

**SHORT TERM STUDY PROGRAM 2025**

**2 JUNE – 27 JUNE 2025**

Time Monday- Thursday*	SCHEDULE / MODULES		
9.30 – 11.00h  Break  11.15 - 12.45 h	<b>Principles of Supply Chain Management</b> <b>UNCW</b> Professor Dr. Jeff Cummings Professor of Information Systems Cameron School of Business University of North Carolina Wilmington / UNCW	<b>Selling Skills</b> <b>NKU</b> Professor Dr. Eileen Weisenbach Keller Professor of Marketing Haile College of Business Northern Kentucky University / NKU	<b>Principles of Managerial Accounting</b> <b>Weber State University</b> Professor Dr. Andrea Gouldman, CPA Professor of Accounting Goddard School of Business and Economics Weber State University, Ogden UT
<b>Lunch Break</b>			
13.30 – 15.00 h  Break  15.15 – 16.45 h	<b>Principles of Marketing</b> <b>Hofstra University New York</b> Professor Dr. Boonghee Yoo RMI Distinguished Professor in Business and Professor of Marketing Frank G. Zarb School of Business Hofstra University New York	<b>International Business</b> <b>HSB</b> Mr Michael Medlock Senior Lecturer Faculty of Economics HSB / City University of Applied Sciences	
* 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 2.6.	Tuesday 3.6.	Wednesday 4.6.	Thursday 5.6.	Friday 6.6.	Saturday 7.6.	Sunday 8.6.
9.30 – 11.00h Break	Day of Arrival	<b>09.30 h -10.15 h</b> <b>Welcome Ceremony</b> Presentation of the Program and Introductory Session	<ul style="list-style-type: none"> <li>Principles of Supply Chain Management</li> <li>Selling Skills</li> <li>Principles of Managerial Accounting</li> </ul>	<ul style="list-style-type: none"> <li>Principles of Supply Chain Management</li> <li>Selling Skills</li> <li>Principles of Managerial Accounting</li> </ul>	No Classes		
11.15 - 12.45 h		<b>10.30 h – 11.30 h</b> Setting up Internet Access for participants and guest professors					
		<b>Lunch Break</b>					
13.30 – 15.00 h Break		<b>14.00 h – 16.00 h</b> Guided City Tour	<ul style="list-style-type: none"> <li>Principles of Marketing</li> <li>International Business</li> </ul>	<ul style="list-style-type: none"> <li>Principles of Marketing</li> <li>International Business</li> </ul>	No Classes		
15.15 – 16.45 h							

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### 2nd week

Time / CET	Monday 09.6.	Tuesday 10.6.	Wednesday 11.6.	Thursday 12.6.	Friday 13.6.	Saturday 14.6.	Sunday 15.6.
9.30 – 11.00h	Public holiday / Whit Monday  No classes on this public holiday	<ul style="list-style-type: none"> <li>Principles of Supply Chain Management</li> <li>Selling Skills</li> <li>Principles of Managerial Accounting</li> </ul>	<ul style="list-style-type: none"> <li>Principles of Supply Chain Management</li> <li>Selling Skills</li> <li>Principles of Managerial Accounting</li> </ul>	<ul style="list-style-type: none"> <li>Principles of Supply Chain Management</li> <li>Selling Skills</li> <li>Principles of Managerial Accounting</li> </ul>	<b>8.00 – 18.00 h</b> Trip to Hamburg  Excursion to the Free and Hanseatic City of Hamburg, including a guided city tour from town hall to „Elbphilharmonie“ – Hamburg’s new landmark		
Break 11.15 - 12.45 h							
<b>Lunch Break</b>							
13.30 – 15.00 h		<ul style="list-style-type: none"> <li>Principles of Marketing</li> <li>International Business</li> </ul>	<ul style="list-style-type: none"> <li>Principles of Marketing</li> <li>International Business</li> </ul>	<ul style="list-style-type: none"> <li>Principles of Marketing</li> <li>International Business</li> </ul>			
Break 15.15 – 16.45 h							

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**3rd week – New Schedule: Morning session from 9.30 h – 12.00 h / Afternoon session from 13.00 h – 15.30 h**

Time / CET	Monday 16.6.	Tuesday 17.6.	Wednesday 18.6.	Thursday 19.6.	Friday 20.6.	Saturday 21.6.	Sunday 22.6.
9.30 – 11.00h Break 11.15 - 12.00 h	<ul style="list-style-type: none"> <li>Principles of Supply Chain Management</li> <li>Selling Skills</li> <li>Principles of Managerial Accounting</li> </ul>	<ul style="list-style-type: none"> <li>Principles of Supply Chain Management</li> <li>Selling Skills</li> <li>Principles of Managerial Accounting</li> </ul>	<ul style="list-style-type: none"> <li>Principles of Supply Chain Management</li> <li>Selling Skills</li> <li>Principles of Managerial Accounting</li> </ul>	<ul style="list-style-type: none"> <li>Principles of Supply Chain Management</li> <li>Selling Skills</li> <li>Principles of Managerial Accounting</li> </ul>	No Classes		
<b>Lunch Break</b>							
13.00 – 14.30 h Break 14.45 – 15.30 h	<ul style="list-style-type: none"> <li>Principles of Marketing</li> <li>International Business</li> </ul>	<ul style="list-style-type: none"> <li>Principles of Marketing</li> <li>International Business</li> </ul>	<ul style="list-style-type: none"> <li>Principles of Marketing</li> <li>International Business</li> </ul>	<ul style="list-style-type: none"> <li>Principles of Marketing</li> <li>International Business</li> </ul>	No Classes		

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### 4th week

Time / CET	Monday 23.6.	Tuesday 24.6.	Wednesday 25.6.	Thursday 26.6.	Friday 27.6.
9.30 – 11.00h  Break  11.15 - 12.00 h	<ul style="list-style-type: none"> <li>Principles of Supply Chain Management</li> <li>Selling Skills</li> <li>Principles of Managerial Accounting</li> </ul>	<ul style="list-style-type: none"> <li>Principles of Supply Chain Management</li> <li>Selling Skills</li> <li>Principles of Managerial Accounting</li> </ul>	<b>10.00 – 13.00 h</b>  Plant Tour	<b>10.00 h – 11.30 h</b>  <b>Closing Ceremony</b> Good bye and Farewell	Day  of  Departure
<b>Lunch Break</b>					
13.00 – 14.30 h  Break  14.45 – 15.30 h	<ul style="list-style-type: none"> <li>Principles of Marketing</li> <li>International Business</li> </ul>	<ul style="list-style-type: none"> <li>Principles of Marketing</li> <li>International Business</li> </ul>			

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