

**SHORT TERM STUDY PROGRAM 2024**

**3 JUNE – 26 JUNE 2024**

Time Monday- Thursday*	SCHEDULE / MODULES		
9.30 – 11.00h  Break  11.15 - 12.45 h	<p><b>Principles of Marketing</b> UNCW</p> <p>Professor Dr. Fredrika J. Spencer Assistant Professor of Marketing Cameron School of Business University of North Carolina Wilmington / UNCW</p>	<p><b>Principles of Finance</b> NKU</p> <p>Professor Dr. Jang-Chul Kim Professor of Finance Haile College of Business Northern Kentucky University / NKU</p>	
<b>Lunch Break</b>			
13.30 – 15.00 h  Break  15.15 – 16.45 h	<p><b>Introduction to Management</b> Hofstra University New York</p> <p>Professor Dr. Daphna Motro Chair, Institutional Review Board Associate Professor of Management and Entrepreneurship Frank G. Zarb School of Business Hofstra University New York</p>	<p><b>International Business</b> HSB</p> <p>Mr Michael Medlock Senior Lecturer Faculty of Economics HSB / City University of Applied Sciences</p>	<p><b>Design Thinking</b> HSB</p> <p>Dr. Regine Komoss Senior Lecturer Faculty of Economics HSB / City University of Applied Sciences</p>
* No Lessons on Friday			

- Language of Instruction: English
- Contact hours per Module: 45 contact hours
- Credits: Each module 3 credit hours

**HSB-SHORT TERM STUDY PROGRAM**

Hochschule Bremen - Werderstraße 73 - D-28199 Bremen

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## SCHEDULE

1st week

Time / CET	Monday 3.6.	Tuesday 4.6.	Wednesday 5.6.	Thursday 6.6.	Friday 7.6.	Saturday 8.6.	Sunday 9.6.	
9.30 – 11.00h  Break  11.15 - 12.45 h	Day  of  Arrival	<b>10.00 h -10.45 h</b> <b>Welcome Ceremony</b> Presentation of the Program and Introductory Session <b>Lecture Hall D 127</b>  <b>11.00 h – 12.30 h</b> Setting up the WLAN accounts for participants and guest professors <b>Room EW 205</b>	<ul style="list-style-type: none"> <li>Principles of Marketing</li> <li>Principles of Finance</li> </ul>	<ul style="list-style-type: none"> <li>Principles of Marketing</li> <li>Principles of Finance</li> </ul>	No Classes			
		<b>Lunch Break</b>						
13.30 – 15.00 h  Break  15.15 – 16.45 h		<b>14.00 h – 16.00 h</b> Guided City Tour	<ul style="list-style-type: none"> <li>Introduction to Management</li> <li>International Business</li> <li>Design Thinking</li> </ul>	<ul style="list-style-type: none"> <li>Introduction to Management</li> <li>International Business</li> <li>Design Thinking</li> </ul>	No Classes			

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### 2nd week

Time / CET	Monday 10.6.	Tuesday 11.6.	Wednesday 12.6.	Thursday 13.6.	Friday 14.6.	Saturday 15.6.	Sunday 16.6.
9.30 – 11.00h	<ul style="list-style-type: none"> <li>Principles of Marketing</li> </ul>	<ul style="list-style-type: none"> <li>Principles of Marketing</li> </ul>	<ul style="list-style-type: none"> <li>Principles of Marketing</li> </ul>	<ul style="list-style-type: none"> <li>Principles of Marketing</li> </ul>	<b>8.00 – 18.00 h</b> Trip to Hamburg  Excursion tot he Free and Haseatic City of Hamburg, including a guided city tour from town hall to „Elbphilharmonie“ – Hamburg’s new landmark		
Break	<ul style="list-style-type: none"> <li>Principles of Finance</li> </ul>	<ul style="list-style-type: none"> <li>Principles of Finance</li> </ul>	<ul style="list-style-type: none"> <li>Principles of Finance</li> </ul>	<ul style="list-style-type: none"> <li>Principles of Finance</li> </ul>			
11.15 - 12.45 h	<b>Lunch Break</b>						
13.30 – 15.00 h	<ul style="list-style-type: none"> <li>Introduction to Management</li> </ul>	<ul style="list-style-type: none"> <li>Introduction to Management</li> </ul>	<ul style="list-style-type: none"> <li>Introduction to Management</li> </ul>	<ul style="list-style-type: none"> <li>Introduction to Management</li> </ul>			
Break	<ul style="list-style-type: none"> <li>International Business</li> </ul>	<ul style="list-style-type: none"> <li>International Business</li> </ul>	<ul style="list-style-type: none"> <li>International Business</li> </ul>	<ul style="list-style-type: none"> <li>International Business</li> </ul>			
15.15 – 16.45 h	<ul style="list-style-type: none"> <li>Design Thinking</li> </ul>	<ul style="list-style-type: none"> <li>Design Thinking</li> </ul>	<ul style="list-style-type: none"> <li>Design Thinking</li> </ul>	<ul style="list-style-type: none"> <li>Design Thinking</li> </ul>			

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### 3rd week

Time / CET	Monday 17.6.	Tuesday 18.6.	Wednesday 19.6.	Thursday 20.6.	Friday 21.6.	Saturday 22.6.	Sunday 23.6.
9.30 – 11.00h  Break  11.15 - 12.00 h	<b>9.30 – 12.00 h</b> <ul style="list-style-type: none"> <li>Principles of Marketing</li> <li>Principles of Finance</li> </ul>	<b>9.30 – 12.00 h</b> <ul style="list-style-type: none"> <li>Principles of Marketing</li> <li>Principles of Finance</li> </ul>	<b>9.30 – 12.00 h</b> <ul style="list-style-type: none"> <li>Principles of Marketing</li> <li>Principles of Finance</li> </ul>	<b>9.30 – 12.00 h</b> <ul style="list-style-type: none"> <li>Principles of Marketing</li> <li>Principles of Finance</li> </ul>	No Classes		
<b>Lunch Break</b>							
13.00 – 14.30 h  Break  14.45 – 15.00 h	<b>13.00 – 15.00 h</b> <ul style="list-style-type: none"> <li>Introduction to Management</li> <li>International Business</li> <li>Design Thinking</li> </ul>	<b>13.00 – 15.00 h</b> <ul style="list-style-type: none"> <li>Introduction to Management</li> <li>International Business</li> <li>Design Thinking</li> </ul>	<b>13.00 – 15.00 h</b> <ul style="list-style-type: none"> <li>Introduction to Management</li> <li>International Business</li> <li>Design Thinking</li> </ul>	<b>13.00 – 15.00 h</b> <ul style="list-style-type: none"> <li>Introduction to Management</li> <li>International Business</li> <li>Design Thinking</li> </ul>	No Classes		

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### 4th week

Time / CET	Monday 24.6.	Tuesday 25.6.	Wednesday 26.6.
9.30 – 11.00h	<b>10.00 – 15.00 h</b>  Plant Tour	<b>10.00 h – 11.30 h</b>  <b>Closing Ceremony</b> Good bye and Farewell  <b>Lecture Hall D 127</b>	Day  of  Departure
Break			
11.15 - 12.45 h			
13.30 – 15.00 h			
Break			
15.15 – 16.45 h			

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