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	45 min	**Welcome and Orientation by the Director**
(North America)		Prof. Dr. Michael Frenkel
May 6, Monday		Professor of International Economics; Academic Director of International Programs and Relations; Director of the Online MBA European Summer Program
(Asia Pacific)	15 min	**Welcome and General Information**
	60 min	**Socializing**
THE EUROPEAN UNION AND THE EURO - WHAT DOES IT MEAN FOR INTERNATIONAL BUSINESS?		
May 6, Monday	70 min	**What Is the EU?**
(North America)		Prof. Dr. Michael Frenkel
May 7, Tuesday		WHU – Otto Beisheim School of Management
(Asia Pacific)	10 min	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	70 min	**What Are Family Firms and Why Are They Important?**
(North America)		Prof. Dr. Nadine Kammerlander
May 8, Wednesday		WHU - Otto Beisheim School of Management
(Asia Pacific)	10 min	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	70 min	**Sustainable supply chains and business models – a European perspective**
(North America)		Prof. Dr. Stefan Spinler
May 9, Thursday		WHU – Otto Beisheim School of Management
(Asia Pacific)	10 min	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	70 min	**Business Environment and Its Dynamics in CEE**
(North America)		Prof. Dr. Sonia Ferencikova
May 10, Friday		VSM School of Management, Bratislava
(Asia Pacific)	10 min	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	70 min	**Entrepreneurship from European Perspective**
(North America)		Prof. Dr. Dries Faems
May 11, Saturday		WHU – Otto Beisheim School of Management
(Asia Pacific)	10 min	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**

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		Weekend
Second Week		
Day	**Duration**	**Classes and Events**
		EUROPEAN CAPITAL MARKETS
May 13, Monday	70 min	**Financial System Architecture in Europe**
(North America)		Prof. Dr. Nic Schaub
May 14, Tuesday		WHU – Otto Beisheim School of Management
(Asia Pacific)	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	70 min	**Fundamentals of International Taxation & Taxation in the EU**
(North America)		Jun.-Prof. Dr. Lisa Hillmann
May 15, Wednesday		WHU – Otto Beisheim School of Management
(Asia Pacific)	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	70 min	**Recent Challenges of FMCG Manufacturers and Development of Markets, Consumers, and Retailers**
(North America)		Prof. Dr. Tim Oliver Brexendorf
May 16, Thursday		WHU – Otto Beisheim School of Management
(Asia Pacific)	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	90 min	**Innovation and Hidden Champions**
(North America)		Prof. Dr. Holger Ernst
May 17, Friday		WHU – Otto Beisheim School of Management
(Asia Pacific)	15 min	Break
	90 min	**Case Group Work**
	15 min	Break
	90 min	**Case Debrief**
May 17, Friday	70 min	**Final Exam**
(North America)		
May 18, Saturday		
(Asia Pacific)		