

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

<b>First Week</b>				
<b>Day</b>	<b>Time</b>	<b>Classes and Events</b>	<b>Location</b>	<b>Meeting Point</b>
<b>May 12</b>	10:00 am – 11:00 am	Pickup at Frankfurt Airport	Frankfurt Airport	Official Meeting Point: Terminal 1, Section B
<b>Sunday</b>	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-101	WHU Campus
	04:00 pm – 05:00 pm	Team Building and Socializing	A-013	
	05:00 pm – 06:00 pm	<b>WELCOME &amp; ORIENTATION by the Academic Director</b> Prof. Dr. Michael Frenkel, Academic Director of the MBA European Summer Program	K-101	
	06:00 pm – 06:30 pm	Campus Tour		
	06:30 pm – 08:30 pm	Welcome Dinner	A-U02	
<b>May 13</b>	09:00 am – 10:15 am	<b>THE EUROPEAN UNION AND ITS BUSINESS IMPLICATIONS</b> Prof. Dr. Michael Frenkel WHU – Otto Beisheim School of Management	K-101	
<b>Monday</b>	10:15 am – 10:45 am	BREAK		
	10:45 am – 12:00 pm	<b>THE EUROPEAN UNION AND ITS BUSINESS IMPLICATIONS</b>	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	<b>THE EUROPEAN UNION AND ITS BUSINESS IMPLICATIONS - Review Session</b>	K-101	
	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	
<b>May 14</b>		<b>Company Visit ECB</b> Prof. Dr. Michael Frenkel WHU - Otto Beisheim School of Management	Frankfurt	08:15 am departure 05:30 pm return (approx.)
<b>Tuesday</b>				
<b>May 15</b>	09:00 am - 10:15 am	<b>FAMILY BUSINESS</b> Prof. Dr. Nadine Kammerlander WHU - Otto Beisheim School of Management	K-101	
<b>Wednesday</b>	10:15 am – 10:45 am	BREAK		
	10:45 am – 12:00 pm	<b>FAMILY BUSINESS</b>	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	<b>FAMILY BUSINESS - Review Session</b>	K-101	
<b>May 16</b>	12:00 pm – 01:00 pm	LUNCH (only Group 2, Group 1 will have lunch at Sebamed)	Cafeteria	
<b>Thursday</b>		<b>Group 1 (see Moodle): Company Visit Sebamed</b> <b>Group 2 (see Moodle): Company Visit Brohl Wellpappe</b> Prof. Dr. Nadine Kammerlander WHU – Otto Beisheim School of Management	Bad Salzig Mayen	09:00 am departure 03:00 pm return (approx.) 01:45 pm departure 05:15 pm return (approx.)
	08:00 pm	Get together at Gecko Lounge	Mehlgasse 13	
<b>May 17</b>	09:00 am – 10:15 am	<b>BUSINESS ENVIRONMENT AND STRATEGIES OF FDI INVESTORS IN CENTRAL AND EASTERN EUROPE</b> Prof. Dr. Sonia Ferencikova VSM School of Management, Bratislava	K-101	
<b>Friday</b>	10:15 am – 10:45 am	BREAK		
	10:45 am – 12:00 pm	<b>BUSINESS ENVIRONMENT AND STRATEGIES OF FDI INVESTORS IN CENTRAL AND EASTERN EUROPE</b>	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	<b>BUSINESS ENVIRONMENT AND STRATEGIES OF FDI INVESTORS IN CENTRAL AND EASTERN EUROPE - Review Session</b>	K-101	
<b>Weekend</b>				

Second Week				
Day	Time	Classes and Events	Location	Meeting Point
<b>May 20</b> Monday	09:00 am – 10:15 am	<b>BUSINESS TAXATION</b> Jun.-Prof. Dr. Lisa Hillmann WHU – Otto Beisheim School of Management	K-101	
	10:15 am – 10:45 am	BREAK		
	10:45 am – 12:00 pm	<b>BUSINESS TAXATION</b>	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	<b>BUSINESS TAXATION Review Session</b>	K-101	
<b>May 21</b> Tuesday	09:00 am – 10:30 am	<b>EUROPEAN CAPITAL MARKETS</b> Prof. Dr. Nic Schaub WHU – Otto Beisheim School of Management	K-101	
	10:30 am – 11:00 am	BREAK		
	11:15 am – 12:00 pm	LUNCH	Cafeteria	
		<b>Company Visit Allianz Global Investors</b>	Frankfurt	12:00 pm departure 06:30 pm return (approx.)
<b>May 22</b> Wednesday	09:00 am – 10:15 am	<b>COMPETING IN EUROPEAN MARKETS</b> 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	<b>COMPETING IN EUROPEAN MARKETS</b>	K-101	
	12:00 pm – 01:00 pm	LUNCH	Cafeteria	
		Visit of Burg Eltz Castle	Münstermaifeld	02:30 pm, K-bldg 06:45 pm return (approx.)
<b>May 23</b> Thursday	09:00 am – 10:15 am	<b>ENTREPRENEURSHIP AND INNOVATION FROM A EUROPEAN PERSPECTIVE</b> Jun.-Prof. Dr. Julia de Groot WHU – Otto Beisheim School of Management	K-101	
	10:15 am – 10:45 am	BREAK		
	10:45 am – 12:00 pm	<b>ENTREPRENEURSHIP AND INNOVATION FROM A EUROPEAN PERSPECTIVE</b>	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	<b>ENTREPRENEURSHIP AND INNOVATION FROM A EUROPEAN PERSPECTIVE - Review Session</b>	K-101	
<b>May 24</b> 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	<b>Final Exam</b>	K-101	
	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"		
<b>May 25</b> Saturday	07:00 am	<b>Airport shuttle to Frankfurt Airport</b>		