

SCHEDULE - MORNING SESSION

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

01 DIGITAL AND SOCIAL MARKETING STRATEGIES

Professor Brianna Smith
Adjunct Professor of Digital and Social Media Marketing
College of Business Administration
University of Missouri-St. Louis / USA

02 ETHICAL HACKING AND RISK MANAGEMENT

Professor Dr. Michael Lehrfeld
Associate Professor of Computing
College of Business and Technology
East Tennessee State University / USA

03 BIG DATA ANALYTICS

Professor Mimi Duncan
Associate Teaching Professor
College of Business / Information Systems and Technology Dept.
University of Missouri-St. Louis / USA

04 INTERNATIONAL BUSINESS

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

05 MANAGERIAL ACCOUNTING

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

06 ENTREPRENEURSHIP AND BUSINESS PLANNING

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

07 LABOR RELATIONS AND EMPLOYMENT LAW

Professor 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

08 SELLING SKILLS

Professor Dr. Eileen Weisenbach Keller
Associate Professor of Marketing/ *The Haile/US Bank College of Business*
Northern Kentucky University / USA

09 GLOBAL MARKETING

Professor Dr. Gizem Kurt
Assistant Professor / Faculty of Business / Department of Business Administration
Yasar University Izmir / Turkey

10 PROJECT MANAGEMENT

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

SCHEDULE - AFTERNOON SESSION

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

01 PRINCIPLES OF MARKETING
Professor Dr. Vince Howe
Associate Professor of Marketing
Cameron School of Business
University of North Carolina Wilmington / USA

02 WRITTEN ORGANIZATIONAL COMMUNICATION
Professor Ricki Ann Kaplan
Lecturer in Management
Department of Management and Marketing / College of Business and Technology
East Tennessee State University / USA

03 CHANGE MANAGEMENT
Dr. Jens-R. Olesch
Lecturer in Controlling
Department of Economics
Hochschule Bremen - HSB / Germany

04 ECONOMIC DEVELOPMENT
Professor Dr. Linda Dynan
Professor of Economics
Department of Economics and Finance
The Haile/US Bank College of Business
Northern Kentucky University / USA

05 PRINCIPLES OF MACROECONOMICS
Professor Dr. Doris Geide-Stevenson
Professor of Economics
Weber State University Ogden /USA
