

5 July - 30 July 2020

SCHEDULE - MORNING SESSION

Monday-Thursday* / 9.30 - 12.45 h / *No Lessons on Friday

01

DIGITAL AND SOCIAL MARKETING STRATEGIES

Professor Dr. Perry P. Drake
 Assistant Teaching Professor of Digital and Social Media Marketing
 UMSL Marketing Department Faculty / College of Business Administration
 University of Missouri-St. Louis - UMSL / USA

02

INTERNATIONAL BUSINESS

Professor Dr. Mechthild Schrooten
 Professor of Economics / Faculty of Economics
 Hochschule Bremen - HSB / Germany

03

LABOR RELATIONS AND EMPLOYMENT LAW

Professor Dr. Glen M. Vogel
 Assistant Professor of Accounting, Taxation, and Legal Studies in Business
 The Department of Accounting, Taxation and Legal Studies
 at the Frank G. Zarb School of Business
 Hofstra University New York / USA

04

PRINCIPLES OF FINANCE

Professor Dr. Jang-Chul Kim
 Associate Professor of Finance / Department of Economics and Finance
 Northern Kentucky University - NKU / USA

05

PROJECT MANAGEMENT

Professor Dr. Thomas Janicki
 Professor of Information Systems
 Cameron School of Business
 University of North Carolina Wilmington - UNCW / USA

06

BIG DATA ANALYTICS - TOOL FOR BETTER DECISION MAKING

Professor Dr. Dinesh Mirchandani
 Professor of Information Systems
 College of Business Administration
 University of Missouri-St. Louis - UMSL / USA

07

DIGITAL CURRENCIES AND BLOCKCHAIN TECHNOLOGY

Mr Leonard Pust
 Lecturer in International Marketing and Digital Currencies / Blockchain
 Faculty of Economics
 Hochschule Bremen - HSB / Germany

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SCHEDULE - AFTERNOON SESSION

Monday-Thursday* / 13.30 - 16.45 h / *No Lessons on Friday

01 PRINCIPLES OF MACROECONOMICS

Professor Dr. Doris Geide-Stevenson
 Professor of Economics
 Faculty Senate Chair
 Weber State University Ogden / USA

02 PRINCIPLES OF MANAGEMENT

Professor Dr. Alex Vestal
 Assistant Professor of Management
 Cameron School of Business
 University of North Carolina Wilmington - UNCW / USA

03 GLOBAL MARKETING - A STRATEGIC ANALYSIS OF THE GLOBAL AUTOMOBILE INDUSTRY

Professor Dr. Paul S. Speck
 Founders Associate Professor / UMSL Marketing Department Faculty
 College of Business Administration
 University of Missouri-St. Louis - UMSL / USA

04 FORENSIC BUSINESS ANALYSIS

Professor Dr. Edmund D. Fenton
 Professor of Accounting / Department of Accounting and Business Law
 Northern Kentucky University - NKU / USA

05 ENTREPRENEURSHIP IN THE DIGITAL ERA

Professor Dr. Saban Celik
 Assistant Professor / Department of Business
 Izmir Katip Celebi University / Turkey



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