

**Online Schedule**  
**Undergraduate Program July**  
**International Summer University<sup>WU</sup> 2021**  
*This schedule is subject to change / Version June 23, 2021*



	Week 1						Week 2						Week 3						
Date	MON July 5	TUES July 6	WED July 7	THU July 8	FRI July 9	SAT July 10	SUN July 11	MON July 12	TUE July 13	WED July 14	THU July 15	FRI July 16	SAT July 17	SUN July 18	MON July 19	TUES July 20	WED July 21	THU July 22	FRI July 23
08:00																			
08:30																			
09:00																			
09:30																			
10:00					Expert Talk ÖBB (10 a.m.-11 a.m.)														
10:30																			
11:00		Individual Study Time and Group Work	Individual Study Time and Group Work	Expert Talk Mondi Group (11 a.m.-12 p.m.)					Expert Talk Wien Energie (11 a.m.-12 p.m.)										
11:30																			
12:00																			
12:30															Expert talk Austrian Red Cross (12-1 p.m.)			Asynchronous Self Study Unit	
13:00																			
13:30	ISU <sup>WU</sup> Opening Session																		
14:00	IBS: Introduction Live Session (2-3 p.m.)	IBS: Online Discussion - Live Session (2-3 p.m.)	IBS: Case Study and Visit of Company Representative - Live Session (2-4 p.m.)	IBS: Group Coaching - Live Sessions: Time Slots tbc (from 2 p.m., approx. 30 min per group)				Individual Study Time and Group Work	IBS: Review and Q&A - Live Session (2-3 p.m.)	DMSM: Introduction, The DM Landscape - Live Session (2-4 p.m.)	DMSM: Outbound Marketing - Live Session (2-3:30 p.m.)	DMSM: Case Study Discussion, Inbound Marketing - Live Session (2-4 p.m.)			DMSM: Synchronous Group Work - Live Session (2-4:30 p.m.)	DMSM: Exam and Team Project Part I - Live Session (2:5-5:00 p.m.)	DMSM: Team Project Part II - Live Session (2-4 p.m.)	DMSM: Discussions and Short Lecture - Live Session (2-4 p.m.)	DMSM: Project Presentations - Live Session (2-4 p.m.)
14:30																			
15:00																			
15:30																			
16:00																			
16:30	Individual Study Time and Group Work																		Evaluation
17:00		ISU <sup>WU</sup> Virtual Live Sightseeing Tour Vienna (5-6 p.m.)	Individual Study Time and Group Work							Asynchronous Individual Self-Study Unit		Asynchronous Group Work			Asynchronous Individual Exercise	Asynchronous Project Work			ISU <sup>WU</sup> Closing Session
17:30											ISU <sup>WU</sup> International Cultural Event (5:30-7 p.m.)								
18:00																			
18:30																			
19:00																			
19:30																			
20:00																			
20:30																			
21:00																			
21:30																			

Please note that all Live Sessions will be held via MS Teams if not stated otherwise.  
 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 Business Strategy (IBS) - Alexander Mohr - WU Vienna

**Course week 2-3**

Digital Marketing & Social Media (DMSM) - Valentin Mang - WU Vienna

**ISU<sup>WU</sup> Individual Study Time and Group Work**

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<sup>WU</sup> Extracurricular Virtual Events**

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

**Expert Talks: Mondi Group, ÖBB, Austrian Red Cross, Wien Energie**

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