

COURSE PROGRAMME

'GLOBALIZATION AS A MANAGERIAL AND ECONOMIC CHALLENGE IN EUROPE'

Day	28. Jul	29. Jul	30. Jul	31. Jul	01. Aug	02. Aug	03. Aug	04. Aug	05. Aug	06. Aug
Time	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Monday	Tuesday
			SLOT 3	SLOT 6	SLOT 10	SLOT 13				
8:30 - 10:00 a.m.	Arrival	Welcome and Presentation of the Programme	Climate Change <u>Prof. Fehr</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 7	SLOT 11	SLOT 14			EXAM	
10:30 - 12:00 a.m.		European Macropolicy <u>Prof. Bofinger</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>	Culture and Life in Germany <u>Dr. Peter Süß</u>			Exam (Brose Lecture Room)	
12:00 - 1:00 p.m.		LUNCH	LUNCH	LUNCH	LUNCH	LUNCH			LUNCH	
		SLOT 2	SLOT 5	SLOT 8	SLOT 12					
1:00 - 2:30 p.m.		European Macropolicy <u>Prof. Bofinger</u>	International Marketing <u>Felix Pfeil, M.Sc.</u>	Human Resource Management <u>Prof. Zwick</u>	European Competition Policy <u>Prof. Doganoglu</u>	Global Supply Chain <u>Prof. Bogaschewsky</u>			Feedback session	
		GUIDED TOUR		SLOT 9	COMPANY VISIT					
2:30 - 4:00 p.m.		Würzburg Guided Tour Start: Residenz (Fountain) 3 p.m.		Corporate Strategy and Innovation <u>Prof. Walter</u>	SKZ - German Plastics Center 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 126 (Catering in 112)

Slots shared with *Digital Opportunities in Europe*

Socio-cultural programme

Company visits

Stand: June 2019