

**COURSE PROGRAMME**  
**'MANAGERIAL AND ECONOMIC CHALLENGES FOR EUROPE'**

**2021**



Day	18. Jul	19. Jul	20. Jul	21. Jul	22. Jul	23. Jul	24. Jul	25. Jul	26. Jul
Time	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Monday
		WELCOME SESSION	SLOT 4	SLOT 8	SLOT 11	SLOT 14			
8:30 - 10:00 a.m.		Welcome and Presentation of the Programme (8:30-9:30 a.m.)	The Global Economy - Current Economic Developments <u>Prof. Pflüger</u>	Climate Change <u>Prof. Fehr</u>	International Marketing <u>Prof. Jana-Kristin Prigge</u>	Global Supply Chain <u>Prof. Bogaschewsky</u>			self-study time
		SLOT 1	SLOT 5	SLOT 9	SLOT 12	SLOT 15			FEEDBACK
10:15 - 11:45 a.m.		Culture and Life in Germany <u>Dr. Peter Süß</u>	International Financial Reporting <u>Prof. Lenz</u>	Digital Business Processes <u>Prof. Winkelmann</u>	Business Taxation in Europe <u>Prof. Kiesewetter</u>	Global Supply Chain <u>Prof. Bogaschewsky</u>			Feedback session
11:45 - 12:45 p.m.		BREAK	BREAK	BREAK	BREAK	BREAK			BREAK
		SLOT 2	SLOT 6	SLOT 10	SLOT 13	SLOT 16	self-study time	self-study time	self-study time
12:45 - 2:15 p.m.		European Competition Policy <u>Prof. Doganoglu</u>	Digitalization of Money and the Digital Euro <u>Prof. Bofinger</u>	Digital Business Processes <u>Prof. Winkelmann</u>	Human Resource Management <u>Prof. Zwick</u>	Cost of Equity in Corporate Valuation <u>Prof. Knoll</u>			self-study time
		SLOT 3	SLOT 7	DISCUSSION SESSION	GUIDED TOUR	DISCUSSION SESSION			EXAM
2:30 - 4:00 p.m.		Corporate Strategy and Innovation <u>Prof. Walter</u>	Digitalization of Money and the Digital Euro <u>Prof. Bofinger</u>	meet your fellow students and lecturers and discuss the course insights	Würzburg GUIDED TOUR online	meet your fellow students and lecturers and discuss the course insights			Examination (all slots)

Preparation - Reading the Script

Slots shared with *Digital Opportunities in Europe*  
Slot shared with *Digital Opportunities in Europe* and *Pandemic and its Consequences*