



## Miami Study Week 2018

**7 days – End of February – Florida – Company visits –  
Lectures – Case studies**



Video on YouTube:  
<https://bit.ly/2L9MkiJ>

## Participation



Professors Fees and Wellner  
MBA (alumni & students), MIFE, MIMA, Master BW  
Max. 20 students (8 MBA, 12 Master)  
Optional mandatory lectures for Master BW  
students in the following semester  
6 ECTS granted

## Costs



for hostel, flights, car rental, gas, food and  
beverages, leisure time, transportation, tuition  
fees and visa

About **1,000 USD**

## Optional program/leisure time



Everglades (National Park)	Miami Heat
Orlando (Action Parks)	Fort Lauderdale
Keys & Key West	Language course
Little Havana & Harbour	Clubbing
Ship cruise	Barry University

## Tips and tricks



Early arrival and extend your stay to discover the  
US  
Taxes and tip are not included in the prices, e.g. in  
the restaurant  
Book your flights with sta Travel (student fares)  
Rent your car in Germany (e.g. with ADAC)  
Driver should be older than 25 to avoid young  
driver fares

## Content example 2018

### Sunday

Introduction  
Topic: „Cybersecurity  
in business  
processes“  
Tasks for Germany

### Monday

Welcome and lunch  
First lecture  
Campus tour and  
dinner  
Case Study „Equifax“

### Tuesday

Visit of NFL stadium  
Locker rooms, play  
ground, VIP area,  
promotion room,  
logistic area

### Wednesday

Presentation: Student  
managed investment  
fund  
Social mixer and dinner  
Case Study „Alibaba“

### Thursday

Visit „Flora Logistics“  
Third party logistic  
provider, shipping  
flowers, meat and  
fruits

### Friday

Study break  
  
Exam (120 minutes)  
  
Farewell dinner