

Online Schedule
Undergraduate Program August
International Summer University^{WU} 2021
This schedule is subject to change / Version June 23, 2021



	Week 1							Week 2							Week 3					
	MON	TUES	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUES	WED	THU	FRI	
Date	July 26	July 27	July 28	July 29	July 30	July 31	August 1	August 2	August 3	August 4	August 5	August 6	August 7	August 8	August 9	August 10	August 11	August 12	August 13	
08:00																				
08:30																				
09:00																				
09:30																				
10:00																				
10:30																				
11:00																				
11:30		Individual Study Time and Group Work	Individual Study Time and Group Work	Individual Study Time and Group Work	Individual Study Time and Group Work			Individual Study Time and Group Work	Individual Study Time and Group Work	Individual Study Time and Group Work	Individual Study Time and Group Work	Individual Study Time and Group Work			Individual Study Time and Group Work	Individual Study Time and Group Work	Individual Study Time and Group Work	Individual Study Time and Group Work	Individual Study Time and Group Work	Individual Study Time and Group Work
12:00																				
12:30																				
13:00																				
13:30	ISU ^{WU} Opening Session		ISU ^{WU} Virtual Live Special Vienna Tour "for Experts" (1-2 p.m.)																	
14:00	IM: Intro, Internationalization Process, EPRG Framework - Live Session (2-3:30 p.m.)	IM: Virtual Classroom, Market Assessment, Selection, Entry Strategie and Uncertainties - Live Session (2-3:30 p.m.)	IM: Virt. Classroom, Competitive Advantages, Role of Brands, Feature and Benefits Analysis - Live Session	IM: Virt. Classroom, Brand Positioning, Segmentation, Points-Of-Parity, Brand Equity - Live Session	IM: Virt. Classroom, Global Marketing Mix, Customer-Based Brand Equity - Live Session (2-3:30 p.m.)			IM: Virt. Classroom, Brand Elements, Global Comm., New Products, Brand Extensions, Line/Category Extensions - Live Session	IM: Group Projects, Take Home Final Exam - Live Session (2-3:30 p.m.)	EC: Introduction Session, Drill Down (Exploring Customers, Problems and Needs) - Live Session (2-4 p.m.)	EC: Individual Coachings per Team, Solution and Business Model, set up MVP, the Power of Business Modeling - Live Session (between 2-4 p.m.)	EC: Individual Coachings per Team, Hypothesis and Prototyping - Live Session (between 2-4 p.m.)			EC: Individual Coachings per Team, Pitching, Learn How to Sell your Business Idea Live Session (between 2-4 p.m.)	EC: Individual Coachings per Team, Market Deep Dive, How to Assess the Market Live Session (between 2-4 p.m.)	EC: Individual Coachings per Team, Financials, Carry Out a Financial Projection Live Session (between 2-4 p.m.)	EC: Individual Coachings per Team, Your Fail Presentation to convince the Shark Tank - Live Session (between 2-4 p.m.)	EC: Pitch per Team, Business Reality: Report and Present to a Panel of Experts, Product-Market Fit - Live Session (between 2-4 p.m.)	
14:30																				
15:00																				
15:30																				
16:00																				
16:30	Individual Study Time and Group Work	Individual Study Time and Group Work	Individual Study Time and Group Work	Individual Study Time and Group Work	ISU ^{WU} Blind Dates (4-5:30 p.m.)			Individual Study Time and Group Work		Individual Study Time and Group Work		Individual Study Time and Group Work			Individual Study Time and Group Work	Individual Study Time and Group Work	Individual Study Time and Group Work	Individual Study Time and Group Work	Individual Study Time and Group Work	Individual Study Time and Group Work
17:00																				
17:30																				
18:00												ISU ^{WU} International Cultural Event (5:30-7 p.m.)								
18:30																				
19:00																				
19:30																				
20:00																				
20:30												Individual Study Time and Group Work								
21:00																				
21:30																				

Please note that all Live Sessions will be held via MS Teams.
 Attendance and punctuality are mandatory. Times always refer to Vienna time zone (CEST, UTC +2).
 Self study and group work are to be coordinated by the students themselves, depending on the time zone differences.

Course week 1-2

International Marketing with a Special Focus on Strategic Brand Management (IM) - Alfred Dolecek - WU Vienna

Course week 2-3

Entrepreneurship Camp (EC) - Lisa Kuttner - WU Vienna

ISU^{WU} Individual Study Time and Group Work, Work on Project

These are filler texts for your individual and group assignments you have to fulfill outside of live classes. Depending on your individual deadlines, instructions given by the lecturers as well as the given time zone differences these time slots can vary.

ISU^{WU} Extracurricular Virtual Events

The ISU^{WU} Team organizes different virtual events (via MS Teams, via Zoom) to get to know each other better - join us for a virtual and live special city tour, some speed dating, our cultural event and a pub quiz! :)

Expert Talks: Wien Energie, mag das

The Expert Talks will be held via MS-Teams or via Zoom. Details will be communicated on time.