

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

Beginning as of May 7:

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

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

Beginning as of May 8:

SAST (South Africa Standard Time): 12 am

SGT (Singapore Time): 6 am

AEDT (Australian Eastern Standard Time, e.g. Sydney/Melbourne): 8 am

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

| First Week | | |
|---|-----------------|--|
| Day | Duration | Classes and Events |
| May 7, Sunday (North America) | 45 min | Welcome and Orientation by the Director Prof. Dr. Michael Frenkel |
| May 8, Monday (Asia Pacific) | 15 min | Associate Dean of International Relations and Diversity; Director of the Online MBA European Summer Program Welcome and General Information |
| | 60 min | Socializing |
| THE EUROPEAN UNION AND THE EURO - WHAT DOES IT MEAN FOR INTERNATIONAL BUSINESS? | | |
| May 8, Monday (North America) | 70 min | What is the EU? Prof. Dr. Michael Frenkel |
| May 9, 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 |
| ENTREPRENEURSHIP AND INNOVATION FROM A EUROPEAN PERSPECTIVE | | |
| May 9, Tuesday (North America) | 70 min | Entrepreneurship from European Perspective Prof. Dr. Dries Faems |
| May 10, Wednesday (Asia Pacific) | 10 min | WHU – Otto Beisheim School of Management Break |
| | 70 min | Innovation and Digitalization in Europe |
| | 10 min | Break |
| | 90 min | Case Study on Entrepreneurship in Europe |
| | 50 min | Case Discussion Session |
| BUSINESS ENVIRONMENT AND STRATEGIES OF FDI INVESTORS IN CENTRAL AND EASTERN EUROPE | | |
| May 10, Wednesday (North America) | 70 min | Business Environment and Its Dynamics in CEE Prof. Dr. Sonia Ferencikova |
| May 11, Thursday (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 |
| THE RELEVANCE OF FAMILY BUSINESSES IN EUROPE (I) | | |
| May 11, Thursday (North America) | 70 min | What Are Family Firms and Why Are They Important? Prof. Dr. Nadine Kammerlander |
| May 12, Friday (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 |
| THE RELEVANCE OF FAMILY BUSINESSES IN EUROPE (II) | | |
| May 12, Friday (North America) | 70 min | How to Survive Over Decades and Master Crises: Succession Options in Family Firms Prof. Dr. Nadine Kammerlander |
| May 13, Saturday (Asia Pacific) | 10 min | WHU – Otto Beisheim School of Management Break |
| | 70 min | Family Firm - Startup Collaboration |
| | 10 min | Break |
| | 90 min | Case Study: Reimann - How to Keep and Increase Family Wealth over Generations |
| | 50 min | Case Discussion and Outlook on Single Family Offices and What They Can Do in Times of Crises |
| Weekend | | |

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| Second Week | | |
|--|-----------------|--|
| Day | Duration | Classes and Events |
| THE BUSINESS TAX ENVIRONMENT IN EUROPE | | |
| May 9, Tuesday (North America) | 70 min | Fundamentals of International Taxation & Taxation in the EU Prof. Dr. Martin Jacob |
| May 10, 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 |
| RAISING CAPITAL IN EUROPEAN CAPITAL MARKETS | | |
| May 16, Tuesday (North America) | 70 min | Financial System Architecture in Europe Prof. Dr. Christian Andres |
| May 17, Wednesday (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: Shareholder Activism |
| | 50 min | Case Discussion Session |
| B2C MARKETING IN EUROPE | | |
| May 17, Wednesday (North America) | 70 min | Recent Challenges of FMCG Manufacturers and Development of Markets, Consumers, and Retailers Prof. Dr. Tim Oliver Brexendorf |
| May 18, 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 18, Thursday (North America) | 90 min | Innovation Strategies of European Champions Prof. Dr. Holger Ernst |
| May 19, Friday (Asia Pacific) | | WHU – Otto Beisheim School of Management |
| | 15 min | Break |
| | 90 min | Case Study Biontech |
| | 15 min | Break |
| | 90 min | Case Presentation and Debrief |
| May 19, Friday (North America) | 70 min | Final Exam |
| May 20, Saturday (Asia Pacific) | | |