

SHORT TERM STUDY PROGRAM 2022

12 JUNE – 30 JUNE 2022

Time Monday- Thursday*	SCHEDULE / MODULES			
9.30 – 12.45 h	<p>Principles of Marketing UNCW</p> <p>Prof. Dr. Brian Kinard Professor of Marketing Cameron School of Business University of North Carolina Wilmington / UNCW</p>	<p>Moneyball - Business Models in Global Sports NKU</p> <p>Prof. Dr. Joe Cobbs Professor of Sports Business & Event Management Haile College of Business Northern Kentucky University / NKU</p>	<p>International Finance Weber State University</p> <p>Prof. Dr. Doris Geide-Stevenson Professor of Economics Goddard School of Business & Economics Weber State University</p>	<p>Financial Institutions Management Hofstra University New York</p> <p>Prof. Dr. Anoop Rai Professor of Finance Frank G. Zarb School of Business Hofstra University New York</p>
13.30 h – 16:45	<p>International Business Hochschule Bremen</p> <p>Mr Michael Medlock Senior Lecturer Faculty of Economics HSB - City University of Applied Sciences</p>			

* No Lessons on Friday

- Course Language: English
- Contact hours per Module: 45 contact hours
- Credits: 3 credit hours – US

HSB-SHORT TERM STUDY PROGRAM 2022

TIMETABLE

1st week

Time /CET	Sunday 12.6.	Monday 13.6.	Tuesday 14.6.	Wednesday 15.6.	Thursday 16.6.	Friday 17.6.	Saturday 18.6.	Sunday 19.6.
9.30 h – 12.45 h	Day of Arrival	10.00 h -10.30 h Welcome Ceremony 10.30 h – 12.15 h Presentation of the Program and Introductory Session	<ul style="list-style-type: none"> Principles of Marketing Moneyball International Finance Financial Institutions Management 	<ul style="list-style-type: none"> Principles of Marketing Moneyball International Finance Financial Institutions Management 	<ul style="list-style-type: none"> Principles of Marketing Moneyball International Finance Financial Institutions Management 			
13.30 h – 16.45 h		14.00 h – 16.15 h Guided City Tour	<ul style="list-style-type: none"> International Business 	<ul style="list-style-type: none"> International Business 	<ul style="list-style-type: none"> International Business 			

2nd week

Time /CET	Monday 20.6.	Tuesday 21.6.	Wednesday 22.6.	Thursday 23.6.	Friday 24.6.	Saturday 25.6.	Sunday 26.6.
9.30 h – 12.45 h	<ul style="list-style-type: none"> Principles of Marketing Moneyball International Finance Financial Institutions Management 	9.00 – 12.45 h <ul style="list-style-type: none"> Principles of Marketing Moneyball International Finance Financial Institutions Management 	9.00 – 12.45 h <ul style="list-style-type: none"> Principles of Marketing Moneyball International Finance Financial Institutions Management 	<ul style="list-style-type: none"> Principles of Marketing Moneyball International Finance Financial Institutions Management 			
13.30 h – 16.45 h	<ul style="list-style-type: none"> International Business 	13.30 – 17.15 h <ul style="list-style-type: none"> International Business 	13.30 – 17.15 h <ul style="list-style-type: none"> International Business 	<ul style="list-style-type: none"> International Business 			

3rd week

Time /CET	Monday 27.6.	Tuesday 28.6.	Wednesday 29.6.	Thursday 30.6.
9.30 h – 12.45 h	<ul style="list-style-type: none"> Principles of Marketing Moneyball International Finance Financial Institutions Management 	<ul style="list-style-type: none"> Principles of Marketing Moneyball International Finance Financial Institutions Management 	10.00 – 11.30 h Closing Ceremony / Good bye and Farewell	Day of Departure
13.30 h – 16.45 h	<ul style="list-style-type: none"> International Business 	<ul style="list-style-type: none"> International Business 		