

Track - Doing Business in Europe (extended)

08/07/2019 - 16/08/2019

EUROPEAN POLITICS AND ECONOMY

08.07.2019 - 19.07.2019

Course Director: Amir Taha M.A
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Course material: John McCormick, *Understanding the European Union: A Concise Introduction* (London, 2017 [7th edition]). **Will be supplied.**

Week 1

Saturday and Sunday, July 6 & 7		
Time	Activity	Description
12.00-18.00	Key pick up	You will find the exact key pick up location in the pre-departure information, which becomes available after you have paid the course fee.

Monday, July 8		
Time	Activity	Description
10:00-10:30	Course Introduction	Welcome and Introduction to the Course
10:30-12:00	Lecture 1	Introduction to European Politics and Economy
12:00-13:00	Lunch	
13:00-15:00	Seminar 1	Introduction

Tuesday, July 9		
Time	Activity	Description
10:00-12:00	Lecture 2	Human and Economic Geography in Europe
12:00-13:00	Lunch	
13:00-15:00	Lecture 3	Core Issues in European Politics and Economy

Wednesday, July 10		
Time	Activity	Description
10:00-12:00	Lecture 4	European Citizen activism and the EU
12:00-13:00	Lunch	
13:00-15:00	Seminar 2	European Institutions
17:00	Opening Ceremony	Opening Ceremony Utrecht Summer School at the Janskerk

Thursday, July 11		
Time	Activity	Description
10:00-12:00	Lecture 5	Europe and human rights
12:00-13:00	Lunch	
13:00-15:00	Self-study	

Friday, July 12 FULL DAY EXCURSION TO BRUSSELS		
Time	Activity	Description
	Excursion	European Parliament

Week 2

Saturday and Sunday, July 13 & 14		
Time	Activity	Description
Free time		

Monday, July 15		
Time	Activity	Description
10:00-12:00	Lecture 6	The Realities of the European Union
12:00-13:00	Lunch	
13:00-15:00	Seminar 3	Contemporary Europe in a Global Context

Tuesday, July 16 FULL DAY EXCURSION (to be announced)		
Time	Activity	Description

Wednesday, July 17		
Time	Activity	Description
10:00-12:00	Seminar 4	Conclusion
12:00-13:00	Lunch	
13:00-15:00	Self-study	Preparation for Exam

Thursday, July 18		
Time	Activity	Description
13:00-15:00	Final Exam	Final Exam
16:00-18:00	Drinks	

Friday, July 19		
Time	Activity	Description
10:30-12:00		Presentation of Certificates
12:00-13:00		Climbing the Dom Tower

For information about the Social Programme, please have a look at the [Utrecht Summer School website!](#)

Europe as a Business Network, Ecosystem and Industry

22/07/2019 – 09/08/2019

Course Leaders: Luigi Pinna & Burcu Öztürk

Course coordinator: Peter O. van der Meer

E-mail: p.o.vandermeer@uu.nl

(due to the planning of visits and the guest lecturers some times or dates might change slightly)

Week 1 – introduction to business networks, ecosystems and industries	
Weekend	Key pick-up <i>You will find the exact key pick up location in the pre-departure information, which becomes available after you have paid the course fee.</i>
Monday, July 22nd	10 – 12: introduction to the course and topic “European Integration and Business Dynamics: Theoretical Frameworks and Context” 13 – 15: Topic “Models of Capitalism” 15 – 17: Topic “Theories of Corporate Governance” <i>lecturers: Hein Roelfsema and Luigi Pinna</i>
Tuesday, July 23rd	10 – 12: Topic “Macro Economics – Theory and Practice” 13 – 17: Topic “Business Economics – Theory and Practice” <i>lecturers: Luigi Pinna and Burcu Öztürk</i>
Wednesday, July 24th	10 – 12: Topic “Global Strategy and Organization” 13 – 15: Topic “The New Economy I – Unicorns: Access over Ownership” 15 – 17: Topic “New Network Effects and Global Dominance” <i>lecturer: Luigi Pinna</i>
Thursday, July 25th	9.30 – 17: simulation “EU Negotiations & Decision making” <i>lecturer: Boudewijn European Affairs</i>
Friday, July 26th	10 – 12: Topic “US & EU Contrast in Regulating the New Economy” Afternoon: prepare for relocating to Italy <i>lecturer: Luigi Pinna</i>

Week 2 – trends and developments in the European fashion industry	
Saturday and Sunday	Transfer to Milan, Italy by bus.
Monday, July 29 th	<p>9.00 – 9.30: Bus to college 9.30– 13: introduction to Milan and topic “ The world is changing and... Europe as well; the point of view of the business” 14.30 – 16.30: Topic “The role of brand experience for the Italian fashion sector; the B2C point of view” <i>lecturer: Alessandro Siviero</i></p> <p><i>Students will learn the key information and the basic tools to understand fashion networks, ecosystems and industries in Europe.</i></p>
Tuesday, July 30 th	<p>9.30– 13: Topic “Discovering brand experience in Milan” 14.30 – 16.30: Topic “Discovering brand experience in Milan” - Debrief of Experiences and Working Group on Assignments <i>lecturer: Alessandro Siviero</i></p> <p><i>In the morning the students will visit some stores in Milan to find the information needed to answer the questions assigned and to complete the tools given in the previous lessons. In the afternoon we will investigate the meaning of brand experience.</i></p>
Wednesday, July 31 st	<p>Morning: Company visit* – “The role of quality in building fashion brands” Afternoon: Company visit* – “ Where fashion brands and values are born”</p> <p><i>Details will be communicated during the week. We will reach the destination by bus. To visit the place it is necessary to wear shoes (sneakers are fine, flip flops aren't) for security reasons.</i></p>
Thursday, August 1 st	<p>9.30– 13: Recap of the “Discovering brand experience in Milan” and Company visit and Topic “How to make business sustainable in the European environment; the business tools point of view” 14.30 – 16.30: Topic “How to build a fashion brand” <i>lecturer: Alessandro Siviero</i></p>
Friday, August 2 nd	<p>10.30– 13: Final presentations on chosen topics and feedback session: “How to build a fashion brand; the student’s point of view” <i>lecturer: Alessandro Siviero</i></p> <p><i>Presentation of the assignment for each group: 15 minutes</i></p> <p>Afternoon: relocating to The Netherlands</p>

Week 3 – Trends and developments in International Business	
Saturday and Sunday	Return to Utrecht
Monday, August 5th	10 – 12: Topic “Introduction to International Business” 13 – 16: Topic “Theorems and Case studies” <i>lecturer: Burcu Öztürk</i>
Tuesday, August 6th	10 – 12: Topic “Trends and Developments in the EU” 13 – 16: “Motives to Internationalize” <i>lecturer: Burcu Öztürk</i>
Wednesday, August 7th	10 – 12: Topic “ Internationalization Synergy & Orientation Headquarters” 13 – 16: Final instruction on assignment <i>lecturer: Burcu Öztürk</i>
Thursday, August 8th	9:30 – 12: Team work finalizing the EU assignment 13 – 17: Final presentations on EU assignment I <i>lecturer: Burcu Öztürk</i>
Friday, August 9th	10 – 13: Final presentations on EU assignment II and wrap-up and farewell (to those leaving us) <i>lecturer: Burcu Öztürk</i>

Please take note that this course ends on Friday at 13.00h! Students who want to leave early might not receive (full) credits for this part of the program.

Also note that lunch is not part of the admission fee.

A Real World Perspective: Manage Your Business Abroad

12/08/2019 – 16/08/2019

Course Leaders: Burcu Öztürk
Course coordinator: Peter O. van der Meer
E-mail: p.o.vandermeer@uu.nl

(due to the planning of visits and the guest lecturers some times or dates might change slightly)

Weekend	Key pick-up <i>You will find the exact key pick up location in the pre-departure information, which becomes available after you have paid the course fee.</i>
Monday, August 12th	9.45 – 12: Topic "Introduction" + test round 13 – 16: round #1 and kick-off pitch <i>lecturer: Burcu Öztürk</i>
Tuesday, August 13th	10 – 12: round #2 13 – 16: " round #3 and SWOT analysis <i>lecturer: Burcu Öztürk</i>
Wednesday, August 14th	10 – 12: round #4 13 – 16: round #5 and Balanced Score Card <i>lecturer: Burcu Öztürk</i>
Thursday, August 15th	9:30 – 12: round #6 13 – 17: round #7 and financial analysis <i>lecturer: Burcu Öztürk</i>
Friday, August 16th	10 – 13: round #8, presentations "the Road Show", Goodbye and farewell - presentation of certificates <i>lecturer: Burcu Öztürk</i>

Please take note that this course ends on Friday at 13.00h! Students who want to leave early might not receive (full) credits for this part of the program.

Also note that lunch is not part of the admission fee.

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