

International Business Management - Track

08/07/2019 – 09/08/2019

Course Lecturers: Theus Louw, Lynette Louw, Coen Rigtering, Luigi Pinna, Burcu Öztürk

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

Week 1 – Personal Leadership Development By Theus Louw and Lynette Louw		
Time	Activity	Description
12:00-18:00	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		
Time	Activity	Description
10:00-12:00	Seminar	<i>Introduction: leadership development and course expectations. Cross Cultural Frameworks relevant to personal leadership development. Becoming a more effective leader in the globalized context by understanding the cross cultural challenges? How to lead people to superior performance by understanding different cultures?</i>
12:00-13:00	Lunch time	
13:00-15:30	Seminar	<i>Continuation with understanding and applying the Cross Cultural Frameworks.</i>

Tuesday		
Time	Activity	Description
10:00-12:00	Seminar	<i>Overview of Leadership Frameworks - impact on effectiveness and people. Would you follow yourself? How to be an effective international leader in a globalised world?</i>
12:00-13:00	Lunch time	
13:00-15:30	Seminar	<i>Continuation with leadership frameworks and styles in a globalized world.</i>

For information about the Social Programme visit the [Utrecht Summer School website!](#)

Wednesday		
Time	Activity	Description
10:00-12:00	Seminar	<p>Connecting Leadership and Culture.</p> <p>How to be an effective Cross Cultural leader by understanding the appropriateness of behavior with relevance to:</p> <ul style="list-style-type: none"> • Global Leadership and Organisational Behaviour Effectiveness; • Communication; • Motivation; • Conflict; • Decision Making and Thinking Styles; <p>Ethics and Social Responsibility</p>
12:00-13:00	Lunch time	
13:00-15:30	Seminar	Continuation with connecting Leadership and Culture.

Thursday		
Time	Activity	Description
10:00-12:00	Seminar	Cross Cultural Negotiation - A necessity in global leadership. Understanding the Cross Cultural aspects in the negotiation process. What makes for an effective international negotiator?
12:00-13:00	Lunch time	
13:00-15:30	Seminar	<p>Continue with Cross Cultural Negotiation.</p> <p>Developing an understanding of African Leadership. Is there a difference between Western and African Leadership? What is Ubuntu Leadership and how can an understanding of this leadership style benefit your leadership development?</p>

Friday		
Time	Activity	Description
10:00-12:00	Final presentations and farewell	Presentations by course participants on how to be an effective international leader within a specific country.
10.00(!)	Key hand-in	If you are leaving the summer school you must hand in your keys before class on Friday. Make sure you read the instructions given to you on arrival.

Additional Information

Teaching on the course will take the form of interactive contact sessions, case-study analysis and discussions, lectures, syndicate preparation and discussions and group presentations based on secondary research. The course grade will be based on participation during the course and the group presentation that will be presented on Friday morning.

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Week 2 – Strategic Entrepreneurship
By Coen Rigtering

Monday		
Time	Activity	Description
10:00-12:00	Lecture	Course introduction, how to analyze business cases and introduction of the final assignment
12:00-13:00	Lunch break	
13:00-17:00	Seminar	Essentials of strategic management

Tuesday		
Time	Activity	Description
10:00-12:00	Seminar	Entrepreneurship, strategic entrepreneurship and organization
12:00-13:00	Lunch break	
13:00-17:00	Group assignment	Business case session 1

Wednesday		
Time	Activity	Description
10:00-12:00	Seminar	Control and culture in entrepreneurial organizations
12:00-13:00	Lunch break	
13:00-17:00	Group assignment	Business case session 2

Thursday		
Time	Activity	Description
10:00-12:00	Seminar	Entrepreneurial (human resource) management
12:00-13:00	Lunch break	
13:00-17:00	Group assignment	Business case presentation

Friday		
Time	Activity	Description
10:00-12:00	Course wrap up	Summary, handing-out of certificates
10.00(!)	Key hand-in	If you are leaving the summer school you must hand in your keys before class on Friday. Make sure you read the instructions given to you on arrival.

Week 3 – introduction to business networks, ecosystems and industries	
By Luigi Pinna and Burcu Öztürk	
Monday, July 22nd	<p>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”</p> <p><i>lecturers: Hein Roelfsema and Luigi Pinna</i></p>
Tuesday, July 23rd	<p>10 – 12: Topic “Macro Economics – Theory and Practice” 13 – 17: Topic “Business Economics – Theory and Practice”</p> <p><i>lecturers: Luigi Pinna and Burcu Öztürk</i></p>
Wednesday, July 24th	<p>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”</p> <p><i>lecturer: Luigi Pinna</i></p>
Thursday, July 25th	<p>9.30 – 17: simulation “EU Negotiations & Decision making”</p> <p><i>lecturer: Boudewijn European Affairs</i></p>
Friday, July 26th	<p>10 – 12: Topic “US & EU Contrast in Regulating the New Economy”</p> <p>Afternoon: prepare for relocating to Italy</p> <p><i>lecturer: Luigi Pinna</i></p>

Week 4 – trends and developments in the European fashion industry By Alessandro Siviero	
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”</p> <p><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”</p> <p><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 5 – Trends and developments in International Business By Burcu Öztürk	
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>