



International Autumn School in Chemnitz

EMMIDIR. EUROPEAN MANAGEMENT (IN PRACTICE): MARKET INNOVATION, DIGITAL CHANGE, AND RESILIENCE

Dates: October 13–17, 2025

Venue: TU Chemnitz, Faculty of Economics and Business Administration

Language: English


Number of UA students: 15 UA

Expected number of DE students: 10-15 DE

Number of teams: 5 teams (3 Ukrainian students + 2-3 German students + 1 UA mentor)

KEY THEMES:


- Exploring the Saxon market: target audience, consumer behaviour, and competition
- Digital innovation and AI-supported business validation
- German and EU business model frameworks
- Financial planning and credit access from German banks
- Resilience training and cross-cultural teamwork for business continuity

 **All German student participants will be awarded a joint certificate of participation issued by TU Chemnitz and Ivan Franko National University of Lviv.**

DE Recommended Involvement of German Students

German students are integrated into international teams and are expected to:

- ✓ Join the opening session and networking activities
- ✓ Work collaboratively on ideas and contribute to team deliverables
- ✓ Participate in market research in Chemnitz (one of two days) and/or Dresden (optional)
- ✓ Join one selected activity from Days 2–4:
 - Mixed-Team Design Thinking and Marketing Strategy Workshop with AI (Day 2)
 - Practical Financial Forecasting for German Bank Loans (Day 3)
 - LEGO® Serious Play® and Resilience Training (Day 4)

 **Goal:** Approx. 50% involvement – with a focus on practical teamwork, real market context, intercultural exchange, and applied soft skills.

TENTATIVE SCHEDULE

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October 13 (Day 1) — Introduction & Team formation

Time	Activity
13:30 – 14:00	Arrival, registration, small talk
14:00 – 14:20	Opening of the School, Welcome Speeches <i>Prof. Dr. Silke Hüsing (Dean of the Faculty of Economics and Business Administration, TUC)</i> <i>Dr. Andrii Gukaliuk (Vice-Rector, IFNUL)</i> <i>Prof. Charlotte Förster (TUC), M. Sc. Oksana Molderf</i>
14:20 – 15:30	EMMIDIR. EUROPEAN MANAGEMENT (IN PRACTICE): MARKET INNOVATION, DIGITAL CHANGE, AND RESILIENCE. Concept and tasks (Dr. Marianna Kokhan; Dr. Julien Bucher)
15:30 – 17:00	UA Team Presentations: Value proposition and Business Models of UA local Brands + QA Session. Moderator – M. Kokhan (students + mentors A. Gukaliuk, M. Kokhan, A. Hryshchuk, V. Shevchuk, N. Danylevych)
17:00 – 17:30	Coffee Break
17:30 – 18:00	Team formation (including German students) GE+UA experts



October 14 (Day 2) — Marketing, Strategy & AI Tools

Time	Activity
9:30 – 10:30	Lecture: <i>Market Entry Strategies for Ukrainian Brands in the EU: Opportunities and Risks</i> (Dr. Marianna Kokhan)
10:40 – 12:00	Lecture: <i>Local market trends in GE / Saxonia. Using AI Tools for Local Market Research</i> (Dr. Julien Bucher)
12:00 – 13:00	Lunch
13:00 – 14:30	Workshop: AI-supported research of EU local market trends, target audience and competition (Julien Bucher, Marianna Kokhan)
14:30 – 15:00	Coffee Break
15:00 – 16:00	Lecture: <i>Revenue and Expense Structure in the CANVA Business Model: What Local Market Data is Necessary</i> (Dr. Vira Shevchuk, Dr. Anna Hryshchuk)
16:00 – 18:00	Field Research Kick-off: Observing the market environment and competition in Chemnitz city center. Data collection (Marianna Kokhan)

October 15 (Day 3) — Finance & Project Management

Time	Activity
9:00 – 11:00	Field Research. Part 2: Observing customer behavior in Chemnitz City Center. Go to your own customer experience (Anna Hryshchuk)
11:00 – 12:00	DE Adapted CANVA Business Model for UA Brands (+ mentors M. Kokhan, Anna Hryshchuk, Vira Shevchuk, N. Danylevych)
12:30 – 13:30	Lunch
13:30 – 15:00	Lecture: <i>Revenue, Costs, Cash Flows and Investment Planning for New Businesses</i> (M. Sc. Jörg Müller)
15:00 – 15:30	Coffee Break
15:30 – 17:00	Practical Workshop: Financial forecasting & templates for German bank loans (Jörg Müller, Vira Shevchuk)
17:00 – 18:00	Praxis: Project management & Project Road Mapping (Anna Hryshchuk, Vira Shevchuk) Optional + Online Feedback

October 16 (Day 4) — Resilience in Organizations

Time	Activity
9:30 – 11:00	Project results checking and Team mentoring individual session (students + mentors A. Gukaliuk, M. Kokhan, A. Hryshchuk, Vira Shevchuk, N. Danylevych)
11:00 – 13:00	Final Project Results Pitching, QA session (peer review + feedback from UA DE jury)
13:00 – 14:00	Lunch
14:00 – 15:00	Lecture: <i>Resilience in time of crisis: How resilience unfolds at multiple levels of an organization?</i> (Prof. Charlotte Förster)
15:00 – 16:30	Team Resilience Training with LEGO® Serious Play® (Charlotte Förster)
16:30 – 17:00	Coffee Break
17:30 – 18:00	Reflexion & Leadership Discussion (Charlotte Förster, Marianna Kokhan, Nataliya Danylevych)

October 17 (Day 5) — Dresden Field Research & Wrap-Up

Time	Activity
09:00 – 11:00	Travel to Dresden
11:00 – 13:00	Field Research: Observing customer behavior & competition in Dresden city center
13:00 – 14:00	Lunch
14:00 – 16:00	Reflection, certificates, final discussion & wrap-up

PROJECT AND TEACHING TEAM

German Side *TU Chemnitz – Faculty of Economics and Business Administration*

1. **Prof. Dr. Silke Hüsing**, Chair of Business Taxation and Auditing, Dean of the Faculty – administrative support
1. **Jun.-Prof. Dr. Charlotte Förster**, Chair of European Management
2. **Dr. Julien Bucher**, Chair of Innovation Research and Technology Management
3. **M.Sc. Jörg Müller**, Chair of Corporate Finance

Ukrainian Side *Ivan Franko National University of Lviv – Faculty of Economics*

1. **Dr. Andrii Gukaliuk, Vice Rector**; Associate Professor, Department of Business Economics
2. **Dr. Marianna Kokhan**, Associate Professor, Department of Management
3. **Dr. Vira Shevchuk**, Associate Professor, Department of Accounting and Audit
4. **Dr. Anna Hryshchuk**; Associate Professor, Department of Management
5. **Dr. Nataliya Chopko**, Associate Professor, Department of Management
6. **Dr. Nataliya Danylevych**, Associate Professor, Department of Management

School Moderator (responsible person):

Dr. Marianna Kokhan, Ivan Franko National University of Lviv
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Whether you're passionate about strategy, innovation, or teamwork, there's a place for you in our International EMMIDIR School!

We would be delighted to have you on board.