – 08:30 pm	Welcome Dinner	A-U02	
May 15	09:00 am – 10:30 am	THE EUROPEAN UNION AND ITS BUSINESS IMPLICATIONS Prof. Dr. Michael Frenkel WHU – Otto Beisheim School of Management	K-101	
Monday	10:30 am – 10:45 am	BREAK		
	10:45 am – 12:15 pm	THE EUROPEAN UNION AND ITS BUSINESS IMPLICATIONS	K-101	
	12:15 pm – 01:15 pm	LUNCH Visit of Burg Eitz Castle	Cafeteria Münstermaifeld	02:30 pm, K-bldg 06:45 pm return (approx.)
May 16		Company Visit ECB Prof. Dr. Michael Frenkel WHU - Otto Beisheim School of Management		08:15 am departure 05:30 pm return (approx.)
May 17	09:00 am – 10:15 am	BUSINESS ENVIRONMENT AND STRATEGIES OF FDI INVESTORS IN CENTRAL AND EASTERN EUROPE Prof. Dr. Sonia Ferencikova VSM School of Management, Bratislava	K-101	
Wednesday	10:15 am – 10:45 am	BREAK		
	10:45 am – 12:00 pm	BUSINESS ENVIRONMENT AND STRATEGIES OF FDI INVESTORS IN CENTRAL AND EASTERN EUROPE	K-101	
	12:00 pm – 01:00 pm	LUNCH	Cafeteria	
	01:00 pm – 03:00 pm	Study Period	K-301;2;3;4;5;7;10;11;12;13	
	03:00 pm – 04:00 pm	BUSINESS ENVIRONMENT AND STRATEGIES OF FDI INVESTORS IN CENTRAL AND EASTERN EUROPE - Review Session	K-101	
	05:30 pm	Boat trip to Koblenz		05:15 pm, K-bldg
	06:00 pm – 07:30 pm	Guided Tour in Koblenz		
	07:30 pm – 09:00 pm	Dinner at "Altes Brauhaus"	Braugasse 4	
May 18	09:00 am - 10:15 am	FAMILY BUSINESS Prof. Dr. Nadine Kammerlander WHU - Otto Beisheim School of Management		
Thursday	10:15 am – 10:45 am	BREAK		
	10:45 am – 12:00 pm	FAMILY BUSINESS	K-101	
	12:00 pm – 02:00 pm	LUNCH	Ristorante Mediterraneo	
	02:00 pm – 04:00 pm	Study Period	K-301;2;3;4;5;7;10;11;12;13	
	04:00 pm – 05:00 pm	FAMILY BUSINESS - Review Session	K-101	
	07:37 pm	Bus from Vallendar Kongresshalle to Koblenz Zentralplatz		
	08:00 pm	Get together at Gecko Lounge	Mehlgasse 13	
May 19		Company Visit Hachenburger Brewery Prof. Dr. Nadine Kammerlander WHU – Otto Beisheim School of Management		08:00 am departure 01:00 pm return (approx.)
Friday	01:00 pm	LUNCH	Cafeteria	
Weekend				

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Second Week				
Day	Time	Classes and Events	Location	Meeting Point
May 22 Monday	09:00 am – 10:15 am	COMPETING IN EUROPEAN MARKETS Prof. Dr. Jürgen Weigand WHU – Otto Beisheim School of Management	K-101	
	10:15 am – 10:45 am	BREAK		
	10:45 am – 12:00 pm	COMPETING IN EUROPEAN MARKETS	K-101	
	12:00 pm – 01:00 pm	LUNCH	Cafeteria	
	01:00 pm – 03:00 pm	Study Period	K-301;2;3;4;5;7;10;11;12;13	
	03:00 pm – 04:00 pm	COMPETING IN EUROPEAN MARKETS - Review Session	K-101	
May 23 Tuesday	09:00 am – 10:30 am	RAISING CAPITAL IN EUROPEAN CAPITAL MARKETS Prof. Dr. Christian Andres WHU – Otto Beisheim School of Management	K-001	
	10:30 am - 11:00 am	BREAK		
		Company Visit Bayer		11:00 am departure 07:00 pm return (approx.)
May 24 Wednesday	09:00 am – 10:15 am	ENTREPRENEURSHIP AND INNOVATION FROM A EUROPEAN PERSPECTIVE Prof. Dr. Dries Faems WHU – Otto Beisheim School of Management	K-101	
	10:15 am – 10:45 am	BREAK		
	10:45 am – 12:00 pm	ENTREPRENEURSHIP AND INNOVATION FROM A EUROPEAN PERSPECTIVE	K-101	
	12:00 pm – 01:00 pm	LUNCH	Cafeteria	
	01:00 pm – 03:00 pm	Study Period	K-301;2;3;4;5;7;10;11;12;13	
	03:00 pm – 04:00 pm	ENTREPRENEURSHIP AND INNOVATION FROM A EUROPEAN PERSPECTIVE - Review Session	K-101	
May 25 Thursday	09:00 am – 10:15 am	BUSINESS TAXATION Prof. Dr. Martin Jacob WHU – Otto Beisheim School of Management	K-101	
	10:15 am – 10:45 am	BREAK		
	10:45 am – 12:00 pm	BUSINESS TAXATION	K-101	
	12:00 pm – 01:00 pm	LUNCH	Cafeteria	
	01:00 pm – 03:00 pm	Study Period	K-301;2;3;4;5;7;10;11;12;13	
	03:00 pm – 04:00 pm	BUSINESS TAXATION Review Session	K-101	
May 26 Friday	09:30 am – 12:30 pm	Study Period	K-301;2;3;4;5;7;10;11;12;13	
	12:30 pm – 01:30 pm	LUNCH	Cafeteria	
	02:00 pm – 03:00 pm	Final Exam	K-101	
	05:30 pm – 07:30 pm	Guided Walk through the Vineyards and Wine Tasting - Winery Dötsch-Haupt	Kobem-Gondorf	04:30 pm, K-bldg
	07:30 pm – 10:00 pm	Farewell Dinner at "Hotel Haupt"		
May 27 Saturday	07:00 am	Airport shuttle to Frankfurt Airport		