

MBA European Summer Program I 2024
 "The Changing Environment for International Business in Europe"

First Week				
Day	Time	Classes and Events	Location	Meeting Point
May 07	10:00 am – 11:00 am	Pickup at Frankfurt Airport	Frankfurt Airport	Official Meeting Point: Terminal 1, Section B
Tuesday	11:15 am	Shuttle departs from Frankfurt Airport		
	12:30 pm	Check-in housing	Vallendar	
	03:45 pm – 04:00 pm	Welcome and General Information	K-001	WHU Campus
	04:00 pm – 05:00 pm	Team Building and Socializing	A-013	
	05:00 pm – 06:00 pm	WELCOME & ORIENTATION by the Academic Director Prof. Dr. Michael Frenkel, Academic Director of the MBA European Summer Program	K-001	
	06:00 pm – 06:30 pm	Campus Tour		
	06:30 pm – 08:30 pm	Welcome Dinner	A-U02	
May 08	09:00 am – 10:15 am	THE EUROPEAN UNION AND ITS BUSINESS IMPLICATIONS Prof. Dr. Michael Frenkel WHU – Otto Beisheim School of Management	K-001	
Wednesday	10:15 am – 10:45 am	BREAK		
	10:45 am – 12:00 pm	THE EUROPEAN UNION AND ITS BUSINESS IMPLICATIONS	K-001	
	12:00 pm – 01:00 pm	LUNCH	Cafeteria	
	01:00 pm – 03:00 pm	Study Period	K-201;2;3;4;5;7;10;11;12;13	
	03:00 pm – 04:00 pm	THE EUROPEAN UNION AND ITS BUSINESS IMPLICATIONS - Review Session	K-001	
	05:00 pm	Boat trip to Koblenz		04:45 pm, K-bldg
	05:30 pm – 06:30 pm	Guided Tour in Koblenz		
	06:30 pm – 08:15 pm	Dinner at "Altes Brauhaus"	Braugasse 4	
May 09	09:00 am – 10:15 am	THE EURO AND WHAT IT MEANS FOR INTERNATIONAL BUSINESS Prof. Dr. Michael Frenkel WHU – Otto Beisheim School of Management	K-001	
Thursday	10:15 am – 10:45 am	BREAK		
	10:45 am – 12:00 pm	THE EURO AND WHAT IT MEANS FOR INTERNATIONAL BUSINESS	K-001	
	12:00 pm – 01:00 pm	LUNCH	Cafeteria	
May 10	09:00 am – 10:15 am	FAMILY BUSINESS Prof. Dr. Nadine Kammerlander WHU – Otto Beisheim School of Management	K-001	
Friday	10:15 am – 10:45 am	BREAK		
	10:45 am – 12:00 pm	FAMILY BUSINESS	K-001	
	12:00 pm – 01:00 pm	LUNCH	Cafeteria	
	01:00 pm – 03:00 pm	Study Period	K-201;2;3;4;5;7;10;11;12;13	
	03:00 pm – 04:00 pm	FAMILY BUSINESS - Review Session	K-001	
Weekend				

Second Week				
Day	Time	Classes and Events	Location	Meeting Point
May 13 Monday	09:00 am – 10:15 am	BUSINESS TAXATION Jun.-Prof. Dr. Lisa Hillmann WHU – Otto Beisheim School of Management	K-001	
	10:15 am – 10:45 am	BREAK		
	10:45 am – 12:00 pm	BUSINESS TAXATION	K-001	
	12:00 pm – 01:00 pm	LUNCH	Cafeteria	
	01:00 pm – 02:30 pm	Study Period	K-201;2;3;4;5;7;10;11;12;13	
	02:30 pm – 03:30 pm	BUSINESS TAXATION - Review Session Visit of Burg Eltz Castle	K-001 Münstermaifeld	03:30 pm, K-bldg 07:45 pm return (approx.)
May 14 Tuesday	11:15 am – 12:00 pm	LUNCH	Cafeteria	
		Company Visit ROWE Mineralölwerk GmbH Prof. Dr. Nadine Kammerlander WHU – Otto Beisheim School of Management	Worms	12:00 pm departure 07:00 pm return (approx.)
May 15 Wednesday	09:00 am – 10:30 am	EUROPEAN CAPITAL MARKETS Prof. Dr. Nic Schaub WHU – Otto Beisheim School of Management	K-001	
	10:30 am – 11:00 am	BREAK		
		Company Visit Bayer	Leverkusen	11:00 am departure 07:30 pm return (approx.)
May 16 Thursday	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-001	
	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-001	
	12:00 pm – 01:00 pm	LUNCH	Cafeteria	
	01:00 pm – 03:00 pm	Study Period	K-201;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-001	
	08:00 pm	Get together at Gecko Lounge	Mehlgasse 13	
May 17 Friday		Company Visit ECB Prof. Dr. Michael Frenkel WHU - Otto Beisheim School of Management	Frankfurt	08:15 am departure 05:30 pm return (approx.)
Weekend				
Third Week				
Day	Time	Classes and Events	Location	Meeting Point
May 20 Monday	09:00 am – 10:15 am	ENTREPRENEURSHIP AND VENTURE CAPITAL FROM A EUROPEAN PERSPECTIVE Maximilian Eckel WHU – Otto Beisheim School of Management	K-101	
	10:15 am – 10:45 am	BREAK		
	10:45 am – 12:00 pm	ENTREPRENEURSHIP AND VENTURE CAPITAL FROM A EUROPEAN PERSPECTIVE	K-101	
	12:00 pm – 01:00 pm	LUNCH	Cafeteria	
	01:00 pm – 03:00 pm	Study Period	K-201;2;3;4;5;7;10;11;12;13	
	03:00 pm – 04:00 pm	ENTREPRENEURSHIP AND VENTURE CAPITAL FROM A EUROPEAN PERSPECTIVE - Review Session	K-101	
May 21 Tuesday	09:30 am – 12:30 pm	Study Period	K-201;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-001	
	05:30 pm – 07:30 pm	Guided Walk through the Vineyards and Wine Tasting - Winery Dötsch-Haupt	Kobern-Gondorf	04:30 pm, K-bldg
	07:30 pm – 10:00 pm	Farewell Dinner at "Hotel Haupt"		
May 22 Wednesday	07:00 am	Airport shuttle to Frankfurt Airport		