

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).

Due to the wide range of 11 courses, which sum up to 143 contact hours, several courses have to be offered at the same time. It is possible to select up to 7 courses. The following table shows the four competing time slots and the three time slots, where only one class will be offered.

- Students can select:
- 1) Gordon or Barbosa
 - 2) Herbert or Heinemann
 - 3) Johnson or Caldwell
 - 4) García or Redmond
 - 5) Richert I
 - 6) Richert II
 - 7) Rottig

ISSS Courses			
Gordon	The Role of Culture in the Forces Driving the Globalisation of Business	Barbosa	Innovation Management
Herbert	European Union	Heinemann	Management of Intellectual Property
Johnson	Global Supply Chain Management	Caldwell	Ethical Strategic Leadership
García	Intercultural Management	Redmond	International Trade
Richert		The German Economy and Culture	
Richert		the World's Economies	
Rottig		Managing Multinational Corporations	

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)

ISSS ARRIVAL

All ISSS students arrive at **BERLIN**. **Monday, 3 June 2024, preferably between 3 and 7 p. m.**, should be the time of arrival at our hotel. If you arrive earlier, you can store your luggage at the reception, before you get your room in the early afternoon from 3 p.m. onwards. Our **hotel in Berlin** is a simple, old-fashioned (in traditional Berlin style) hotel in an excellent location, right in the heart of West-Berlin, only 100 metres (= 110 yards) away from Berlin's landmark "Kaiser-Wilhelm-Gedächtniskirche" (a half-destroyed church), surrounded by numerous restaurants, snack bars, cafés, shopping facilities, train stations (regional, local, subway) and bus stations:

Upper Room Hotel, Rankestraße 3, 10789 Berlin: www.upper-room-hotel.de.

The closest (100 metres = 110 yards away) **subway station** is: "**Kurfürstendamm**" (in short: "Ku'damm", West-Berlin's most famous boulevard). Try to travel light and make sure that you can carry your luggage by your own. Before you reach the elevator of the hotel you have to "climb" 2+17 stairs up and 2 stairs down 😊.

The best connections to reach the hotel from Berlin's airport or from its central railway station are:

1) a) from Berlin **airport BER**:

Take an "RB" or "RE" train to "Zoologischer Garten" (around 40 minutes).

b) from Berlin's **central railway station ("Berlin-Hauptbahnhof")**:

Take an S-train (3, 5, 7 or 9) to "Zoologischer Garten" (around 6 minutes).

2) At "Zoologischer Garten", take the Eastern exit ("Ausgang Hardenbergplatz") and walk southwards (in total about 500 metres / 550 yards):

- after having left the station at "Hardenbergplatz" turn right until you reach the traffic lights,
- pass two traffic lights (1st straightforward, 2nd leftwards) so that you are passing the tallest building (hotel "Waldorf-Astoria") on your right-hand side,
- pass the traffic lights at "Kantstraße" so that you are heading towards the church ruins,
- **before** you reach the church turn right to the next traffic light close to the "H & M" store,
- turn left for about 70 metres,
- turn right into "Rankestraße", until you reach (after 100 metres / 110 yards) our "Upper Room Hotel" at number 3,
- 2 + 17 steps up and 2 steps down and you reach the old-fashioned, but safe elevator; you find the reception on the 4th floor.

You might think you could save 400 metres of walking, if you take the subway from "Zoologischer Garten", in short: "Zoo station") to "Kurfürstendamm" (just 100 metres away from the hotel). However, you would not save many metres, because in this case, you have to walk to switch from the S-line to the U(nderground)-line.

Please, do not book any public transport (trains) in Germany now, because we try to find a way how you can get the "Germany Pass", which allows you unlimited travel within Germany within one month.

We all meet for our “Welcome Dinner” (you are invited) on

Monday, 3 June, 8:15 p.m., in the nearby restaurant “Peter Pane”, Rankestraße 35, 10789 Berlin, (reservation under the name “ISSS”).

When leaving our hotel cross the road and then turn left for 90 metres (100 yards), until you reach the restaurant on your right-hand side. If you are late, just join us later in the restaurant. If you are very late, check in your hotel (24-hour reception in the 4th floor) and meet the group next morning for breakfast.

On Sunday, 9 June, we will travel together by train to **SCHMALKALDEN** (about 360 km) and spend the rest of the time there.

While packing your luggage (travel light, what you bring you have to carry by your own 😊), please, do not forget:

- * passport,
- * student ID card (take it always with you, discounts might be available),
- * health insurance voucher,
- * collapsible umbrella,
- * swimming trunks / swimsuit (a public swimming pool is next to our university campus),
- * sports shoes (if you like to participate in our “Schmalympic Games”),
- * insect repellent (might be useful during the “Midnight-Sun Lecture” in the forest).

Have a safe trip!