

HSB-INTERNATIONAL SUMMER SCHOOL FOR ADVANCED STUDY 2017

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HSB

Hochschule Bremen
City University
of Applied Sciences

9 July – 3 August 2017

Time Monday- Thursday *	SCHEDULE / COURSE TOPIC						
9.30 – 12.45 h	Principles of Finance	Digital and Social Marketing Strategies	International Business	Women in Leadership	International Strategic Management	Managerial Accounting	Financial Econometrics with Applications
Lecturer	Professor Dr. Alan Krapl Assistant Professor of Finance College of Business Northern Kentucky University – NKU/USA	Professor Perry P. Drake Assistant Teaching Professor of Digital and Social Media Marketing College of Business Administration University of Missouri- St. Louis – UMSL/USA	Professor Dr. Mechthild Schroten Department of Economics Hochschule Bremen - HSB / Germany	Professor Dr. Ekin Pellegrini Associate Professor of Management College of Business Administration University of Missouri - St. Louis - UMSL/USA	Professor Dr. Seemantini Pathak Assistant Professor of Management College of Business Administration University of Missouri-St. Louis – UMSL/USA	Professor Dr. Kathleen M. Bakarich 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	Professor Dr. Saban Celik Assistant Professor Department of International Trade and Finance Yasar University Izmir/ Turkey
13.30 – 16.45 h	Principles of Marketing	International Trade	Business Research Methods	Entrepreneurship and Business Planning	Introduction to Management Information Systems		
Lecturer	Professor Dr. Boonghee Yoo Professor of Marketing Marketing and International Business Department Frank G. Zarb School of Business Hofstra University New York/USA	Professor Michael T. Allison Associate Teaching Professor Department of Economics University of Missouri-St. Louis – UMSL/USA	Professor Dr. Cliff Nowell Professor of Economics Associate Dean of the Goddard School of Business and Economics Weber State University Ogden/USA	Professor Dr. Saban Celik Assistant Professor Department of International Trade and Finance Yasar University Izmir/ Turkey	Professor Dr. Judith Gebauer Associate Professor of Information Systems Cameron School of Business University of North Carolina Wilmington/USA		
*No Lessons on Friday							

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