

COURSE PROGRAMME

'GLOBALIZATION AS A MANAGERIAL AND ECONOMIC CHALLENGE IN EUROPE'

2020

Day	26. Jul	27. Jul	28. Jul	29. Jul	30. Jul	31. Jul	01. Aug	02. Aug	03. Aug	04. Aug
Time	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Monday	Tuesday
			SLOT 3	SLOT 7	SLOT 11	SLOT 14				
8:30 - 10:00 a.m.	Arrival	Welcome and Presentation of the Programme (8:30-9:30 a.m.)	International Marketing <u>Felix Pfeil, M.Sc.</u>	Digital Business Processes <u>Prof. Winkelmann</u>	International Financial Reporting <u>Prof. Lenz</u>	Global Supply Chain <u>Prof. Bogaschewsky</u>	self-study time, optional activities (see: extra sheet)	self-study time, optional activities (see: extra sheet)	selfstudy time	
		SLOT 1	SLOT 4	SLOT 8	SLOT 12	SLOT 15			EXAM	
10:30 - 12:00 a.m.		Culture and Life in Germany <u>Dr. Peter Süß</u>	Business Taxation in Europe <u>Prof. Kiesewetter</u>	Digital Business Processes <u>Prof. Winkelmann</u>	The Global Economy - Current Economic Developments <u>Prof. Pflüger</u>	Global Supply Chain <u>Prof. Bogaschewsky</u>			Exam (Brose Lecture Room)	
12:00 - 1:00 p.m.		LUNCH	LUNCH	LUNCH	LUNCH	LUNCH			LUNCH	
		SLOT 2	SLOT 5	SLOT 9	SLOT 13					
1:00 - 2:30 p.m.		Climate Change <u>Prof. Fehr</u>	European Macropolicy <u>Prof. Bofinger</u>	Human Resource Management <u>Prof. Zwick</u>	European Competition Policy <u>Prof. Doganoglu</u>				Feedback session	
		LUNCH	SLOT 6	SLOT 10	COMPANY VISIT					
2:30 - 4:00 p.m.		Würzburg GUIDED TOUR Start: Residenz (Fountain) 3 p.m.	European Macropolicy <u>Prof. Bofinger</u>	Corporate Strategy and Innovation <u>Prof. Walter</u>	Company Visit 3 - 5 p.m.					
		DINNER		COMPANY VISIT					DINNER	
		Welcome Dinner Alter Kranen, Kranenkai 1, 7 p.m.		STAATLICHER HOFKELLER with Wine-Tasting 5 - 8 p.m.					Farewell Dinner Hofbräu, Jägerstraße 17, 7 p.m.	

Lecture Room: Neue Universität, room 414 (Catering in 410)

Slots shared with *Digital Opportunities in Europe*

Socio-cultural programme

Company visits

Stand: January 2020