

Technology
Arts Sciences
TH Köln

GETEUROPEAN SUMMER SCHOOL

Cologne,
May 6 – May 29, 2024



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	Monday (May 6)	Tuesday (May 7)	Wednesday (May 8)	Thursday (May 9)	Friday (May 10)
Week 1 May 6 – May 10	10.00-11.00 (Mevissensaal) Welcome and Introduction	10.00-16.45 (154) Prof. Dr. Sander International Trade: A European Perspective	9.45-12.30 (Mevissensaal) Willem Noe The Past, Present and Future of the EU	Bank Holiday Ascension Day	11.00-13.00 (26) Dr. Syniakova Business Environment during the War: Case of Ukraine
	11.30-15.45 (26) Joachim Knüttgen German Language and Culture		15.30-18.00 (Brauwelt Köln) Prof. Dr. Ates Visit of Mühlen Kölsch and its production site Brauwelt (Köln)		13.30-16.45 (26) Dr. Syniakova Human Resource Management in the Era of Internationalization
	17.00-18.30 (Cologne Cathedal) Christophe Labonté City Tour				
	Monday (May 13)	Tuesday (May 14)	Wednesday (May 15)	Thursday (May 16)	Friday (May 17)
Week 2 May 13 – May 17	9.45-16.45 (250) Prof. Dr. Sander International Trade: A European Perspective	9.45-16.45 (250) Prof. Dr. Ates & Prof. Dr. Volkmann Positioning of a German trend brand in the US	9.45-16.45 (250) Prof. Dr. Ates & Prof. Dr. Volkmann Positioning of a German trend brand in the US	10.00-11.00 (250) Prof. Dr. Krupp Logistics and Supply Chain Management from a European Perspective – Importance for the Board Rooms in International Companies	Team Research International Trade: A European Perspective
				11.00-17.00 Andrea Droste Visit to the House of History (Bonn)	



Tours & Site Visits



Off-campus days



Exams



Bank holidays

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	Monday (May 20)	Tuesday (May 21)	Wednesday (May 22)	Thursday (May 23)	Friday (May 24)
Week 3 May 20 – May 24	Bank Holiday Pentecost	Team Research International Trade: A European Perspective	9.45-16.45 (206) Prof. Dr. Sander International Trade: A European Perspective	10.00-16.00 (Köln Messe) Prof. Dr. Ates Visit to PolisMobility (Köln Messe)	09.45-12.45 (206) Prof. Dr. Fries GenAI as the “game” changer in business negotiations? (don't forget your laptops!)
					13.30-16.30 (206) Prof. Dr. Mehlhorn Unlocking Blockchain: Creating and Trading Our Own Cryptocurrency (don't forget your laptops!)
	Monday (May 27)	Tuesday (May 28)	Wednesday (May 29)	Thursday (May 30)	Friday (May 31)
Week 4 May 27 – May 31	9.45-15.00 (Mevisensaal) Prof. Dr. Sander Final presentations International Trade: A European Perspective	9.45-12.45 (26) Prof. Dr. Ates Services Marketing in the Digital Age	13.30-15.00 Uhr (69) Steffen Henke (DHL Group) Employee Communications in the Digital Age	Bank Holiday Corpus Christi	
		13.30-16.30 (26) Prof. Dr. Lindner Neuromanagement	17.30-18.30 (26) Prof. Dr. Ates & Prof Dr. Volkmann Final presentations		
			Approx. 18.30 (26) Course evaluation and farewell		

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Title

**International Trade: A
European Perspective**
Prof. Dr. Harald Sander

Description

This course provides participants with a thorough understanding of the global trading environment that organizations are confronted in times of geopolitical disruptions. The major driving forces of globalization and regionalization in the global economy are analyzed and their impact on nations, organization and people is discussed. In particular, the course offers an indepth inquiry of the determinant and consequences of international trade and the role of national and international trade policies. The course is conducted in a unique cross-cultural study environment in which US participants and TH Köln students will jointly analyze and debate how globalization, trade policies and geopolitical shifts affect competitive advantages and strategies of major global industries.

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<i>Title</i>	<i>Description</i>
Business Environment during the War: Case of Ukraine Dr. Katja Syniakova	Full-scale invasion of Russia caused a range of new challenges to the Ukrainian society and economy. Which problems face Ukrainian business and customers during the war? What is the new framework of doing business in Ukraine? Which lessons can be taken for the postwar development? Discover Ukraine as a country of Courage and Opportunities!

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Title

**Positioning of a German trend
brand in the US**

Prof. Dr. Michael Volkmann

Prof. Dr. Zelal Ates

Description

In this lecture, international brand positioning is analyzed by the example of a trendy German energy drink which wishes to expand its business into the US market. A consumer-based typology is used to identify and compare the positioning strategies used by different brands in the energy drink market to derive international marketing and market entry strategies which are suitable for creating consumer-based brand equity and strong consumer loyalty. Based on the customer journey, an action plan for brand development is further formulated.

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<i>Title</i>	<i>Description</i>
Services Marketing in the Digital Age Prof. Dr. Zelal Ates	<p>In this lecture, we will analyze the following questions:</p> <ul style="list-style-type: none">✓ How is digital transformation reshaping services marketing?✓ What are the challenges and opportunities of the sharing economy?✓ How do service robots and AI improve customer service?

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<i>Title</i>	<i>Description</i>
Human Resource Management in the Era of Internationalization Dr. Katja Syniakova	Modern Companies are able to consider all world as a labor market. Different aspects of involving international workforce will be discussed during this session. With focus on IT-industry, you will learn about most common biases when hiring internationally and assess your perspectives on international labor market.

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<i>Title</i>	<i>Description</i>
Logistics and Supply Chain Management from a European Perspective – Importance for the Board Rooms in International Companies Prof. Dr. Thomas Krupp	The presentation will deliver an insight in the German and European logistics market as well as the development of logistics from transport and warehousing to integrated supply chain management. Addressing specialists as well as non-logistics experts it gives a deeper understanding on the strategic importance of logistics for decision makers in the board rooms.

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Title

**GenAI as the “game” changer
in business negotiations?**

Prof. Dr. Andreas Fries

Description

Would you rather like to be on your own or have a valuable (digital) negotiation partner at your side? Let us jointly work on use cases to explore the potential of Large Language Models in the preparation and execution of business negotiations. Please bring your own laptops to class.

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<i>Title</i>	<i>Description</i>
Unlocking Blockchain: Creating and Trading Our Own Cryptocurrency Prof. Dr. Marc Mehlhorn	Dive into the world of blockchain technology, exploring the fundamentals through the lens of Bitcoin, the pioneer cryptocurrency. This presentation will guide you through the exhilarating process of creating and trading our own digital currency. Prepare to embark on a hands-on journey into the future of finance, where you'll learn, create, and trade, all in one session. Please bring your own laptops to class.

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<i>Title</i>	<i>Description</i>
Neuromanagement Prof. Dr. Hans-Günter Lindner	Management means change. Change without personal mastery is nothing. Take the journey into yourself and know what is going on in your brain. What are your sensitivity and emotions, your values and how does it affect empathy.

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<i>Title</i>	<i>Description</i>
Visit of Mühlen Kölsch and its production site Brauwelt Köln	Visit of the oldest and only brewery in Cologne open for public in a historic setting dating back to 1830. This is a unique piece of Cologne's history with outstanding listed premises and a product with innovative and surprising marketing. The brewery tour is followed by a guest lecture of Mühlen Kölsch's head of marketing and an AR experience tour.

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<i>Title</i>	<i>Description</i>
Visit to the House of History (Bonn)	<p>The visit to the House of History in Bonn, the former capital of Germany, will give you impressive and unforgettable testimonies to the history of Germany from the Second World War to the present day.</p> <p>The beautiful old university town of Bonn is also home to one of the world's most famous composers, Ludwig van Beethoven. His "Ode to Joy" has become the European Anthem. Beethoven's birthplace is worth a visit after a stroll through the market square.</p>

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<i>Title</i>	<i>Description</i>
Visit to PolisMobility (Köln Messe)	<p>We will visit “polisMOBILITY”, the leading conference on the urban transport transition. We will try to find an answer to the question how we can design mobility to create the human-scale, sustainable city of tomorrow? For this purpose, we will participate among others in the following future talks:</p> <ul style="list-style-type: none">✓ 11.00 – 11.45: Living Streets by Jakob Steen Christensen (JAJA architects)✓ 11.45 – 12.30: Why mobility transitions do not begin with mobility by Meredith Glaser (Urban Cycling Institute/ Ghent University)✓ 13.30 – 14.15: European best practices: Shared mobility and micromobility for more liveable cities by Judith O’Meara (EIT Urban Mobility)

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