

INTERNATIONAL

Summer
Academy

GGGS

GERMAN GRADUATE SCHOOL
OF MANAGEMENT & LAW
HEILBRONN

German Graduate School of Management and Law (GGGS)

International Summer Academy 2016

Germany's *Mittelstand* Companies:
Managing SMEs in the Heart of Europe
July 11 –16



OUTLINE

This course places students for one week in Germany's Heilbronn-Franken region, which boasts a large concentration of highly successful small and medium-sized enterprises (SMEs). Global leaders in numerous niche markets, these so-called *Mittelstand* companies are the backbone of Germany's export-oriented economy. Right at the source, in our picturesque wine-growing region, you will learn how Germany's *Mittelstand* companies operate and how they are managed for success. The course is structured in two parts: (1) *Mittelstand* companies and their economic and societal context and (2) the internal workings of *Mittelstand* companies. The course is taught by GGS faculty and guest lecturers from companies and civic institutions. Company visits and a cultural program will round out the program.

ORGANIZERS

German Graduate School of Management and Law gGmbH Heilbronn

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Leadership, Academic Director MBA

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About the German Graduate School of Management and Law (GGS)

Education in Business Management and Law: GGS is a state-recognized private graduate school specializing in management education. It is supported by the *Dieter Schwarz Foundation*.

International Scope: The faculty at GGS consists of internationally renowned professors and lecturers from Germany and abroad. GGS's educational programs and research activities engage with global market trends and help shape international developments in business practice.

Connecting Research to Practice: GGS provides managers and executives with new research-based insights into strategies, concepts, methods and solutions. Research projects at GGS deal with real-world issues in the fields of leadership, innovation, knowledge management, compliance, international business, and the use and implementation of information technologies in business practice. Consulting activities of our faculty transfer state-of-the-art management knowledge directly into business practice and keep GGS in touch with corporate realities.

In Dialogue with Leaders and Executives: GGS collaborates with companies on education and research. Academic programs at GGS are developed in active dialogue with companies about their management education needs. GGS organizes events and meetings in which academics and managers engage with each other.

About Heilbronn



The city of Heilbronn (population 125,437) is the hub of the Heilbronn-Franken region in the state of Baden-Württemberg in southwestern Germany. The region provides more than 329,000 jobs of which 45% are in manufacturing and 54% are in the service sector. Principal industries are metalworking (cars and car parts, machine and tool construction), electronics, food and luxury foods, paper and printing, chemicals, and salt mining. The region is home to the headquarters of several wholesale and discount retail companies. Heilbronn is Germany's leading red wine region with more than 500 ha (1,236 acres) of vineyards.



For further information visit www.heilbronn-marketing.de

How to get to Heilbronn I

Airports

The closest airports to Heilbronn are Stuttgart (STR, 1.5 hours from Heilbronn) and Frankfurt (FRA, 2 hours from Heilbronn). If you have to connect in Frankfurt to fly to Stuttgart, make Frankfurt your final destination instead. To get to Heilbronn you can either take the train or rent a car.

Getting to Heilbronn by Train

From Stuttgart Airport: At the airport, follow the signs to the regional trains: . Take line S2 or S3 towards *Stuttgart Hauptbahnhof-Hbf* (Stuttgart main train station). After arriving at the underground level of the station, follow the signs to the main level of the station:  (for *Deutsche Bahn* = German Railways). The train station is a major construction site. Find the platforms for the regional trains (typically a track number between 5 and 9) and take a regional train (RE or RB) to *Heilbronn Hauptbahnhof-Hbf* (Heilbronn main station). You can buy a ticket for the whole trip to Heilbronn at the airport train station. The trip takes about 1.5 hours (including transfer time). Trains run about every half hour.

From Frankfurt Airport: The train station is located underneath the Frankfurt airport. The trip to Heilbronn takes about 2 hours and requires a transfer at *Mannheim Hauptbahnhof-Hbf* (main train station). Trains run about every 20 minutes.

For ticket information and train schedules visit www.bahn.de. The website is available in English (dropdown menu on the top next to the word "Deutschland"). You can also purchase tickets online.

Getting to the Hotel from the Train Station

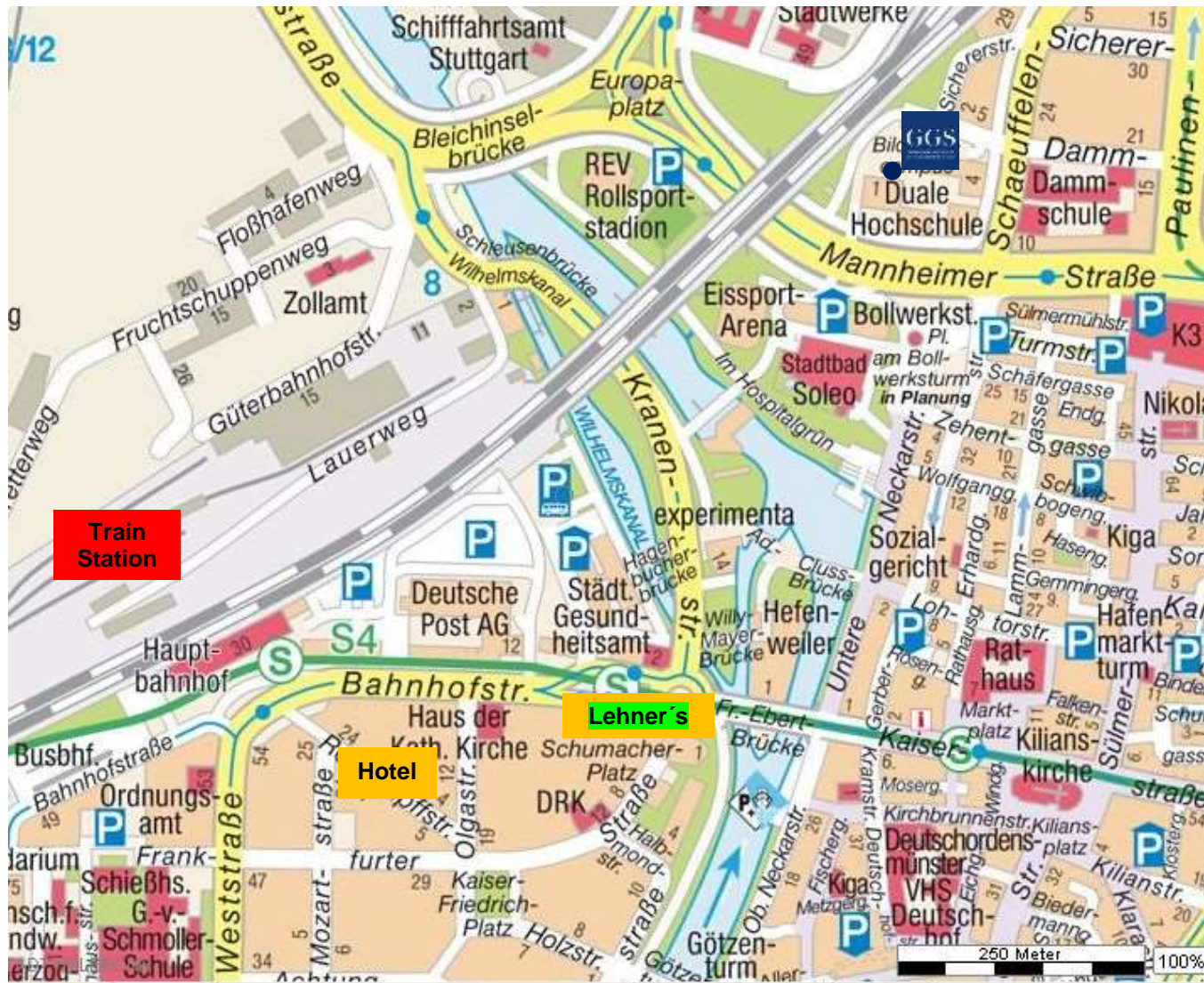
The hotel is opposite the train station and only about 100 meters away. It's walking distance. When you get out of the train station, you will see a golden sculpture on the other side of the street to the left. Cross the street and behind this sculpture you will see the B&B Hotel located at the corner of Mozartstrasse/Rosskampfstrasse.

Arrival by Car

From Highway A6: Take exit *Heilbronn-Zentrum/Neckarsulm/Mosbach* and drive toward *Heilbronn/Neckarsulm*. Follow road B27 toward downtown Heilbronn. Follow the green hotel signs or the parking guidance system (toward *Käthchenhof*). See above for hotel name and address.

From Highway A81: Take exit *Heilbronn-Zentrum/Untergruppenbach/Löwenstein* and follow road L1111 to Heilbronn. Once in Heilbronn, follow the green hotel signs or the parking guidance system (toward *Käthchenhof*). See above for hotel name and address.

How to get to Heilbronn II



Bildungscampus Dieter Schwarz Stiftung I – GGS Building

Parking

There is space for more than 480 cars on campus. You can either use the parking structure at Dammstrasse or the surface lot across the parking structure. Parking is free of charge for all students, employees and visitors. You may have to pull a ticket which you can validate inside the GGS building. In case of any problems, please ask at GGS's reception desk. Access to the campus by car is only possible via Dammstrasse. The address for your navigation system is "Dammstrasse 1." There are signs in Heilbronn directing drivers to the campus. They say "BILDUNGSCAMPUS" on them.

Front Door

You can enter the GGS building only through the front door from the court yard. The front door opens automatically at the following times:

Mon - Fri / 8:00 AM - 4:00 PM

Sat - Sun / 8:00 AM - 10:00 AM

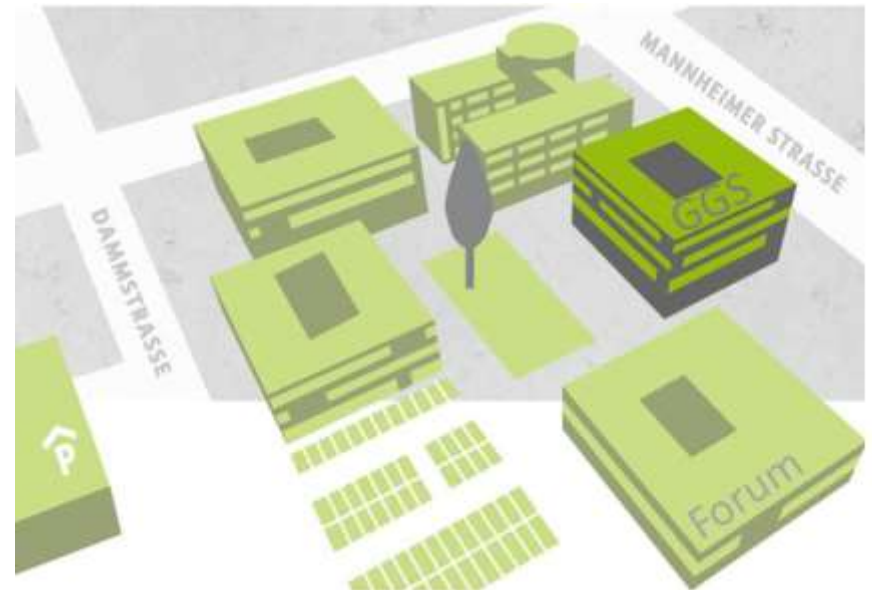
Smoke Free Environment

Please note that there is no smoking (including e-cigarettes) inside any of the buildings on campus. Smoking is permitted outside the buildings.

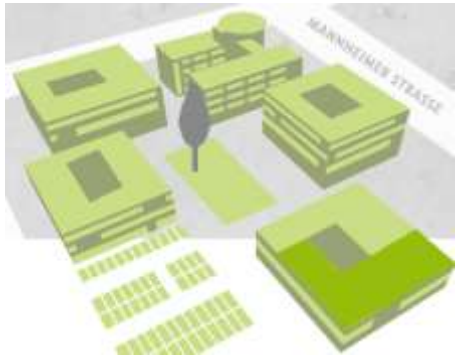
Lockers are located in the basement of the GGS building and in the Forum.

Vending machines are available on the first floor of the GGS building and on the first floor of the Forum. (The first floor is the floor above the ground floor.)

There is **free WiFi access** on campus with your access codes.

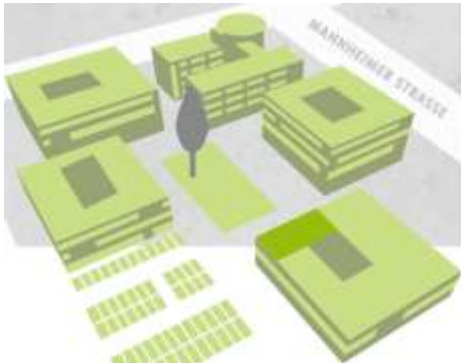


Bildungscampus Dieter Schwarz Stiftung II - Forum



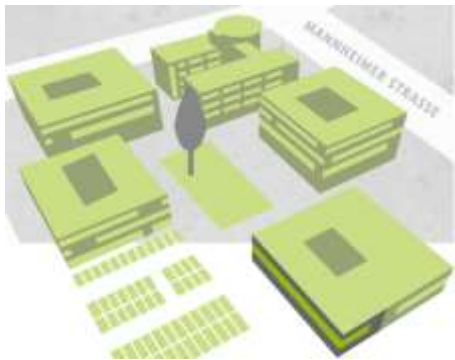
Library ("Bibliothek")

Mon–Fri 8.00 am - 8.00 pm / Sat 8.00 am – 6.00 pm



Lounge with Vending Machines ("Cafeteria")

Mon–Fri 7.30 am - 8.00 pm / Sat 8.00 am – 6.00 pm



Refectory ("Mensa")

Mon–Fri 8.00 am – 3.00 pm / Sat 11.00 am – 2.00 pm (Lunch)

General Information I

Weather in Heilbronn

Month	Average Temperature in °F		Average Temperature in °C		Average Number of Rainy Days	Average Hours of Sunshine per Day
	max	min	max	min		
Jan	36	25	2	-4	16	2
Feb	39	27	4	-3	13	3
Mar	48	32	9	0	12	5
Apr	57	39	14	4	14	6
May	64	46	18	8	14	7
June	70	52	21	11	15	7
July	73	54	23	12	15	8
Aug	73	54	23	12	14	7
Sep	68	48	20	9	14	6
Oct	55	41	13	5	12	4
Nov	45	34	7	1	15	2
Dec	37	28	3	-2	13	2

Source: <http://www.holidaycheck.de>

Electrical Appliances

AC Power Supply: 230V/50Hz
Type C Plug (CEE 7/16)
Type F Plug (CEE 7/4)

Store Hours

Note: Most stores are closed on Sundays. Stores at train stations and gas stations may be open on Sundays.

Department Stores

Mon-Sat 10:00 am - 8:00 pm
Sun closed

Bakeries

Mon-Sat 7:00 am - 6:00 pm
Some bakeries are open for a few hours on Sunday mornings.
There is a bakery at the railway station which is open every day.

Supermarkets and Retail Shops

Mon-Fri 8:00 am - 8:00 pm
Sat 8:00 am - 8:00 pm (smaller supermarkets close between 6 and 8 pm)
Sun closed
Shops in smaller towns may shut down for a 1-hour lunch break (usually between noon and 1 pm).

General Information II

Smoking

Smoking is still prevalent in Germany and sensitivity towards non-smokers is not as pronounced as in the US, Canada, or some other European countries. Smoking is not allowed in offices, public buildings, and inside restaurants. However, restaurants often have a separate room for smokers. Sometimes patrons have to pass through the smoking area before reaching the non-smoking area. Also, smoking is generally allowed in outside seating areas of German restaurants.

Drinking Water and Beverages

Tap water is generally safe to drink in Germany. However, most restaurants do not provide a free glass of water as is customary in the US and Canada. You can, however, order mineral water which comes fully carbonated ("mit Kohlensäure"), with some fizz ("Medium"), and without fizz ("Still"). Soft drinks typically come without ice. Don't be surprised if they are even room temperature. You can typically ask for ice, though.

You have to be 16 years of age to drink wine and beer. You have to be 18 to drink distilled liquor. However, if minors age 14 and 15 are with a parent or legal guardian, they are allowed to drink wine and beer as well.

Tipping in Restaurants

In Germany, waiters are paid by the restaurant and tips don't have to be as high as in the US or Canada. If you liked the service, you may want to round up (3-6%).

Money

Germany uses the Euro (€). Have cash on hand for smaller purchases. Some stores don't accept credit or debit cards for smaller purchases. ATMs are available on campus and throughout the city. Please check with your card issuer if your card works on German ATMs.

Nightlife Locations

heilbronn.virtualnights.com (German only)

Dress Code for Company Visits

Business Casual

Important Contacts



Front Desk

Tel.: +49 7131 645636-0

Professor Markus Vodosek, PhD

Cell: +49 176 – 62 11 98 86

Constanze Wagenblast

Cell: +49 152 – 90 04 19 85

Accommodation

B&B Hotel Heilbronn

Mozartstraße 24, 74072 Heilbronn

Phone: +49 7131 7496-0

Web: www.hotelbb.com

Bicycle Rental

Bike-Arena Bender

Koepffstraße 7 – 13

74076 Heilbronn

Phone: +49 7131 96150

Web: www.fahrrad-bender.de

Tourist Information Heilbronn

Kaiserstraße

74072 Heilbronn

Phone: +49 7131 562270

E-Mail: info@heilbronn-marketing.de

Web: www.heilbronn.de



Hospital SKL-Kliniken Heilbronn GmbH

Phone: + 49 7131 490

or

Emergency Medical Assistance Service

Phone: + 49 19222



Taxi 22888 GmbH

Phone: +49 7131 22888



Police Department Heilbronn

Phone: + 49 7131 1042000

Online Information Sessions (Optional): Wednesday, 04 May 02:00 pm and Wednesday 08 June 02:00 pm (Central European Summer Time)

In this WebEx session, Professor Markus Vodosek and Constanze Wagenblast will answer any remaining questions about the program. All participants will receive an email with log-in information by April 30th and June 3rd.

Pre-Program (Optional): Sunday, 10 July 07:00 pm Dinner

For everyone who wants to get together before the formal start of the program: We will meet at the restaurant "Lehner's Wirtshaus" and have dinner. The restaurant is located in the Neckarturm of Heilbronn (Bahnhofstr. 1, 74072 Heilbronn, close to the central station). If the weather is nice, we will be in the outdoor "Biergarten." If it's rainy, look for the group inside. There will be a live broadcast of the final of the European soccer championship. For more information on Lehner's Wirtshaus please visit www.lehners-wirtshaus.de.



Monday, 11 July

Time	Subject	Presenter	Location
09:00 – 10:30 am	Welcome and Introduction	Prof. Dr. Tomás Bayón Academic Dean, Professor of Marketing and Service Management & Prof. Markus Vodosek, PhD Professor of Strategic Management and Leadership, Academic Director MBA	Room 1.07 ("Margarete Steiff")
10:30 – 11:00 am	Coffee Break		
11:00 – 12:30 am	The Role of <i>Mittelstand</i> Companies in German Society	Prof. Markus Vodosek, PhD Professor of Strategic Management and Leadership, Academic Director MBA	Room 1.07 ("Margarete Steiff")
12:30 – 02:00 pm	Lunch		Cafeteria
02:00 – 02:30 pm	Transfer by Bus to Company Visit		
02:30 – 05:00 pm	Company Visit Hirschmann	Kirsten Hirschmann President & CEO	Hirschmann Laborgeräte GmbH & Co. KG Hauptstraße 7 – 15, 74246 Eberstadt
05:00 – 05:15 pm	Transfer by Bus to WG Heilbronn		
05:15 – 06:30 pm	Hike Through the Vineyards	Anke Schäffer	
06:30 – 09:00 pm	Dinner and Debriefing		Local "Besen" (wine tavern) Weingut Fischer
09:00 – 09:15 pm	Return by Bus to Hotel		B&B Hotel, Mozartstrasse 24, 74072 Heilbronn

Tuesday, 12 July

Time	Subject	Presenter	Location
09:00 – 09:15 am	Walk to Company Visit		Meeting Point: B&B Hotel
09:15 – 12:00 pm	Company Visit beyerdynamic	Wolfgang Luckhardt Managing Director Ulrich Roth Director of R&D	beyerdynamic GmbH & Co. KG Theresienstr. 8 74072 Heilbronn
12:00 – 12:15 pm	Walk to Lunch		
12:15 – 02:00 pm	Lunch		Foodcourt Heilbronn
02:00 – 02:30 pm	Walk to GGS (depending on weather)		
02:30 – 03:10 pm	German Vocational Education: Developing Talent for <i>Mittelstand</i> Companies	Sabine Schmäzle, MBA Vocational Consultant IHK (Chamber of Commerce) Heilbronn-Franken	Room 1.07 ("Margarete Steiff")
03:10 – 03:40 pm	Integration of refugees in <i>Mittelstand</i> Companies	Sandra Büchele Consultant for Equal Opportunities and Integration, Employment Agency, Heilbronn	Room 1.07 ("Margarete Steiff")
03:40 – 04:00 pm	Q&A Session		
04:00 – 04:30 pm	Coffee Break		
04:30 – 06:00 pm	Being an Expat in Germany	Carolyn Kirwin MBA Graduate, Kelley School of Business (USA) Aley Zaidi MBA Graduate, GGS MacKenzie Regorsek MBA Graduate, GGS Wenjing Chen MBA Student, GGS	Room 1.07 ("Margarete Steiff")

(Continued)

Time	Subject	Presenter	Location
06:00 – 07:00 pm	On Your Own		
07:00 – 07:15 pm	Transfer by Bus to Dinner		Meeting Point: B&B Hotel
07:15 – 09:45 pm	Dinner		<u>Heuchelberger Warte</u>
09:45 – 10:00 pm	Return to Hotel		

Wednesday, 13 July

Time	Subject		Presenter	Location
09:00 – 10:30 am	Sales Excellence		Prof. Dr. Dirk Zupancic Professor of Industrial Marketing and Sales, President	Room 1.07("Margarete Steiff")
10:30 – 10:45 am	Short Coffee Break			
10:45 – 11:00 am	Walk to City Hall			
11:00 – 11:45 am	Reception at City Hall		Harry Mergel Mayor of the City of Heilbronn	City Hall Heilbronn, Market Square Heilbronn
11:45 – 12:00 pm	Transfer by Bus to Zukunftspark			Meeting point: Behind the City Hall Zukunftspark Wohlgelegen
12:00 – 01:00 pm	Zukunftsfonds Heilbronn & Investment Lab		Dr. Jochen Becker Assistant Professor of Marketing & Financial Communication	WTZ III Zukunftspark Wohlgelegen Room „Wilhelm Maybach I & II“
01:00 – 02:00 pm	Lunch			„Kult“ Zukunftspark
02:00 – 03:00 pm	Group I:	Xenios AG	Dr. Esther Novosel, Business Development Manager Xenios AG	Im Zukunftspark 1 74076 Heilbronn
	Group II:	Seleon GmbH		
03:00 – 04:00 pm	Group I:	Seleon GmbH	Andreas Happold, MBA Sales Director Seleon GmbH	
	Group II	Xenios AG		
04:00 – 04:15 pm	Transfer by Bus to GGS			
04:15 – 04:30 pm	Short Coffee Break			
04:30 – 06:00 pm	Doing Business Within Europe		Prof. Dr. Christopher Stehr Prof. of International Management, GGS	Room 1.07("Margarete Steiff")
Evening	On Your Own			

Thursday, 14 July

Time	Subject	Presenter	Location
08:30 – 9:00 am	Transfer by Bus to Peter Kwasny GmbH		Meeting Point: B&B Hotel
09:00 – 09:10 am	Welcome	Sabine Kwasny-Grimminger CEO Marketing and Sales	Peter Kwasny GmbH Heilbronner Straße 96 74831 Gundelsheim „Technikum“
09:10 – 10:10 am	Innovation Management in <i>Mittelstand</i> Companies	Prof. Dr. Heinz-Theo Wagner Professor of Management and Innovation	Peter Kwasny GmbH „Technikum“
10:10 – 10:40 am	Company Presentation	Lothar Grimminger CFO, HRM, Organisation	Peter Kwasny GmbH „Technikum“
10:40 – 11:40 am	Factory Tour Split into 4 Groups	Hans-Peter Kwasny CEO Production and Technology Mr Neuberger and Mr Mustapic	
11:40 – 12:30 am	Debriefing Q & A Session	Prof. Dr. Heinz-Theo Wagner Professor of Management and Innovation	Peter Kwasny GmbH „Technikum“
12:30 – 12:40 am	Transfer by Bus to Lunch		
12:40 – 02:00 pm	Lunch		Pavillon Oststraße 5, 74831 Gundelsheim
02:00 – 02:30 pm	Transfer by Bus to Hotel		
02:30 – 05:00 pm	On Your Own		

(Continued)

Time	Subject	Presenter	Location
05:00 – 06:00 pm	<i>Optional: City Tour</i>	Constanze Wagenblast	Meeting Point: B&B Hotel
06:00 – 06:20 pm	<i>Optional: Transfer by streetcar to AUDI Forum</i>		Meeting Point: Market Square, Heilbronn accompanied by Constanze
06:30 – open end	<i>Optional: After-Work meets Beats and BBQ</i>		<u>AUDI Forum, Neckarsulm</u>

Friday, 15 July

Time	Subject	Presenter	Location
08:00 – 8:53 pm	Travel to Stuttgart by Train		Meeting Point: B&B Hotel
09:00 – 09:45 pm	Part I: The Geography of an Urban Economic Powerhouse A business-focused city tour of Stuttgart including the original Bosch factory site	Andrea Nuding	Walking and Bus Tour Meeting Point: Tourist Information Stuttgart, Königstraße Bus Company: Schlienz
09:45 – 10:00 am	Short Coffee Break		Vinum im Literaturhaus
10:00 – 10:30 am	The History of the Car and Its Significance for the <i>Mittelstand</i> Economy	Prof. Markus Vodosek, PhD Professor of Strategic Management and Leadership, Academic Director MBA	Vinum im Literaturhaus , Breitscheidstraße 4, 70174 Stuttgart
10:30 – 12:30 pm	Part II: The Geography of an Urban Economic Powerhouse including the location where the world's first motorbike appeared in 1885 and visit to Stuttgart TV Tower	Andrea Nuding	
12:30 – 01:45 pm	Lunch		Leonhardts Jahnstrasse 120 70597 Stuttgart
01:45 – 02:15 pm	Transfer by Bus to Mercedes-Benz Museum		
02:20 – 03:35 pm	Mercedes Benz Museum : Guided Tour		
03:50 – 04:15 pm	Transfer by Regional Train ("S-Bahn") to Train Station		

(Continued)

Time	Subject	Presenter	Location
04:15 – 05:00 pm	<i>Optional:</i> Return to Heilbronn by Train		Meeting Point: Train Station Stuttgart
Evening	On Your Own		

Stuttgart is the capital of the state of Baden-Württemberg (population 604,000). Important sightseeing sites include the Stuttgart TV Tower (the first free-standing TV tower in the world, built in 1956), the original Bosch factory site, the Mercedes-Benz Museum and the Porsche Museum.

There are also plenty of shopping opportunities in Stuttgart.



Saturday, 16 July

Time	Subject	Presenter	Location
10:00 – 11:30 am	Human Resource Management in <i>Mittelstand</i> Companies	Prof. Dr. Andreas Eckhardt Professor of Human Resource Management	Room 1.07 ("Margarete Steiff")
11:30 – 12:00 am	Walk to lunch		
12:00 – 01:00 pm	Lunch		Hagen Restaurant Christophstraße 13 74076 Heilbronn
01:00 – 02:00 pm	Company Visit Kaffeehaus Hagen	Hanspeter Hagen CEO, WILLY HAGEN GmbH	Kaffeehaus WILLY HAGEN GmbH, Christophstraße 13 74076 Heilbronn
02:00 – 02:15 pm	Transfer by Taxi to GGS		
02:15 – 03:45 pm	Medium-Sized Companies Around the World	Prof. Hemant Merchant, PhD Professor of Global Business, University of South Florida Saint Petersburg (USA)	Room 1.07 ("Margarete Steiff")
03:45 – 04:15 pm	Coffee Break		
04:15 – 05:15 pm	Debriefing		Room 1.07 ("Margarete Steiff")
05:15 – 07:00 pm	On your Own		
07:00 – 11:00 pm	6th GGS Summer Break Riverboat Party		Departure: Götzenturm Bridge Arrival: Theresienwiese



Riverboat Party:

Against the backdrop of steep vineyards and hill-top castles along the shore of the Neckar river, we will sip on cocktails, enjoy German party-food, and socialize with GGS students, faculty, alumni and staff.

Participants of the International Summer Academy will have free admission including one welcome cocktail and food.

Points of Interest - Map

