

## Bachelor European Summer Program 2024 (tentative)

"The Business, Political and Cultural Environment in Europe"

First Week			
Day	Duration	Classes and Events	Location / Remarks
<b>Airport pickup</b>			
<b>May 26, Sunday</b>	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 bus departs from Frankfurt Airport to Vallendar	Drop off at Dorms in Vallendar (Smartflats >> Höhrerstraße)
	12:45 PM	Housing Check-In	
	<b>Welcome Reception</b>		
	02:00 PM - 03:00 PM	Lunch at Hoefler Bakery	
	03:00 AM - 03:30 PM	<b>Welcome at WHU</b> (beverages provided)	K-001
	03:30 PM - 05:00 PM	<b>Team building and Socializing</b>	A-013 (Theatre room)
	05:00 PM - 05:30 PM	<b>Campus 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 27, Monday</b>	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	Cafeteria - Mensa
	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 28, 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 - 12:45 PM	LUNCH	Cafeteria - Mensa
	12:45 PM - 02:15 PM	<b>Intercultural communication (Audrey Fernandes-Diehl)</b>	K-001
	02:15 PM - 02:30 PM	BREAK	
	02:30 PM - 03:45 PM	<b>Intercultural communication (Audrey Fernandes-Diehl)</b>	K-001
	03:45 PM - 04:45 PM	Free Time	
	05:00 PM - 05:30 PM	<b>Boat trip to Koblenz</b>	Meet at K-Building at 4:45pm
05:30 PM - 06:30 PM	<b>Guided Walking Tour in Koblenz</b>		
06:30 PM - 08:00 PM	<b>Dinner at a typical German restaurant</b>	Altes Brauhaus	
<b>Entrepreneurship and Innovation from a European Perspective</b>			
<b>May 29, Wednesday</b>	09:00 AM - 10:15 AM	<b>Entrepreneurship and Innovation from a European Perspective (Jun.-Prof. Dr. Julia de Groot)</b>	K-001
	10:15 AM - 10:30 AM	BREAK	
	10:30 AM - 11:45 AM	<b>Entrepreneurship and Innovation from a European Perspective (Jun.-Prof. Dr. Julia de Groot)</b>	K-001
	11:45 AM - 12:45 PM	LUNCH	Cafeteria - Mensa
	12:45 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 - 03:30 PM	<b>REVIEW SESSION (Jun.-Prof. Dr. Julia de Groot)</b>	K-001
	04:00 PM - 04:30 PM	Shuttle Bus transfer to Marksburg	Meet at Bus Stop in front of Kongresshalle at 3:45pm
04:30 PM - 06:00 PM	<b>Marksburg Castle Visit and guided Tour</b>		
06:00 PM - 06:30 PM	Transfer back to Vallendar		
<b>May 30, Thursday</b>		No Program Public Holiday (Corpus Christi)	
<b>May 31, Friday</b>		No Program	
<b>June 1, Saturday</b>		No Program	
<b>June 2, Sunday</b>		No Program	

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Second week			
Day	Duration	Classes and Events	Location
<b>European Capital Markets</b>			
<b>June 3, Monday</b>	09:00 AM - 10:15 AM	<b>The Financing Behavior of Firms in Europe</b> (Prof. Dr. Nic Schaub)	K-001
	10:15 AM - 10:30 AM	BREAK	
	10:30 AM - 11:45 AM	<b>The Investment Behavior of Individual and Institutional Investors in Europe</b> (Prof. Dr. Nic Schaub)	K-001
	11:45 AM - 12:45 PM	LUNCH	Cafeteria - Mensa
	12:45 PM - 02:15 PM	<b>Study period: time for case study</b>	Study Rooms K-Building
	02:15 PM - 02:45 PM	BREAK	
	02:45 PM - 03:30 PM	<b>Review Session</b>	Study Rooms K-Building
<b>Company Visit</b>			
<b>June 4, Tuesday</b>	08:45 AM - 10:15 AM	Transfer to Frankfurt	Meet at bus stop Kongresshalle Vallendar at 08:15am
	10:30 AM - 11:45 AM	<b>Company Visit - Vanguard</b> (Prof. Dr. Nic Schaub)	Neue Mainzer Straße 52-58, 60311 Frankfurt am Main
	12:00 PM - 02:30 PM	LUNCH & Free Time in Frankfurt	Lunch Packages in Frankfurt
	02:30 PM - 02:45 PM	Walk to Deutsche Bank	Meet at Old Opera (Opernplatz 1, 60313 Frankfurt am Main) at 02:30 PM
	03:00 PM - 05:00 PM	<b>Company Visit - Deutsche Bank</b> (Prof. Dr. Nic Schaub)	Mainzer Landstraße 11-17, 60329 Frankfurt am Main
05:15 PM - 06:45 PM	Transfer back to Vallendar		
<b>Company Visit</b>			
<b>June 5, Wednesday</b>	09:00 AM - 10:15 AM	<b>The German Beer Culture – Market, Brands, Consumer</b> (Prof. Dr. Tim Oliver Brexendorf)	K-001
	10:15 AM - 11:00 AM	Shuttle Bus Transfer	
	11:00 AM - 01:00 PM	<b>Visit the Westerwald Brewery</b> (Prof. Dr. Tim Oliver Brexendorf)	Westerwald Brewery
	01:00 PM - 02:30 PM	LUNCH & Free Time in Hachenburg	Lunch packages in Hachenburg
	02:30 PM - 03:15 PM	Transfer back to Vallendar	
<b>Castle Visit</b>			
<b>June 6, Thursday</b>	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	
	01:15 PM - 02:45 PM	<b>Town Rally and free time in Cochem</b>	Lunch packages in Cochem
	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	shuttle back to bus		
04:45 PM - 05:30 PM	Transfer back to Vallendar		
<b>June 7, Friday</b>		No program	
<b>June 8, Saturday</b>		No program	
<b>June 9, Sunday</b>		No program	

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Third week			
Day	Duration	Classes and Events	Location
<b>The Relevance of Family Businesses in Europe</b>			
<b>June 10, Monday</b>	09:00 AM - 10:15 AM	<b>What are Family Firms and Why Are They Important? (Jun.-Prof. Dr. Julia de Groote)</b>	K-001
	10:15 AM - 10:30 AM	BREAK	
	10:30 AM - 11:45 AM	<b>How to Build on the Advantages of Family Firms and Mitigate their Disadvantages in the 21st Century (Jun.-Prof. Dr. Julia de Groote)</b>	K-001
	11:45 AM - 12:45 PM	LUNCH	Cafeteria - Mensa
	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 (Jun.-Prof. Dr. Julia de Groote)</b>	K-001
<b>Business Tax in Europe</b>			
<b>June 11, Tuesday</b>	09:00 AM - 10:15 AM	<b>Business Tax Strategy (Jun.-Professor Barbara Stage)</b>	K-001
	10:15 AM - 10:30 AM	BREAK	
	10:30 AM - 11:45 AM	<b>Business Tax Strategy (Jun.-Professor Barbara Stage)</b>	K-001
	11:45 AM - 12:45 PM	LUNCH	Cafeteria - Mensa
	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 (Jun.-Professor Barbara Stage)</b>	K-001
<b>Company Visit/ Operations Management in Europe: Embracing Sustainability</b>			
<b>June 12, Wednesday</b>	9:30 AM	Bus transfer	Meet at bus stop Kongresshalle at 09:15am
	10:00 AM - 12:00 PM	<b>Company Visit - Amazon (Prof. Dr. Stefan Spinler)</b>	
	12:00 PM - 12:30 PM	Bus transfer to Vallendar	
	12:30 PM - 01:30 PM	Lunch (Lunch Package)	K-001
	01:30 PM - 03:00 PM	<b>Sustainability (Prof. Dr. Stefan Spinler)</b>	K-001
	03:00 PM - 03:15 PM	BREAK	
	03:15 PM - 04:45 PM	<b>Sustainability (Prof. Dr. Stefan Spinler)</b> Case Study - but will not be graded	K-001
<b>Germany History</b>			
<b>June 13, Thursday</b>	09:30 AM - 11:00 AM	Bus transfer to Bonn	Meet at bus stop Kongresshalle Vallendar at 9:15am
	11:00 AM - 12:15 AM	<b>Guided Walking Tour in Bonn (Geoff Sammon)</b>	
	12:15 PM - 01:45 PM	Lunch at Em Höttche	German Restaurant
	01:45 PM - 03:45 PM	Free Time in Bonn	Bonn city centre
	03:45 PM - 04:00 PM	Transfer to House of History	
	04:00 PM - 05:15 PM	<b>Visit the House of History of the Federal Republic of Germany (Geoff Sammon)</b>	
	05:30 PM - 07:00 PM	Transfer back to Vallendar	
<b>Exam day</b>			
<b>June 14, Friday</b>	morning	<b>STUDY PERIOD for exam</b>	Study Rooms K-Building
	12:00 PM - 01:00 PM	LUNCH	Cafeteria - Mensa
	02:00 PM - 03:10 PM	<b>Final Exam</b>	K-001
	5:30 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>			
<b>June 15, Saturday</b>		No Program	

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Fourth week (for Students from University of Bradford)			
Day	Duration	Classes and Events	Location
European Financial Markets			
June 17, Monday	09:00 AM - 03:30 PM	Additional Case Study & Project (tbc)	K-001 & Study Rooms K-Building
June 18, Tuesday	09:00 AM - 03:30 PM	Additional Case Study & Project (tbc)	K-001 & Study Rooms K-Building
June 19, Wednesday	09:00 AM - 03:30 PM	Additional Case Study & Project (tbc)	K-001 & Study Rooms K-Building
June 20, Thursday	09:00 AM - 03:30 PM	Additional Case Study & Project (tbc)	K-001 & Study Rooms K-Building
June 21, Friday	09:00 AM - 03:30 PM	Additional Case Study & Project (tbc)	K-001 & Study Rooms K-Building
June 22, Saturday		End of Program	