

Curriculum "The Finance & Management Summer School 2023"

	Monday July 10th	Tuesday July 11th	Wednesday July 12th	Thursday July 13th	Friday July 14th	Saturday July 15th	Sunday July 16th	Monday July 17th	Tuesday July 18th	Wednesday July 19th	Thursday July 20th	Friday July 21st	
	Finance Week							Management Week					
Lecturer	Prof. Dr. Joerg Werner	Prof. Dr. Joerg Werner	Justus Schleicher (Blockchain Centre)	Justus Schleicher (Blockchain Centre)	Prof. Dr. Andreas Grunewald			Prof. Dr. Erich Barthel	Prof. Dr. Alexander Bleier	Dr. Britta Meinert	Dr. Britta Meinert	Prof. Dr. Joerg Werner	
Topic	Fundamentals of Financial Statement Analysis	ESG / Optional*	Intro to Blockchain Technology	NFTs & the Metaverse	Intro to Evidence Based Mgmt & Behavioral Finance			Strategic Leadership and Cultural Change	Introduction to Business Analytics	Consumer Behaviour, Strategic Marketing	Marketing Case Study	Introduction to Strategy Implementation	
Room	S3.05	S3.05	S3.05	S3.05	S3.05			S3.05	S3.05	S3.05	S3.05	S3.05	
09.00-10.30	Welcome to FS	"Incorporating Sustainability in Finance I"	"Introduction to Blockchain Technology"	Visit: Money Museum and presentation Bundesbank	"Behavioral Finance I"	<p><i>pls wear comfortable walking shoes</i></p> <p>9:30 meeting point FS Presidential Building</p> <p>Excursion to Rheingau</p> <p><i>(being back in Frankfurt at approx. 19:00)</i></p>		"Strategic Leadership and Cultural Change I"	Visit: ECB: "The ECB's Monetary Policy – A selective overview".	"Consumer Behavior"	Marketing Case Study Group work	"Strategy Implementation: the role of KPIs"	
10.30-10.45	Coffee Break								Coffee Break				
10.45-12.15	"Fundamentals of Financial Statement Analysis"	"Incorporating Sustainability in Finance II"	"Decentralized Finance"	"NFTs & the Metaverse"	"Behavioral Finance II"				"Strategic Leadership and Cultural Change II"	Introduction to Business Analytics I	"Strategic Marketing"	Marketing Case Study Group work	"Shareholder Value: Financial KPIs"
12.15-13.30	Lunch Break @FS canteen								Lunch Break @FS canteen				
13.30-15.00	"Understanding financial ratios"	"Incorporating Sustainability in Finance III"	"Blockchain in the non-financial sector"	"NFTs & the Metaverse"	"Introduction to Evidence Based Management I"				Workshop: Intercultural Differences & Competences	Introduction to Business Analytics II	"Product and Price Management"	Marketing Case Study Presentations	"CSR Reporting & Stakeholder Value"
15.00-15.30	Coffee Break								Coffee Break				
15.30-17.00	"Accounting & default prediction"	Presentation: FS- UNEP Centre	Workshop: FS Entrepreneurship Centre	"NFTs & the Metaverse"	"Introduction to Evidence Based Management II"				Visit: Deutsche Börse	Introduction to Business Analytics III	"Sales and Communication Management"	Marketing Case Study Presentations	Farewell celebration with Certificates and Cocktail Reception
	18:30 Welcome Dinner	17.30-19.00 Guided Walking City Tour	free evening	free evening	free evening				free evening	free evening	free evening	free evening	free evening