

## 9. Course schedule

Please keep in mind that there **might be adjustments** to the schedule. These will be announced on Learnweb.

| Date          | Time               | Assignment                              | Topic                            | Lecturer                | Room            | Academic Paper Presentation |
|---------------|--------------------|---|----------------------------------|-------------------------|-----------------|-----------------------------|
| <b>31.03.</b> | <b>23:59</b>       | <b>Deadline Application</b>             |                                  |                         |                 |                             |
| <b>07.04.</b> | <b>12:00-14:00</b> | <b>Introduction</b>                     |                                  | <b>Prof. Dr. Krafft</b> | ULB 1           |                             |
| <b>24.04.</b> | <b>14:00-15:00</b> | <b>Exam</b>                             |                                  | <b>M. Zylla</b>         | WiWi-Pool 2/3** |                             |
| 28.04.        | 12:00              | SD for decision period 1*               |                                  |                         |                 |                             |
| <b>28.04.</b> | <b>12:00-14:00</b> | <b>Session 1</b>                        | Market Orientation               | <b>Prof. Dr. Krafft</b> | ULB 1           | <b>Team L</b>               |
| 05.05.        | 12:00              | SD for decision period 2                |                                  |                         |                 |                             |
| <b>05.05.</b> | <b>12:00-14:00</b> | <b>Session 2</b>                        | Market Entry                     | <b>Prof. Dr. Krafft</b> | ULB 1           | <b>Team M</b>               |
| 12.05.        | 12:00              | SD for decision period 3                |                                  |                         |                 |                             |
| <b>12.05.</b> | <b>12:00-15:00</b> | <b>Strategy Presentations</b>           |                                  | <b>Prof. Dr. Krafft</b> | ULB 1           |                             |
| 19.05.        | 12:00              | SD for decision period 4                |                                  |                         |                 |                             |
| 26.05.        | 12:00              | SD for decision period 5                |                                  |                         |                 |                             |
| 09.06.        | 12:00              | SD for decision period 6                |                                  |                         |                 |                             |
| <b>09.06.</b> | <b>12:00-14:00</b> | <b>Session 3</b>                        | <b>Guest Lecture</b>             | <b>Prof. Dr. Krafft</b> | ULB 1           | <b>Team R</b>               |
| 16.06.        | 12:00              | SD for decision period 7                |                                  |                         |                 |                             |
| <b>16.06.</b> | <b>12:00-14:00</b> | <b>Session 4</b>                        | Customer Metrics and Firm Growth | <b>Prof. Dr. Krafft</b> | ULB 1           | <b>Team S</b>               |
| 23.06.        | 12:00              | SD for decision period 8                |                                  |                         |                 |                             |
| <b>23.06.</b> | <b>12:00-14:00</b> | <b>Session 5</b>                        | Marketing Role                   | <b>Prof. Dr. Krafft</b> | ULB 1           | <b>Team T</b>               |
| 07.07.        | 12:00              | <b>SD for Decision Area Description</b> |                                  |                         |                 |                             |
| <b>14.07.</b> | <b>12:00-15:00</b> | <b>Final Presentations</b>              |                                  | <b>Prof. Dr. Krafft</b> | ULB 1           |                             |

\* SD = Submission Deadline (Decisions for the next period must be entered in the online simulation game)

\*\* [WiWi-Pool 2/3](#) = [Computer Lab in the Oeconomicum](#)