

First Week

Day	Time	Classes and Events	Location
May 27, Sunday	10:00 - 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
	02:30 - 03:15 pm	Welcome at WHU	K-101
	03:15 - 04:30 pm	Teambuilding and Socializing	A-013
	04:30 - 06:15 pm	Crash Course German	K-101
	06:15 - 06:45 pm	Tour of WHU	Meet on Burgplatz
	06:45 - 08:30 pm	Welcome Reception	Vaulted Cellar
May 28, Monday	09:00 - 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 - 10:15 am	Presentation of "EUROPE IN THE PRESS"	K-101
	10:15 - 10:30 am	BREAK	
	10:30 - 11:45 am	European Trade and Monetary Integration (Prof. Dr. Frenkel)	K-101
	11:45 - 12:45 pm	LUNCH	Cafeteria
	12:45 - 02:00 pm	European Trade and Monetary Integration (Prof. Dr. Frenkel)	K-101
	02:00 - 02:15 pm	BREAK	
	02:15 - 03:15 pm	STUDY PERIOD: time for case study	Study Rooms K
03:15 - 04:00 pm	Review Session (Prof. Dr. Frenkel)	K-101	
May 29, Tuesday	09:00 - 10:15 am	Luxury Brand Management (Prof. Dr. Martin Fassnacht)	K-101
	10:15 - 10:30 am	BREAK	
	10:30 - 11:45 am	Luxury Brand Management (Prof. Dr. Fassnacht)	K-101
	11:45 am - 12:30 pm	LUNCH	Cafeteria
	12:30 - 01:30 pm	Study period: time for case study	Study Rooms K
	01:30 - 02:15 pm	Review Session (Prof. Dr. Fassnacht)	K-101
	02:45 - 03:30 pm	Boat trip to Koblenz	Meeting at 2:25 in Foyer K-000
	03:30 - 05:00 pm	Guided Walking Tour in Koblenz	
05:00 - 06:00 pm	Free time in Koblenz		
06:00 - 07:30 pm	Dinner at a typical German restaurant	Restaurant Alt Coblenz	
May 30, Wednesday	09:45 am - 04:00 pm	Company Visit to Hachenburg Brewery (Prof. Dr. Fassnacht)	Meeting at bus stop Vallendar Mitte at 09:30 am
May 31, Thursday (national holiday)	09:00 - 10:15 am	Finance (Prof. Dr. Christian Andres)	K-101
	10:15 - 10:30 am	BREAK	
	10:30 - 11:45 am	Finance (Prof. Dr. Andres)	K-101
	11:45 am - 01:15 pm	LUNCH	Restaurant
	01:15 - 02:15 pm	Study period: time for case study	Study Rooms K
	02:15 - 03:00 pm	Review Session (Prof. Dr. Andres)	K-101
03:30 - 06:00 pm	Marksburg Castle Visit	Meeting at bus stop Vallendar Mitte at 03:20 pm	
June 1, Friday	09:00 - 10:45 am	Bus transfer to Frankfurt	Meeting at bus stop Vallendar Mitte at 08:50 am
	11:00 am	Company Visit to Commerzbank Frankfurt (Prof. Dr. Andres) <i>Please bring your ID with you!</i>	
		Lunch	
		Visit of Main Tower	
		Free time to explore Frankfurt	
	05:30 - 07:00 pm	Transfer back to Vallendar	
June 2, Saturday	no program		
June 3, Sunday	no program		

Second Week

Day	Time	Classes and Events	Location
June 4, Monday	09:30 - 10:00 am	EUROPE IN THE PRESS	K-101
	10:00 - 11:15 am	Emerging Markets in Europe: Central and Eastern Europe (Prof. Dr. Sonia Ferencikova)	K-101
	11:30 am - 12:30 pm	LUNCH	Cafeteria
	12:30 - 01:45 pm	Emerging Markets in Europe: Central and Eastern Europe (Prof. Dr. Ferencikova)	K-101
	01:45 - 02:45 pm	STUDY PERIOD: time for case study	
	02:45 - 03:00 pm	BREAK	Study Rooms K
	03:00 - 04:00 pm	Review Session (Prof. Dr. Ferencikova)	K-101
	04:00 - 04:30 pm	EUROPE IN THE PRESS	K-101
June 5, Tuesday	09:30 - 10:00 am	EUROPE IN THE PRESS	K-101
	10:00 - 11:15 am	Germany in Europe (Geoff Sammon)	K-101
	11:30 am - 12:30 pm	LUNCH	Cafeteria
	12:30 - 01:45 pm	Germany in Europe (Geoff Sammon)	K-101
	01:45 - 02:00 pm	BREAK	
	02:00 - 03:15 pm	Intercultural communication (Audrey Fernandes-Diehl)	K-101
	03:15 - 03:30 pm	BREAK	
	03:30 - 04:45 pm	Intercultural communication (Audrey Fernandes-Diehl)	K-101
June 6, Wednesday	09:30 - 10:00 am	EUROPE IN THE PRESS	K-101
	10:00 - 11:15 am	Business Tax Strategy (Prof. Dr. Martin Jacob)	K-101
	11:30 am - 12:30 pm	LUNCH	Cafeteria
	12:30 - 01:45 pm	Business Tax Strategy (Prof. Dr. Jacob)	K-101
	01:45 - 02:45 pm	STUDY PERIOD: time for case study	Study Rooms K
	02:45 - 03:00 pm	BREAK	
	03:00 - 03:45 pm	Review Session (Prof. Dr. Jacob)	K-101
	03:45 - 04:15 pm	EUROPE IN THE PRESS	K-101
June 7, Thursday	08:00 - 08:20 am	Introduction by Prof. Dr. Stefan Spinler	IP-C-001
	08:30 am - 03:30 pm	Company Visit (Prof. Dr. Spinler)	Meeting at bus stop Vallendar Mitte at 08:25 am
	03:30 - 04:45 pm	Sustainability (Prof. Dr. Stefan Spinler)	IP-C-001
	04:45 - 05:00 pm	BREAK	
	05:00 - 06:15 pm	Sustainability (Prof. Dr. Stefan Spinler)	IP-C-001
June 8, Friday	morning	STUDY PERIOD for exam	Study Rooms C and D
	11:30 am - 12:30 pm	LUNCH	Cafeteria
	02:00 - 03:00 pm	Final Exam	IP-C-001
	05:30 pm	Transfer to Dinner Location	Meeting at bus stop Vallendar Mitte at 05:20 pm
	06:00 - 09:00 pm	Farewell Dinner	Maximilians Brauwiesen, Lahnstein
June 9, Saturday	07:00 am	Airport shuttle to Frankfurt Airport (optional)	Pick up at Höhrer Straße