

Summer School International Business

June 2 - 15, 2024 – Preliminary Schedule

Plenary sessions

Track 1: Organizational Behavior 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	
Sunday June 2		
Morning	Arrival, 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	18:30: Dinner with German Students	Dinner
Monday June 3		
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)

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Evening	Welcome dinner with students and professors: Greek Restaurant		Dinner
Tuesday June 4			
09:30-12:00	Session 3 – Track 1	Session 3 – Track 2	Breakfast
	Cross-cultural negotiation (<i>D. Moulton</i>)	Project management (<i>J. Dowson</i>)	
12:00-13:00	Lunch (DHBW Cafeteria)		Lunch
Afternoon	Company Visit: Daimler Truck: 15:15 and 16.15 (two groups)		
Evening	Barbecue with German students tbc.		
Wednesday June 5			
Morning	Session 4 – Track 1	Session 4 – Track 2	Breakfast
9:00-11:30	International anti-money laundering standards (Dr. Zhanna Andreiichenko)	E-marketing tools and technologies : Search Engine Marketing, etc. (<i>Sh.M. Chien</i>)	
11:30-12:30	Lunch (DHBW Cafeteria)		Lunch
	Session 5 – Track 1	Session 5 – Track 2	
12:30-15:00	Global ethics and sustainability (<i>M. Bryde-Evens</i>)	Cross-cultural negotiation (<i>D. Moulton</i>)	
Afternoon and Evening	Heidelberg Free evening with German Students in Heidelberg		

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Thursday June 6		Breakfast
09:00-12:00	Session 5: Business Simulation "Scale up!"	
12:00-13:00	Lunch (DHBW Cafeteria)	Lunch
13:00-16:00	Session 6: Business Simulation "Scale up!"	
Evening	Free Evening	
Friday June 7		
09:00-12:00	Session 7: Business Simulation "Scale up!"	
12:00-13:00	Lunch (DHBW Cafeteria)	Lunch
13:00-16:00	Session 8: Business Simulation "Scale up!"	
17:00	Early dinner with pizza	
Evening	Free evening	
Saturday June 8 - Monday June 10		
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		
09:30-12:00	Session 9 – Track 1	Session 9 – Track 2
	Managing global teams (C. Sherman)	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)
12:00-13:00	Lunch (DHBW Cafeteria)	
13:00-15:30	Company visit	
Evening	Free evening	
Wednesday June 12		
9:00-19:00	Excursion to Strasbourg 11:00 Guided City Tour	
	12.30 Lunch in traditional restaurant	
	13:30-15:30 free time in Strasbourg	
	16.30: Guided Tour in the European Parliament (Strasbourg)	
Evening	Around 19:30 back in Karlsruhe, free evening	
Thursday June 13		
09:30-12:00	Session 11 – Track 1	Session 11 – Track 2
	Breakfast	

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	Leadership, Cross-cultural Leadership: Part 1 (<i>C. Sherman</i>)	Part 2. Evaluating e-Commerce for products and services (<i>M. Cornford</i>)	
12:00-13:00	Lunch (DHBW Cafeteria)		Lunch
13:00-15:30	Session 12– Track 1	Session 12 – Track 2	
	Leadership: Part 2 (<i>C. Sherman</i>)	Digital Business and AI (<i>Sh.M. Chien</i>)	
Evening	Free evening, preparation time		
Friday June 14			
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 – Traditional Restaurant		Dinner
	Public viewing inauguration European Soccer/Football Championship		
Saturday June 15			
	Departure (back home or onward travel in Europe)		Breakfast