

ISSS 2024

25TH INTERNATIONAL SUMMER SCHOOL SCHMALKALDEN
IN **BERLIN** (1 WEEK) AND **SCHMALKALDEN** (2 WEEKS)

International Economics and
Cross-Cultural Management

3 JUNE - 22 JUNE 2024

SCHMALKALDEN UNIVERSITY OF APPLIED SCIENCES, GERMANY

CO-ORDINATORS: ROBERT RICHERT + MAREIKE HEINEMANN

FACULTY OF BUSINESS AND ECONOMICS

ISSS LECTURERS AND COURSES 2024

UNIVERSITY	LECTURER	COURSE TITLE
Southeast Missouri State University, Cape Girardeau, USA	Prof. Dr. Peter Gordon 1 credit	The Role of Culture in the Forces Driving the Globalisation of Business
Southeast Missouri State University, Cape Girardeau, USA	Prof. Dr. Willie Redmond 1 credit	International Trade
Southeast Missouri State University, Cape Girardeau, USA	Prof. Dr. James Caldwell 1 credit	Ethical Strategic Leadership
St. Mary's University, San Antonio, USA	Prof. Dr. Jeffrey Johnson 1 credit	Global Supply Chain Management
Florida Gulf Coast University, USA	Prof. Dr. Daniel Rottig 1 credit	Managing Multinational Corporations
Universidad Anáhuac Mayab, Merida, Mexico	Prof. Gema García 1 credit	Intercultural Management
Universidade Federal de Minas Gerais, Belo Horizonte, Brazil	Prof. Dr. Francisco Vidal Barbosa 1 credit	Innovation Management
Schmalkalden University of Applied Sciences, Germany	Prof. Dr. Manfred Herbert 1 credit	European Union
Schmalkalden University of Applied Sciences, Germany	Prof. Dr. Mareike Heinemann 1 credit	Management of Intellectual Property
Schmalkalden University of Applied Sciences, Germany	Prof. Dr. Robert Richert 1 credit	The German Economy and Culture
Schmalkalden University of Applied Sciences, Germany	Prof. Dr. Robert Richert 1 credit Midnight-Sun Lecture	The World's Economies

- Courses will be offered in Berlin and in Schmalkalden as well.
- In total, 11 different courses (1 in Berlin, 5 per week in Schmalkalden) within the area of International Economics, International Business and Intercultural Management will be offered.
- Each 3-credit class is composed of three courses à 13 contact hours including three exams à 60 minutes.
- For 3 US credits students have to pass three courses successfully (three 60-minute exams), for 6 US credits six courses (six 60-minute exams).

ISSS CULTURAL PROGRAMME 2024

Participation in the ISSS costs € 1,790 for **three weeks**. This fee **INCLUDES**:

- **Lecture programme** comprising all eleven courses
- **Accommodation in Berlin** (3-9 June in a hostel in downtown Berlin, multi-bed rooms) and **Schmalkalden** (9 June until 22 June in an apartment in downtown Schmalkalden, multi-bed rooms; 1 km / 0.6 miles away from the university), including breakfast; please, keep in your mind that arrival before Monday, 3 June, and departure after Saturday, 22 June, are at your own cost.
- **Cultural programme:**
Cultural Tours in **Berlin, Potsdam, Sachsenhausen** (3-9 June), all guided by a native Berliner:
 - Brandenburg Gate (Berlin's most famous landmark),
 - Museum Island [UNESCO World Heritage Site],
 - Berlin State Opera House,
 - Berlin Castle,
 - Berlin Cathedral,
 - German Cathedral,
 - French Cathedral,
 - Humboldt University,
 - Reichstag building (German Parliament),
 - Chancellery building,
 - Federal Assembly building (German "Upper House"),
 - residential areas of the Modern Era [UNESCO World Heritage Site],
 - underground bunker system (where Berliners found shelter),
 - Hitler's bunker (where he committed suicide),
 - airstrip where Hitler's unsuccessful assassinator started his mission,
 - Holocaust Memorial,
 - former concentration camp Sachsenhausen,
 - Museum of Terror,
 - remains of the Berlin wall,
 - Wall Museum at Checkpoint Charlie (most famous former US checkpoint),
 - Sanssouci castles and gardens in Potsdam [UNESCO World Heritage Site].
 - River cruise, boat trip on a lake, flea market, shopping opportunities

Cultural Tours in **Schmalkalden, Merkers, Erfurt, Weimar, Eisenach, Meiningen** (9-22 June), all guided by the ISSS Team:

- transport from Berlin to Schmalkalden by train, 230 miles (9 June),
- tour of Schmalkalden with its 500-year old church (10 June),
- Midnight-Sun Lecture in the forest, including cold drinks, snacks, hot “midnight pizzas” (10-11 June),
- tour to Erfurt with the 1000-year old Erfurt Cathedral and the Old Synagogue [UNESCO World Heritage Site] (15 June),
- tour to Weimar with Goethe’s and Schiller’s house [UNESCO World Heritage Site] (15 June),
- tour to Europe’s Largest Salt Mine, Merkers, where the Nazis stored their gold and other reserves (16 June),
- tour to 1000-year old Wartburg Castle (Martin Luther’s former residence), [UNESCO World Heritage Site] (16 June),
- Schmalympics sports festival (17-21 June),
- 1st open-air concert on campus (17 June)
- Schmalympics Opening Ceremony (18 June),
- 2nd open-air concert on campus (18 June),
- 3rd open-air concert on campus (19 June),
- 4th open-air concert on campus (20 June),
- fireworks on campus by a professional pyrotechnician (20 June),
- ISSS Ceremony and Graduation Ceremony, including barbecue (21 June),
- 5th open-air concert on campus (21 June)