

Schedule: Summer School 2018: June 18 – 30, University of Applied Sciences, Erfurt

Venue: Campus Altonaer Strasse, Lecture hall: 7.1.15, Draft: 2018-06-15

WEEK 1							
	Sat 16	Sun 17	Mon 18	Tue 19	Wed 20	Thu 21	Fri 22
10.00			Arrival		Official Welcome Prof. Dr. Volker Zerbe, Head of the EUAS Prof. Dr. Klaus Merforth, Project Director, EUAS tba, Thuringian Ministry for Economy, Sciences and Digital Society	Lecture Tourism Marketing for the City of Erfurt Monika Hetterich, ETMG	Workshop Intercultural Communication Prof. Dr. Berndt Schwandt, EUAS
11.00				Group Picture			
12.00				11.30 Venue: Town Hall Erfurt Get Together Welcome Picknick	Lecture Task Briefing Prof. Dr. Steffen Schwarz, EUAS		
1.00 pm				Lecture: German Basics Dr. Susanne Schrabback, Erfurt University of Applied Sciences (EUAS)	Lunch break		
2.00 pm				Welcome at Town Hall Steffen Linnert	Group work	International Lecture Slum Tourism Vikas Malhotra, INDIA	International Lecture Key Tourism Communication Challenges Dr. Phil Wilson , USA
3.00 pm						Visit 360 Degrees - Thuringia Goes Digital Elisabeth Kotschew, Hendrik Zürich TTG	
4.00 pm							
5.00 pm							
6.00 pm							
7.00 pm							

WEEK 2

	Sat 23	Sun 24	Mon 25	Tue 26	Wed 27	Thu 28	Fri 29	Sat 30
10.00			Workshop Labour law at a glance <i>Prof. Dr. Sascha Leese, EUAS</i>	<i>Excursion Day</i> <i>Schmalkalden:</i> <i>Viba – Chocolate Factory, Castle Wilhelmsburg + Medieval City Centre</i>	International Lecture Turn your goals into cash <i>Evan Munthe, INDONESIA</i>	Lecture Risk and Opportunity Management for Creative Ideas <i>Prof. Dr. Stefan Landwehr</i>	Group presentations Presentation of conceptions of all intercultural groups	<i>Departure</i>
11.00								
12.00					Group work with <i>Martin Arnold-Schaarschmidt, EUAS</i>	Feedback-Round <i>tba</i>		
1.00 pm			Lunch break		Lunch break			
2.00 pm			Lecture Business Ideas – the value of flexibility <i>Prof. Dr. Hans-Christian Gröger, EUAS</i>		<i>Excursion</i> Zoo Erfurt	Group work with <i>Martin Arnold-Schaarschmidt, EUAS</i>		
3.00 pm								
4.00 pm								
5.00 pm		Inter-cultural Ceremony and International dinner <i>Venue: Café Duck Dich</i>						
6.00 pm			Optional: <i>Venue: tbn</i>				<i>Venue: Greenhouses, Leipziger Str.77</i>	
7.00 pm			Business Dinner In Cooperation with Wirtschaftsjunoren Thüringen (Junior Chamber International, Erfurt)	6.30 Optional: <i>Vine-Tasting Petersberg</i>		Farewell party awarding & prizing		

Lectures, workshops, exercises

International lectures

Company visits & guided tours

Additional program

Individual group work

Final presentations