

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

Beginning as of May 5:

GMT (UK): 11pm

EST (Eastern Standard Time, e.g. Canada/Washington D.C.): 6 pm

PST (Pacific Standard Time, e.g. Los Angeles): 3 pm

Beginning as of May 6:

SAST (South Africa Standard Time): 12 am

SGT (Singapore Time): 6 am

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

First Week		
Day	Duration	Classes and Events
May 5, Sunday (North America)	45 min	Welcome and Orientation by the Director Prof. Dr. Michael Frenkel
May 6, Monday (Asia Pacific)	15 min	Professor of International Economics; Academic Director of International Programs and Relations; Director of the Online MBA European Summer Program
	60 min	Welcome and General Information Socializing
THE EUROPEAN UNION AND THE EURO - WHAT DOES IT MEAN FOR INTERNATIONAL BUSINESS?		
May 6, Monday (North America)	70 min	What Is the EU? Prof. Dr. Michael Frenkel
May 7, Tuesday (Asia Pacific)	10 min	WHU – Otto Beisheim School of Management Break
	70 min	Business Implications of the EU and the Euro
	10 min	Break
	90 min	Case Study: Brexit
	50 min	Case Discussion Session
THE RELEVANCE OF FAMILY BUSINESSES IN EUROPE		
May 7, Tuesday (North America)	70 min	What Are Family Firms and Why Are They Important? Prof. Dr. Nadine Kammerlander
May 8, Wednesday (Asia Pacific)	10 min	WHU - Otto Beisheim School of Management Break
	70 min	How to build on the advantages of family firms - and mitigate their disadvantages in the 21st century
	10 min	Break
	90 min	Case Study: Merck - A Unique Acquisition Case in the Pharma Industry
	50 min	Case Discussion Session
SUSTAINABLE SUPPLY CHAIN MANAGEMENT - A EUROPEAN PERSPECTIVE		
May 8, Wednesday (North America)	70 min	Sustainable supply chains and business models – a European perspective Prof. Dr. Stefan Spinler
May 9, Thursday (Asia Pacific)	10 min	WHU – Otto Beisheim School of Management Break
	70 min	Why Europe needs resilient supply chains
	10 min	Break
	90 min	Case Study: Fairphone: Dialling up sustainability in smartphones
	50 min	Case Discussion Session
BUSINESS ENVIRONMENT AND STRATEGIES OF FDI INVESTORS IN CENTRAL AND EASTERN EUROPE		
May 9, Thursday (North America)	70 min	Business Environment and Its Dynamics in CEE Prof. Dr. Sonia Ferencikova
May 10, Friday (Asia Pacific)	10 min	VSM School of Management, Bratislava Break
	70 min	Strategic, Managerial and Marketing Challenges in CEE
	10 min	Break
	90 min	Case Study: Whirlpool
	50 min	Case Discussion Session
ENTREPRENEURSHIP AND INNOVATION FROM A EUROPEAN PERSPECTIVE		
May 10, Friday (North America)	70 min	Entrepreneurship from European Perspective Prof. Dr. Dries Faems
May 11, Saturday (Asia Pacific)	10 min	WHU – Otto Beisheim School of Management Break
	70 min	Generative AI for Entrepreneurship and Innovation
	10 min	Break
	90 min	Case Study on Entrepreneurship in Europe
	50 min	Case Discussion Session

Weekend		
Second Week		
Day	Duration	Classes and Events
EUROPEAN CAPITAL MARKETS		
May 13, Monday (North America)	70 min	Financial System Architecture in Europe Prof. Dr. Nic Schaub
May 14, Tuesday (Asia Pacific)		WHU – Otto Beisheim School of Management
	10 min	Break
	70 min	Investment Behavior of Private and Institutional Investors in Europe
	10 min	Break
	90 min	Case Study: Deutsche Börse
	50 min	Case Discussion Session
THE BUSINESS TAX ENVIRONMENT IN EUROPE		
May 14, Tuesday (North America)	70 min	Fundamentals of International Taxation & Taxation in the EU Jun.-Prof. Dr. Lisa Hillmann
May 15, Wednesday (Asia Pacific)		WHU – Otto Beisheim School of Management
	10 min	Break
	70 min	Effect of Business Taxes on Business Decisions
	10 min	Break
	90 min	Case Study: Taxation in the EU
	50 min	Case Discussion Session, Recent Trends and a Wrap-Up
B2C MARKETING IN EUROPE		
May 15, Wednesday (North America)	70 min	Recent Challenges of FMCG Manufacturers and Development of Markets, Consumers, and Retailers Prof. Dr. Tim Oliver Brexendorf
May 16, Thursday (Asia Pacific)		WHU – Otto Beisheim School of Management
	10 min	Break
	70 min	Viable Strategies for FMCG Manufacturers
	10 min	Break
	90 min	Case Study on How Brand Manufacturers Can Handle the Threat of Private Labels
	50 min	Case Discussion Session
EUROPEAN STRATEGIES OF EUROPEAN COMPANIES		
May 16, Thursday (North America)	90 min	Innovation and Hidden Champions Prof. Dr. Holger Ernst
May 17, Friday (Asia Pacific)		WHU – Otto Beisheim School of Management
	15 min	Break
	90 min	Case Group Work
	15 min	Break
	90 min	Case Debrief
May 17, Friday (North America)	70 min	Final Exam
May 18, Saturday (Asia Pacific)		