

First Week

Day	Time	Classes and Events	Location
May 26, Sunday	10:00 AM - 11:00 AM	Pickup at Frankfurt Airport	Frankfurt International Airport: Official Meeting point Terminal 1, Section B (arrival level)
	11:00 AM	Shuttle departs from Frankfurt Airport	
	12:45 PM	Check-In Housing	Vallendar: bus stops at Vallendar Mitte first, then drives to Höhrer Straße
	03:30 AM - 04:15 PM	Welcome at WHU	K-101
	04:15 PM - 05:30 PM	Teambuilding and Socializing	A-013
	05:30 PM - 06:00 PM	Tour of WHU	Meet on Burgplatz
	06:00 PM - 07:30 PM	Welcome Reception	Vaulted Cellar
May 27, Monday	09:00 AM - 10:00 AM	Welcome and Orientation from the Associate Dean of International Relations Prof. Dr. Michael Frenkel WHU – Otto Beisheim School of Management	K-101
	10:00 AM - 10:15 AM	Presentation of "EUROPE IN THE PRESS"	K-101
	10:15 AM - 10:30 AM	BREAK	
	10:30 AM - 11:45 AM	European Trade and Monetary Integration (Prof. Dr. Frenkel)	K-101
	11:45 AM - 12:45 PM	LUNCH	Cafeteria
	12:45 PM - 02:00 PM	European Trade and Monetary Integration (Prof. Dr. Frenkel)	K-101
	02:00 PM - 03:30 PM	Study period: time for case study (will be graded)	Study Rooms K
	03:30 PM - 04:00 PM	BREAK	
04:00 PM - 04:45 PM	Review Session (Prof. Dr. Frenkel)	K-101	
May 28, Tuesday	09:00 AM - 10:15 AM	Brand Management in Europe (Prof. Dr. Tim Oliver Brexendorf)	K-101
	10:15 AM - 10:30 AM	BREAK	
	10:30 AM - 11:45 AM	Brand Management in Europe (Prof. Dr. Brexendorf)	K-101
	11:45 AM - 12:45 PM	LUNCH	Cafeteria
	12:45 PM - 02:15 PM	Study period: time for case study (will be graded)	Study Rooms K
	02:15 PM - 02:45 PM	BREAK	
	02:45 PM - 03:30 PM	Review Session (Prof. Dr. Brexendorf)	K-101
	04:45 PM	Meeting in front of K building	
	05:00 PM - 05:30 PM	Boat trip to Koblenz	
05:30 PM - 07:00 PM	Guided Walking Tour in Koblenz		
07:00 PM - 08:30 PM	Dinner at a typical German restaurant	Deutscher Kaiser	
May 29, Wednesday	09:45 AM - 04:00 PM	Company Visit (Prof. Dr. Brexendorf)	
May 30, Thursday	09:00 AM - 10:15 AM	Germany in Europe (Geoff Sammon)	K-101
	10:15 AM - 10:30 AM	BREAK	
	10:30 AM - 11:45 AM	Germany in Europe (Geoff Sammon)	K-101
	11:45 AM - 01:15 PM	LUNCH	Restaurant Mediterraneo
	01:30 PM - 02:45 PM	Intercultural communication (Audrey Fernandes-Diehl)	K-101
	02:45 PM - 03:00 PM	BREAK	
	03:00 PM - 04:15 PM	Intercultural communication (Audrey Fernandes-Diehl)	K-101
May 31, Friday	09:00 AM - 10:30 AM	German course (optional)	K-101
	10:30 AM - 10:45 AM	BREAK	
	10:45 AM - 12:15 PM	German course (optional)	K-101
	12:15 PM - 01:15 PM	LUNCH	Cafeteria
June 1, Saturday	no program		
June 2, Sunday			

Second Week

Day	Time	Classes and Events	Location
June 3, Monday	09:00 AM - 10:15 AM	Finance (Prof. Dr. Christian Andres)	K-101
	10:15 AM - 10:30 AM	BREAK	
	10:30 AM - 11:45 AM	Finance (Prof. Dr. Andres)	K-101
	11:45 AM - 12:45 PM	LUNCH	Cafeteria
	12:45 PM - 02:15 PM	Study period: time for case study (will be graded)	Study Rooms K
	02:15 PM - 02:45 PM	BREAK	
	02:45 PM - 03:30 PM	Review Session (Prof. Dr. Andres)	K-101
	04:00 PM - 04:30 PM	Transfer to Marksburg Castle	Meeting at bus stop Vallendar Mitte at 3:50 pm
	04:30 PM - 06:00 PM	Marksburg Castle Visit and guided tour	
	06:00 PM - 06:30 PM	Transfer back to Vallendar	
June 4, Tuesday	09:00 AM - 10:30 AM	Bus transfer to Frankfurt	Meeting at bus stop Vallendar Mitte at 8:50 am
	11:00 AM	Company Visit to Commerzbank Frankfurt (Prof. Dr. Andres) Please bring your ID with you!	
	01:30 PM - 02:00 PM	Visit of Main Tower	
	02:00 PM - 04:15 PM	Free time to explore Frankfurt	
	04:15 PM	Meeting at Frankfurt Stock Exchange	Börse Frankfurt
	04:30 PM - 06:00 PM	Transfer back to Vallendar	
June 5, Wednesday	09:00 AM - 10:00 AM	EUROPE IN THE PRESS (2 groups)	K-101
	10:00 AM - 11:15 AM	Business Tax Strategy (Prof. Dr. Martin Jacob)	K-101
	11:15 AM - 11:30 AM	BREAK	
	11:30 AM - 12:45 PM	Business Tax Strategy (Prof. Dr. Jacob)	K-101
	12:45 PM - 01:45 PM	LUNCH	Cafeteria
	01:45 PM - 03:15 PM	STUDY PERIOD: time for case study (will be graded)	Study Rooms K
	03:15 PM - 03:45 PM	BREAK	
	03:45 PM - 04:30 PM	Review Session (Prof. Dr. Jacob)	K-101
June 6, Thursday	09:00 AM - 09:45 AM	Transfer to Burg Eltz	Meeting at bus stop Vallendar Mitte at 8:50 am
	09:45 AM - 10:30 AM	Walk to castle and time for pictures	
	10:30 AM - 12:30 PM	Visit to Burg Eltz and guided tour (Audrey Fernandes-Diehl)	
	12:30 PM - 01:15 PM	Transfer to Cochem	
	01:15 PM - 02:15 PM	Free time in Cochem	
	02:15 PM	Meeting at Endertplatz and walk to castle	Endertplatz Cochem
	02:45 PM - 04:00 PM	Visit to Burg Cochem and guided tour (Audrey Fernandes-Diehl)	
	04:15 PM - 05:15 PM	Transfer back to Vallendar	
June 7, Friday	09:00 AM - 10:30 AM	German course (optional)	K-101
	10:30 AM - 10:45 AM	BREAK	
	10:45 AM - 12:15 PM	German course (optional)	K-101
	12:15 PM - 01:15 PM	LUNCH	Cafeteria
June 8, Saturday	no program		
June 9, Sunday			

Third Week

Day	Time	Classes and Events	Location
June 10, Monday	no program (national holiday)		
June 11, Tuesday	09:00 AM - 10:30 AM	Emerging Markets in Europe: Central and Eastern Europe (Prof. Dr. Sonia Ferencikova)	K-101
	10:30 AM - 10:45 AM	BREAK	
	10:45 AM - 12:00 PM	Emerging Markets in Europe: Central and Eastern Europe (Prof. Dr. Ferencikova)	K-101
	12:00 PM - 01:00 PM	LUNCH	Cafeteria
	01:00 PM - 02:30 PM	STUDY PERIOD: time for case study (will be graded)	Study Rooms K
	02:30 PM - 03:00 PM	BREAK	
	03:00 PM - 04:00 PM	Review Session (Prof. Dr. Ferencikova)	K-101
	04:00 PM - 05:00 PM	EUROPE IN THE PRESS (2 groups)	K-101
June 12, Wednesday	09:30 AM	Bus transfer to Bingen	Meeting at bus stop Vallendar Mitte at 9:20 am
	11:00 AM - 01:00 PM	Company Visit to Globus Bingen (Prof. Dr. Stefan Spinler)	
	01:15 PM - 02:30 PM	Bus transfer to Vallendar	
	02:45 PM - 04:00 PM	Sustainability (Prof. Dr. Spinler)	K-101
	04:00 PM - 04:15 PM	BREAK	
04:15 PM - 05:30 PM	Sustainability (Prof. Dr. Spinler)	K-101	
June 13, Thursday	09:00 AM - 10:30 AM	Bus transfer to Bonn	Meeting at bus stop Vallendar Mitte at 8:50 am
	10:30 AM - 12:00 PM	Guided Walking Tour in Bonn (Geoff Sammon)	
	12:00 PM	Bus transfer to House of History	
	12:30 PM - 02:00 PM	Visit to the House of the History of the Federal Republic of Germany (Geoff Sammon)	Haus der Geschichte, Bonn
	02:15 PM	Bus transfer to Bonn city	
	02:30 PM - 04:00 PM	Late lunch at Turkish restaurant "Bühne" in Bonn	Restaurant "Bühne", Bonn
04:15 PM - 05:45 PM	Transfer back to Vallendar		
June 14, Friday	morning	STUDY PERIOD for exam	Study Rooms E
	12:00 PM - 01:00 PM	LUNCH	Cafeteria
	02:00 PM - 03:10 PM	Final Exam	IP-C-001
	05:30 PM	Transfer to Dinner Location	Meeting at bus stop Vallendar Mitte at 5:20 pm
	06:00 PM - 08:00 PM	Farewell Dinner and transfer back to Vallendar	Maximilians Brauwiesen, Lahnstein
June 15, Saturday	07:00 AM	Airport shuttle to Frankfurt Airport (optional)	Pick up at Vallendar Mitte