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I. Welcome Letter from the Academic Director

Dear Participants,

We are all very pleased to welcome you to WHU – Otto Beisheim School of Management and we hope that you are very excited to be taking part in the Online MBA European Summer Program. In order to help you prepare, we have put together some important information regarding the program to help maximise your virtual experience at WHU.

Please read this brochure carefully and keep it as a reference. Of course, we are all happy to assist you if you need any additional information - do not hesitate to reach out to us. Our contact details are listed on the next page.

On behalf of the entire WHU staff I wish you a pleasant and successful time with our online program at WHU – Otto Beisheim School of Management.

Prof. Dr. Michael Frenkel
II. The Online MBA European Summer Program Team

Prof. Dr. Michael Frenkel
Chair for Macroeconomics and International Economics

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III. The Faculty

Prof. Dr. Michael Frenkel  
WHU – Otto Beisheim School of Management

Prof. Dr. Christian Andres  
WHU – Otto Beisheim School of Management

Prof. Dr. Dries Faems  
WHU – Otto Beisheim School of Management

Prof. Dr. Tim Oliver Brexendorf  
WHU – Otto Beisheim School of Management
Prof. Dr. Sonia Ferencikova
School of Management and University of Economics, Bratislava

Prof. Dr. Martin Jacob
WHU – Otto Beisheim School of Management

Prof. Dr. Nadine Kammerlander
WHU – Otto Beisheim School of Management
IV. Information on Administrative Matters

**Schedule**
You can find the schedule for the program on the Moodle platform. Please note that this is subject to change.

**Dress Code**
The dress code is smart casual during class (smart jeans/trousers/dress/skirt/polo-shirt/casual shirt).

**Course Material**
Before the start of the program, you will be asked to prepare the pre-readings for lectures. You will be able to download all pre-readings in advance.

**Guidelines for Online Sessions with Zoom**

**Class Details**
- Session Content:
  - Lecture: Instructor presents content, participants raise questions
  - Case study: Participants work on case studies in pre-assigned breakout rooms
  - Presentations: Participants present their solutions and they are discussed in class
- Please note that in order to receive full credit for the online summer program, your attendance is mandatory. In case of an emergency, please inform isabella.wienchol-rotondaro@whu.edu or carina.humpert@whu.edu immediately.

**Before the Session**
- It is recommended to download the Zoom client on your device (laptop recommended instead of smartphone) in advance: https://zoom.us/download
- Please make sure that you have a good internet connection and use a high-quality headset in order to avoid audio problems.
- Click on the dedicated session link in your Moodle course
- Choose access via
  - (a) application on your device (recommended) or
  - (b) web browser (Chrome or Edge; use your real full name when signing in)

**During the Session**
- In order to avoid background noise for the participants, keep your microphone muted, unless you want to contribute to the session.
- Please make sure that you turn on your video while you are in class in order to allow for a classroom-like experience.
- Please do your best to maintain optimal lighting during the program (e.g. avoid windows behind you).
- Please make sure that your full name is shown in the participants list on the right-hand side. You can change your name by opening the participants list, scrolling over your name and clicking “rename”.
- To initiate discussions, the instructor might cold call participants
- Please do not interpret this as being called out
- If you do not know the answer to the question, briefly say "next, please" and the instructor will choose someone else

- Depending on the content and style of the class session:
  - Participants might be asked to share their screens (Choose to share the particular file window and not the entire desktop)
  - Participants are allocated to pre-assigned breakout rooms to work on case studies in smaller groups

- In case you experience any (technical) difficulties during the session, please email the assistant of the respective day (please see Moodle page).

- Please note that the Zoom meeting and the chat will not be recorded and that any private recording of the session is strictly prohibited.

- For more information on Zoom, please see: https://support.zoom.us/hc/en-us/articles/206175806-Frequently-Asked-Questions
V. About WHU – Otto Beisheim School of Management

WHU at a Glance

WHU – Otto Beisheim School of Management is the leading private business school in Germany and is continuously ranked among the top business schools in Europe. On WHU’s two campuses in Vallendar (near Koblenz) and Düsseldorf, faculty, students, and staff enjoy working and studying in an environment that promotes diversity and internationalization. The organizational culture at WHU characterizes a spirit of courage and innovation, a strong sense of community, a high dedication to excellence, and an intrinsic commitment to society.

It has an outstanding national and international reputation leading it to be the most renowned German business school. This excellent standard has been certified through accreditations from AACSB, EQUIS, and FIBAA as well as through leading positions in national and international rankings. WHU students profit from a large international network of over 200 partner universities, 160 companies, and 4700 alumni in 67 countries.
WHU – Otto Böhlhorn School of Management is a leading German business school with an exceptional national and international reputation. WHU offers academic programs and continuing education for executives throughout their career. Founded in 1964 on the initiative of the Koblenz Chamber of Commerce and Industry, WHU has become a model for future-oriented research and teaching in business economics.

Faculty and Staff
As of September 2020 or not stated otherwise

- Full Professors: 39
- Assistant Professors: 16
- Adjunct Professors: 3
- Honorary Professors: 17
- External Lecturers: 17
- Non-Academic Staff: 220

Faculty Groups
Economics, Entrepreneurship and Innovation, Finance and Accounting, Management, Marketing and Sales, and Supply Chain Management

Founders and Benefactors of WHU
(2019/2020)
and many more friends and supporters

Budget
(2019/2020)
45.1 Mio. €

Executive Committee
Dean: Professor Dr. Markus Raddatz
Deputy Dean: Professor Dr. Martin Weigand
Associate Dean: Professor Dr. Christian Andrea
Associate Dean: Professor Dr. Michael Frankel
Head of Administration: Peter Orst

Enrolled Students and Participants
As of September 2020 or not stated otherwise

- Bachelor in International Business
  Administration Program (ESI): 688
  Master in Management Program (MSc): 208
  Master in Finance Program (MSc): 89
  Master in Entrepreneurship (MSc): 58
  Customized Master in Management and Entrepreneurship (MSc): 24
  Full-Time MBA Program: 82
  Part-Time MBA Program: 173
  Kellogg WHU Executive MBA Program: 87
  Doctoral Program: 289
- Students in total: 1,665
  Participants Executive Education programs: 1,001
  Participants European Programs (including Summer Program): 94
  Exchange students: 243

In Praxis e.V. – WHU Alumni Association
Approximately 4,700 members in 67 countries

Accreditations
- EQUIS, AACSB, FIBRA System Accreditation

International Network
212 partner schools worldwide

Locations
 Vallendar, Düsseldorf

Milestones
1964: WHU is founded as a private business school at university level
1992: WHU receives a generous donation to its endowment by Professor Otto Böhlhorn
1997: WHU and the Kellogg School of Management (Evanston, Illinois) establish a joint MBA Program
1998: WHU is the first German business school achieving the EQUIS accreditation
2001: WHU joins the German Research Foundation as the only private business school
2006: WHU launches the Bachelor and Master of Science program, start of the Full-Time MBA Program
2010: Start of the Part-Time MBA Program in Düsseldorf
2012: WHU achieves the FIBRA System Accreditation
2013: WHU opens its second campus in Düsseldorf
2013: Master in Finance Program is launched
2016: WHU introduces a second intake in September in the Full-Time MBA Program
2017: Start of the Master in Entrepreneurship Program
2019: Customized Master in Management and Entrepreneurship Program is launched
2020: Launch of Global Online MBA program
VI. About Germany

The Federal Republic of Germany is located in the Heart of Europe. Germany is surrounded by nine other countries: Denmark to the North, the Netherlands, Belgium, Luxembourg and France to the West, Switzerland and Austria to the South and the Czech Republic and Poland to the East. More information on Germany can be found at: www.bundesregierung.de The Federal Republic of Germany covers an area of 357,000 km² and has a population of 83 million people. After Russia, Germany is the most populated country in Europe.

Weather

Germany is situated between the West winds of the Atlantic Ocean and the Continental climate of the South. There is rainfall in every season. During winter, temperatures can drop to between 5°C and minus 5°C. The summer temperatures range between 18°C and 30°C. So, please bring appropriate clothing for spring and summer – also sweaters and umbrellas/raincoats – it can also be cold and rainy in summer!

Food

Germany is a traditional meat-and-potatoes country. However, besides this traditional cooking, you will find a wide range of international restaurants with all styles of food. A classic German breakfast includes rolls, jam, cheese, cold meats, chocolate spreads, hard-boiled eggs and coffee or tea. Beer is the national beverage and it is one cultural phenomenon that must be adequately explored. The beer is excellent and relatively cheap. Each region and brewery produces beer with a distinctive taste and body.
VII. About Vallendar

Vallendar is a lively small town located on the banks of the Rhine, which unites the atmosphere of ancient tradition and typical regional charm. The town’s distinguishing feature - old bourgeois houses dating from the 17th and 18th centuries - are for the most part timber-framed buildings displaying exquisite beam carvings. Since 1934, Vallendar has been a government-approved health resort, offering Kneipp treatment and pure air for convalescence. The charming surrounding countryside offers many attractive walks and hiking routes. In the summer months, daily boat trips are operated along both the Rhine and the Moselle.
VIII. About Koblenz

Situated in between the picturesque landscapes of the Rhine and Moselle and surrounded by four low mountain ranges is the 2000 year old town of Koblenz. Its abundance of cultural monuments and historical buildings, the cozy little lanes and alleyways, the relaxed and happy atmospheres of its squares and river promenades make Koblenz a sympathetic town where its guests feel right at home. The view from high (118 meters) above the Rhine at Ehrenbreitstein Fortress across the "Deutsche Eck" (German Corner) with its re-erected monument, the "Reiterdenkmal". A meeting point for visitors from all over the world who are on their way to discover the fascinating landscape between the Rhine and Moselle.

Wandering through Koblenz will give you an idea of its fascinating character: romantic little lanes and historical squares intermingled with shops, restaurants and cozy taverns. A walk from the market place "Florinsmarkt" to the square "Münzplatz" and from there on to "Jesuitenplatz" will take you past beautifully restored shops and offices, the churches "Florinskirche" and "Liebfrauenkirche" and numerous cultural monuments along the way.
## IX. Language Guide

### Numbers

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<table>
<thead>
<tr>
<th>Guten Abend</th>
<th>Good evening</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guten Tag</td>
<td>Good day; Good afternoon; Hello</td>
</tr>
<tr>
<td>Wie geht es Ihnen?</td>
<td>How do you do?</td>
</tr>
<tr>
<td>Entschuldigen Sie bitte</td>
<td>Excuse me</td>
</tr>
<tr>
<td>Danke</td>
<td>Thank you</td>
</tr>
<tr>
<td>Ich heiße…</td>
<td>My name is…</td>
</tr>
<tr>
<td>Könnten Sie etwas langsamer sprechen?</td>
<td>Could you speak more slowly, please?</td>
</tr>
</tbody>
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