

Summer School International Business and Digital Transformation June 2 - 15, 2024 – Preliminary Schedule

Plenary sessions

Track 1: International Business

Track 2: Digital Transformation

| Date / Time | Activities | Meals incl. |
|--|---|-------------|
| Monday May 20 To Friday May 24 | Pre-departure | |
| 17:00-18:30 8:00-9:30 am PST | German language and culture class for beginners (Group 1) | |
| 18:45-20:15 9:45-11:15 am PST | German language and culture class for beginners (Group 2) | |
| Tuesday May 28 To Friday May 31 | Pre-departure | |
| 17:00-18:30 8:00-9:30 am PST | German language and culture class for beginners (Group 3) | |
| 18:45-20:15 9:45-11:15 am PST | German language and culture class for advanced (Group 1 & 2) | |
| Saturday June 1 | Travel Day | |
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| Sunday June 2 | | |
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| 07:00 – 14:00 | arrival, meet your buddies and group; | |
| 14:30 | together with buddies go to P36 coach park coach leaves P36 at Frankfurt Airport (FRA) at 15:00 | |
| 16:30 | hotel check-in Moxy Hotel, Lorbeerweg 24, 76149 Karlsruhe | |
| 17:00/17:30 | meet with the group and your buddies in the hotel lobby, get to know Karlsruhe (in small groups with German buddies), go to the restaurant together; | |
| 18:30 | dinner with German students Restaurant Stövchen Waldstr. 54, 76133 Karlsruhe | Dinner |
| Monday June 3 | | |
| 09:30 | hotel pick-up – buddies will take you to DHBW | |
| | Breakfast | |
| 10:00 – 11:00 | arrival at DHBW - Welcome@DHBW; Audimax | |
| 11:00-13:15 | Session 1 (Audimax) Introduction (C. Sherman/T. Freytag/M. Cornford/D. Moulton) The European Union and the United States: An Economic Comparison (A. Lee) | |
| 13:15-14:00 | Lunch (DHBW Cafeteria) | |
| | Lunch | |
| 14:00-16:30 | Session 2 – Track 1, A165 Project management (J. Dowson) | Session 2 – Track 2, A167 Global ethics and sustainability (M. Bryde-Evens) |
| 17:15 | meet in the hotel lobby, pick-up by buddies | |
| 18:00 | Welcome Dinner with students and professors: Restaurant Syrtaki, Herrenstraße 36, 76133 Karlsruhe | Dinner |
| Tuesday June 4 | | |
| 09:30-12:00 | Session 3 – Track 1, A165 Cross-cultural negotiation (D. Moulton) | Session 3 – Track 2, A167 Project management (J. Dowson) |
| | Breakfast | |
| 12:00-13:00 | Lunch (DHBW Cafeteria) | |
| | Lunch | |
| 13:30 | DHBW Lobby: meet Zhanna Andriichenko/Sarah Möst and depart for Company Visit Daimler Truck | |
| 13:30 – 18:00 | Company Visit Daimler Truck | |
| 18:30/19:00 | Barbecue with German students at DHBW | |
| | Dinner | |

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| Wednesday June 5 | | |
| 9:00-11:30 | Session 4 – Track 1 , A165 Global ethics and sustainability (<i>M. Bryde-Evens</i>) | Session 4 – Track 2 , A167 Marketing Strategy overview for digital (<i>M. Cornford</i>) |
| 11:30-12:30 | Lunch (DHBW Cafeteria) | |
| | Session 5 – Track 1 , A165 | Session 5 – Track 2 , A167 |
| 12:30-15:00 | International anti-money laundering standards (<i>Zhanna Andriichenko</i>) | Cross-cultural negotiation (<i>D. Moulton</i>) |
| 15:15 | Meeting Point DHBW Lobby for train trip to Heidelberg via Karlsruhe main station | |
| Afternoon and Evening | free afternoon and evening with German students in Heidelberg | |
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| Thursday June 6 | | |
| 09:00-12:00 | Session 5: Business Simulation "Scale up!" | Breakfast |
| 12:00-13:00 | Lunch (DHBW Cafeteria) | |
| 13:00-17:00 | Session 6: Business Simulation "Scale up!" | |
| Evening | free Evening | |
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| Friday June 7 | | |
| 09:00-12:00 | Session 7: Business Simulation "Scale up!" | Breakfast |
| 12:00-13:00 | Lunch (DHBW Cafeteria) | |
| 13:00-15:00 | Session 8: Business Simulation "Scale up!" | |
| Evening | free evening | |
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| Saturday June 8 - Monday June 10 | | |
| Option 1 | Trip to Munich | |
| Saturday | 8 o'clock train to Munich, A&O Hostel München Hackerbrücke, White Rose Memorial, English Garden, City tour, Dinner | Breakfast Dinner |
| Sunday | Olympic Park, Dachau Concentration Camp Memorial | Breakfast |
| Monday | Google company visit, English Garden or free time, train back to Karlsruhe at 16:58 | Breakfast |
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| Option 2 | Local excursions | | |
| Saturday | Hiking in the Black Forest | | Breakfast Dinner |
| Sunday | Stuttgart trip including Mercedes Museum | | Breakfast |
| Monday | free time or another activity planned with the group, exact schedule will be agreed on with the group | | Breakfast |
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| Option 3 | Paris self-organized | | none |
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| Tuesday June 11 | | | |
| 09:30-12:00 | Session 9 – Track 1 , A165 Managing global teams (<i>C. Sherman</i>) | Session 9 – Track 2 , A167 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 (<i>M. Cornford</i>) | Breakfast |
| 12:00-13:00 | Lunch (DHBW Cafeteria) | | Lunch |
| 13:30 | Meeting Point DHBW Lobby for Company Visit Pfeiffer & May | | |
| 13:30-16:00 | Company visit Pfeiffer & May (only for students who did not go to Munich, free afternoon for Munich group) | | |
| Evening | Free evening | | |
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| Wednesday June 12 | | | |
| 08:30 | Meet Silvia in the hotel lobby for coach transfer | | Breakfast |
| Around 10:45 | Arrival at Place de l’Etoile, walk to the Cathedral | | |
| 11:00 | visit the Cathedral interior; afterwards option to climb the tower with small exhibition or free time | | |
| 12.30 | Eat traditional Alsatian Tarte Flambée at Flam’s Restaurant 29 Rue des Frères, 67000 Strasbourg | | Lunch |
| 13:30 -14:30 | free time in Strasbourg, optional cheese and sausage tasting | | |

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| 14:30 | Meet at Pier Batorama (in front of the cathedral take Rue du Maroquin and walk about 10 minutes to the river) | |
| 14:45 – 15:45 | Boat trip through Strasbourg with audio guide, taking you to the European Parliament | |
| 16:30 – 17:45 | Guided Tour European Parliament (Strasbourg) | |
| 18:00 | Coach transfer back to Karlsruhe | |
| Evening | Around 19:30 back in Karlsruhe, free evening | |
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| Thursday June 13 | | |
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| 09:30-12:00 | Session 10 , B459 Digital Advertising (<i>Sh.M. Chien and Lukas Fassbender, The Trade Desk</i>) | Breakfast |
| 12:00-13:00 | Lunch (DHBW Cafeteria) | Lunch |
| 13:00-15:30 | Session 11 , B459 Leadership, Cross-cultural Leadership (<i>C. Sherman</i>) | |
| 18:00 | Meet for dinner at Café Bleu, Kaiserallee 11, 76133 Karlsruhe, Tram stop “Mühlburger Tor”, just walk in the driving direction of the tram, you might already see the beergarden across the street. | Dinner |
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| Friday June 14 | | |
| 09:30-12:00 | Preparation time for final presentations (in small groups) G087, F379, E208, E110, E106, C239, A471, A468 Groups will be assigned to rooms | Breakfast |
| 12:00-13:00 | Lunch (DHBW Cafeteria) | Lunch |
| 13:00-16:30 | Session 12: Group Presentations (Audimax) | |
| 18:00 | Farewell Dinner – Traditional Restaurant Großer Kurfürst (Buffet), Sophienstraße 80, 76135 Karlsruhe, Tram stop „Mühlburger Tor“ | Dinner |
| | Optional public viewing European Championship Soccer/Football | |
| Saturday June 15 | | |
| | Departure (back home or onward travel in Europe) | Breakfast |