

# Codeshare Summer School 2023 – Academic Program

**\*\*Subject to Changes – Version 20 June 2023\*\***



	Week 1					Week 2					Week 3				
Weekday	Monday	Tuesday	Wednesday	Thursday	Friday	Monday	Tuesday	Wednesday	Thursday	Friday	Monday	Tuesday	Wednesday	Thursday	Friday
Date	31.07.2023	01.08.2023	02.08.2023	03.08.2023	04.08.2023	07.08.2023	08.08.2023	09.08.2023	10.08.2023	11.08.2023	14.08.2023	15.08.2023	16.08.2023	17.08.2023	17.08.2023
TRACK 1	TRACK A: Technology and Digitization in Business														
Course	A1: Introduction to Digital Business					A/B 3: Crypto Assets and the Bitcoin Rush					A2: Intelligent Insights: Mastering Chat GPT and other AI Applications in Science and Business				
Lecturer	Dr. Zhuoqi Ding (SZTU)					Prof. Dr. Meyer (H-BRS)					Prof. Dr. Meyer (H-BRS)				
TRACK 2	TRACK B: Special Topics in Global Law & Finance														
Course	B1: Development Finance					B2: Introduction to Securities Enforcement					B4: Commercial Law and International Commercial Arbitration in East Asia				
Lecturer	Prof. Dr. Meyer (H-BRS) / Prof. Dr. Agyapong (UCC) / Umuerri (H-BRS)					Dr. Zhang Lei (SZTU)					Prof. Tommy Yu (SZTU)				
Course						A/B 3: Crypto Assets and the Bitcoin Rush									
Lecturer						Prof. Dr. Meyer (H-BRS)									
TRACK 3	TRACK C: Sustainable and Innovative Business Practices for the Future														
Course						C2: Design Thinking and Innovation					C4: Social Innovation: Tackling Global Challenges with your Ideas				
Lecturer						Prof. Dr. Agyapong (UCC) / Umuerri (H-BRS)					Schickendanz (H-BRS)				
TRACK 4	TRACK D: Professional Skills for the Future														
Course	D1: International Career Building										D3: Presentation and Rhetorical Skills				
Lecturer	Faulstich (HS Koblenz)										Prof. Dr. Agyapong (UCC)				

## TRACK A: Technology and Digitization in Business

### A1: Introduction to Digital Business

Dr. Zhuoqi Ding, Shenzhen Technology University

**Time: 10:30 – 13:30 (CEST)**

**Maximum number of participants: 30**

Description:

This course will aim to provide students with a basic understanding of the key concepts and tools of digital business. Through the course, students will learn about the benefits and challenges of digital business, digital business models as well as the opportunities and threats associated with digital disruption. They will also explore case studies of successful digital businesses and examine the strategies that these companies used to achieve their goals.

### A/B 3: Crypto Assets and the Bitcoin Rush

Prof. Dr. Meyer, Hochschule Bonn-Rhein-Sieg

**Time: 14:00 – 18:00 (CEST)**

**Maximum number of participants: 40**

Description:

The course exposes students to Crypto Assets, Digital Currencies, and Tokenization incl. Bitcoin and the related financial market characteristics. We will address important questions about Bitcoin, such as:

- How do Crypto Assets work?
- What makes Bitcoin, in particular, stand out?
- What determines the price of Bitcoins?
- Can Crypto currencies be regulated?
- What is the difference between Crypto Currencies and Digital Currencies issued by central banks?

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- How can financial institutions and other companies benefit from the Bitcoin “Rush”
- What might the future hold?

After this course, students know everything they need to be able to separate fact from fiction when reading claims about Bitcoin and other Cryptocurrencies. They have the conceptual foundations to assess the market potential of Crypto Assets and gain a solid understanding of current and future market developments.

## A2: Intelligent Insights: Mastering Chat GPT and other AI Applications in Science and Business

Prof. Dr. Meyer, Hochschule Bonn-Rhein-Sieg

**Time: 14:00 – 18:00 (CEST)**

**Maximum number of participants: 30**

Description:

In this engaging five-day course, "Intelligent Insights: Mastering Chat GPT and other AI Applications in Science and Business," we will delve deep into the world of artificial intelligence (AI), focusing on the revolutionary GPT technology and its diverse applications. We will explore how AI is reshaping the landscape of international business and scientific research, transforming everything from customer service to data analysis. Students will gain hands-on experience with AI tools, including OpenAI's GPT, and learn to harness their potential in real-world contexts. The course also includes a critical examination of AI ethics and the societal implications of widespread AI integration. By the end of this course, students will not only understand the theoretical underpinnings of AI but also be able to apply these powerful tools effectively in their future careers.

## TRACK B: Special Topics in Global Law & Finance

### B1: Development Finance

Prof. Dr. Meyer / Umuerrri , Hochschule Bonn-Rhein-Sieg / Prof. Dr. Agyapong, University of Cape Coast

**Time: 14:00 – 18:00 (CEST)**

**Maximum number of participants: 20**

Description:

"Unlock the dynamics of global economic development in our interactive, 5-day Development Finance course. Discover the pivotal role of development finance in fostering economic growth, delve into microfinance and SME financing, and examine how they propel developing economies. Navigate the landscape of key players, from NGOs to private sectors, and learn their strategies. Explore the crucial part development finance plays in achieving Sustainable Development Goals (SDGs). By the end of the course, you will have acquired valuable insights into the challenges, opportunities, and future trends of development finance, equipping you for a promising career in this ever-evolving field."

### B2: Introduction to Securities Enforcement

Dr. Zhang Lei, Shenzhen Technology University

**Time: 16:00 – 19:00 (CEST)**

**Maximum number of participants: 30**

Description:

Introduction to Securities Enforcement is designed to provide students with a foundational understanding of the regulation and enforcement of securities laws around the globe. This course will explore the role and responsibilities of regulatory agencies, such as the Securities and Exchange Commission (SEC) and the Shanghai Stock Exchange, in maintaining fair and efficient markets.

Students will learn about key concepts and principles related to securities enforcement, including the history of theoretical and practical development of securities regulations and enforcement. The course will also discuss economic trade-offs of public enforcement.

Through a combination of lectures, case studies, and group discussions, students will gain valuable insight into the importance of securities enforcement in promoting investor confidence and protecting the integrity of financial markets. This course will equip students with the necessary knowledge and analytical skills to pursue careers in the financial industry, regulatory agencies, or securities law practice.

## A/B 3: Crypto Assets and the Bitcoin Rush

Prof. Dr. Meyer, Hochschule Bonn-Rhein-Sieg

**Time: 14:00 – 18:00 (CEST)**

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Description:

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- Can Crypto currencies be regulated?
- What is the difference between Crypto Currencies and Digital Currencies issued by central banks?
- How can financial institutions and other companies benefit from the Bitcoin “Rush”
- What might the future hold?

After this course, students know everything they need to be able to separate fact from fiction when reading claims about Bitcoin and other Cryptocurrencies. They have the conceptual foundations to assess the market potential of Crypto Assets and gain a solid understanding of current and future market developments.

## B4: Commercial Law and International Commercial Arbitration in East Asia

Prof. Tommy Yu, Shenzhen Technology University

**Time: 15:00 – 18:00 (CEST)**

**Maximum number of participants: 42**

Description:

- The law and its role in East Asian negotiations, contracts, trade and corporate governance
- Commercial Contracts in East Asian context
- Business associations (including corporate governance)
- Corporate finance and taxation
- Corporate social responsibility
- Intellectual property protection
- Corruption
- Privacy in East Asian context
- Commercial arbitration: the legal structure, preconsiderations
- Constitution and Jurisdiction of Arbitral Tribunals
- Procedures and Evidence, Interim Measures &
- Preliminary Orders
- Costs and Interests in the international commercial arbitration
- Deciding, drafting, challenging and enforcing of an arbitral award

## TRACK C: Sustainable and Innovative Business Practices for the Future

### C2: Design Thinking and Innovation

Prof. Dr. Agyapong, University of Cape Coast

**Time: 09:30 – 13:30 (CEST)**

**Maximum number of participants: 15**

Description:

The course will expose and introduce participants to practical implementation of human centered design and the different stages of the design thinking process.

### C4: Social Innovation: Tackling Global Challenges with your Ideas

Schickendanz, Hochschule Bonn-Rhein-Sieg

**Time: 14:00 – 18:00 (CEST)**

**Maximum number of participants: 35**

Description:

#### Workshop Content

In this course, you will explore the exciting field of social innovation, which involves creating and implementing new ideas to improve society. We will dive into the complex challenges our world faces today, including social, environmental, and demographic issues.

You'll discover how social innovation processes work and learn how to participate in them effectively. We'll discuss how social innovation can address critical problems and make a positive impact on society. Throughout the course, you'll have the opportunity to collaborate with international student teams, using your education and expertise to tackle global social challenges.

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Whether you aspire to change the world on a large scale or make a difference in your local community, this module is designed to help you achieve your goals. You'll gain the skills to develop innovative solutions relevant to various sectors, such as employment, gender equality, poverty alleviation, and environmental sustainability.

## **Learning and teaching approach**

Online lectures will introduce students to the core theories, tools and approaches underpinning social innovation, and students will discuss and debate different strategies that might apply to featured social innovations. Teamwork will focus on participants' engagement, creativity, and teambuilding. The workshop's output will result in presenting the team's social innovation idea and its implementation strategy. A final highly developed concept to share online.

## **Learning outcomes**

Students will...

- understand social innovation's role in bringing about social change
- describe and apply the key frameworks /tools in the field of social innovation
- demonstrate the capacity to understand, assess and address social innovation challenges
- learn how to capture, generate and develop ideas using ideation techniques.
- get acquainted with the basics of developing a social business model canvas
- create a social innovation solution communication strategy
- understand different team roles
- deliver public speeches and present social innovation ideas to others
- develop creativity, critical thinking, persistence, self-awareness, and conflict resolution skills



## TRACK D: Professional Skills for the Future

### D1: International Career Building

Faulstich, Hochschule Koblenz

**Time: 10:00 – 14:00 (CEST)**

**Maximum number of participants: 20**

Description:

- Strategic planning of international projects and activities in academic contexts (short-term/long-term; student exchange or internship; thesis projects in other countries and cultures)
- Effective job search methods in different regional and cultural environments (CV / resume writing; anti-discrimination policies in the HR sector; the role of social platforms and internship/job search engines in international career development)
- Interview practices and simulated job interviews
- Selected assessment centre tasks
- Culture at work (hierarchies; written and unwritten rules of conduct; formal and informal communication styles)

After completing this course, students

- know about job search methods in selected countries and cultural environments
- are able to write convincing letters of motivation, CVs and resumes
- are familiar with typical interview questions and are able to answer them in English
- are familiar with selected assessment centre tasks
- are aware of some cultural differences they need to expect and know some strategies for successful integration in an international work environment.

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## D3: Presentation and Rhetorical Skills

Prof. Dr. Agyapong, University of Cape Coast

**Time: 13:00 – 17:00 (CEST)**

**Maximum number of participants: 20**

Description:

- Introduction to the communication process
- Verbal and nonverbal communication (English in an international context)
- Body language and voice training
- Opening and closing a presentation
- Planning and structuring a presentation online or face-to-face
- Impact techniques (Great speakers)
- Informative and persuasive presentations
- Visuals and use of appropriate media (web conferencing, PowerPoint, video, audio)
- Bringing it all together: delivering a presentation
- Learning to give constructive, peer feedback
- Learning to cope with anxiety and language issues