

Summer School International Business

June 2 - 15, 2024 – Preliminary Schedule

Program Costs: 1.400,00 Euros, additional costs for Munich 200,00 Euros.

Plenary sessions

Track 1: Organizational Behavior (working title)

Track 2: Digital Transformation (working title)

| Date / Time | Activities | | Meals included |
|-------------------------|---|--|----------------|
| Sunday June 2 | Arrival Day | | |
| Morning | Airport pick-up | | |
| | Hotel check-in (Moxy hotel, 15 min walk to DHBW Karlsruhe) | | Snacks |
| Afternoon | Meet with the group and your buddies | | |
| | Get to know Karlsruhe (in small groups with German buddies) | | |
| Evening | Dinner with German Students | | Dinner |
| | | | |
| Monday June 3 | Day 2 | | |
| Morning | Hotel pick-up – Buddies will take you to DHBW | | Breakfast |
| | Welcome@DHBW | | |
| 11:00-13:15 | Session 1 (Audimax) Introduction (C. Sherman/T. Freytag/M. Cornford/D. Moulton) Keynote: BREXIT and Current Economic Global Challenges (A. Lee) | | |
| 13:15-14:00 | Lunch (DHBW Cafeteria) | | Lunch |
| 14:00-16:30 | Session 2 – Track 1 | Session 2 – Track 2 | |
| | Project management (J. Dowson) | Global ethics and sustainability (M. Bryde-Evens) | |
| Evening | Welcome dinner with students and professors | | Dinner |
| | | | |
| Tuesday June 4 | Day 3 | | |
| 09:30-12:00 | Session 3 – Track 1 | Session 3 – Track 2 | Breakfast |
| | Cross-cultural negotiation (D. Moulton) | Project management (J. Dowson) | |
| 12:00-13:00 | Lunch (DHBW Cafeteria) | | Lunch |
| Afternoon | Free afternoon or cultural trip in the region (e.g. Heidelberg) | | |
| Evening | Free evening with German students | | |
| | | | |
| Wednesday June 5 | Day 4 | | |
| Morning | Session 4 – Track 1 | Session 4 – Track 2 | Breakfast |
| 09:30-12:00 | Global ethics and sustainability (M. Bryde-Evens) | Cross-cultural negotiation (D. Moulton) | |
| 12:00-13:00 | Lunch (DHBW Cafeteria) | | Lunch |
| Afternoon | Company visit or cultural trip in the region (i.e. Stuttgart Mercedes Museum) | | |
| Evening | Free evening with German students | | |
| | | | |

Summer School International Business

June 2 - 15, 2024 – Preliminary Schedule

| Date / Time | Activities | | Meals included |
|---|--|--|-------------------------|
| Thursday June 6 | Day 5 | | |
| 09:00-12:00 | Session 5: Business Simulation "Scale up!" | | Breakfast |
| 12:00-13:00 | Lunch (DHBW Cafeteria) | | Lunch |
| 13:00-16:00 | Session 6: Business Simulation "Scale up!" | | |
| Evening | Barbecue at DHBW (organized by student union) | | Dinner |
| | | | |
| Friday June 7 | Day 6 | | |
| 09:00-12:00 | Session 7: Business Simulation "Scale up!" | | Breakfast |
| 12:00-13:00 | Lunch (DHBW Cafeteria) | | Lunch |
| 13:00-16:00 | Session 8: Business Simulation "Scale up!" | | Dinner (Pizza) |
| Evening | Free evening | | |
| | | | |
| Saturday June 8 - Monday June 10 | Trip to Munich (option 1, + EUR 200) or Local excursions (option 2) | | |
| Option 1 | City tour, Dachau Concentration Camp Memorial, Olympic Park, Google company visit | | Breakfast 1 x Dinner |
| Option 2 | Hiking in the Black Forest, and/or Stuttgart trip, optional 1-day trip to Paris (self- organized, extra costs, tbc), lectures or company visits on Monday, June 10, tbc., dependent on student numbers | | Breakfast 1 x Dinner |
| | | | |
| Tuesday June 11 | Day 10 | | |
| 09:30-12:00 | Session 9 – Track 1 | Session 9 – Track 2 | Breakfast |
| | Managing global teams (C. Sherman) | E-marketing tools and technologies : Search Engine Marketing, etc. (Sh.M. Chien) | |
| 12:00-13:00 | Lunch (DHBW Cafeteria) | | Lunch |
| 13:00-15:30 | Session 10– Track 1 | Session 10 – Track 2 | |
| | International anti-money laundering standards (Z. Andriichenko) | Analysis of the effectiveness of online activities: Part 1. Basics of content marketing and SMM. Analyze the attributes of successful website, platform and application User Interface (UI) design, what defines great User Experience (UX) and how to measure them (M. Cornford) | |
| Evening | Free evening | | |
| | | | |
| Wednesday June 12 | Day 11 | | |
| Morning | Excursion to Strasbourg | | Breakfast |
| Afternoon 16:30 | Excursion to European Parliament (Strasbourg) | | |
| Evening | Free evening | | |

Summer School International Business

June 2 - 15, 2024 – Preliminary Schedule

| Date / Time | Activities | | Meals included |
|-------------------------|---|--|----------------|
| Thursday June 13 | Day 12 | | |
| 09:30-12:00 | Session 11 – Track 1 Leadership, Cross-cultural Leadership: Part 1 (C. Sherman) | Session 11 – Track 2 Part 2. Evaluating e-Commerce for products and services (M. Cornford) | Breakfast |
| 12:00-13:00 | Lunch (DHBW Cafeteria) | | Lunch |
| 13:00-15:30 | Session 12 – Track 1 Leadership: Part 2 (C. Sherman) | Session 12 – Track 2 Digital Business and AI (Sh.M. Chien) | |
| Evening | Free evening | | |
| | | | |
| Friday June 14 | Day 13 | | |
| 09:30-12:00 | Preparation time for final presentations (in small groups) | | Breakfast |
| 12:00-13:00 | Lunch (DHBW Cafeteria) | | Lunch |
| 13:00-16:30 | Session 13: Group Presentations (Audimax) | | |
| Evening | Farewell dinner on DHBW campus | | Dinner |
| Saturday June 15 | Day 14 | | |
| | Departure (back home or onward travel in Europe) | | Breakfast |