



BABSON COLLEGE
MOB35XX The Intersection of Marketing & Operations:
From Concept to Consumer A Comprehensive View of
Ideation through Product Delivery
Nuremberg & Hamburg, Germany
March 13 - 22, 2020

SAMPLE SCHEDULE

All Items Subject to Change

PRE-TRAVEL CLASSES: Babson - Wellesley Campus

Class #1: Friday, February 21, 2020
2:00 - 4:30 PM
Location: TBD

Content

Welcome to class
 Course content / lecture
 Articles

- [Exclusive: Adidas's radical new shoe could change how the world buys sneakers](#)

Class #2: Friday, February 28, 2020
2:00 - 4:30 PM
Location: TBD

Content

Glavin Office Orientation - health, safety, culture
 Travel itinerary
 Expectations for group travel

TRAVEL: Germany

Day 1: Friday, March 13

TRAVEL DAY: BOS - NUE

	Travel Notes	
Evening	Meet in front of Hollister Hall Depart Babson College Airport Transfer Group Flight: Boston to Nuremberg Example: Delta / KLM Flight	

	8:24 PM BOS - 8:30 AM AMS (+1 Day)	
Day 2: Saturday, March 14		
TRAVEL DAY: BOS - NUE NUREMBERG		
Morning	<i>CASUAL DRESS CODE</i>	
Late Morning / Early Afternoon	Group Flight: Boston to Nuremberg Example: Delta / KLM 10:10 AM AMS - 11:20 AM NUE Arrive in Nuremberg Bus: Airport to Hotel	
Afternoon	Lunch on Own Hotel Check-In Walking Tour or Scavenger Hunt	
Evening	Group Welcome Dinner Location TBD	
Day 3: Sunday, March 15		
NUREMBERG		
Morning	<i>CASUAL DRESS CODE. WEAR GOOD WALKING SHOES.</i> Breakfast at Hotel Meet in Hotel Lobby Sightseeing / Scavenger Hunt / Visit to Supermarket or Store in Train Station / Airport	
Afternoon	Lunch on Own Sightseeing / Scavenger Hunt / Visit to Supermarket or Store in Train Station / Airport	
Evening	Dinner on Own	

Day 4: Monday, March 16

NUREMBERG

Morning

BUSINESS CASUAL DRESS CODE

Breakfast at Hotel

Meet in Hotel Lobby

Bus: Hotel to Herzogenaurach

COMPANY VISIT - Part 1

Adidas World Headquarters

adidas AG

Adi-Dassler-Strasse 1

91074 Herzogenaurach

Germany

p+49 9132 84 0

f+49 9132 84 2241

[HTTP://HERZO.ADIDAS-GROUP.COM/](http://HERZO.ADIDAS-GROUP.COM/)

Afternoon

Lunch at Adidas HQ

COMPANY VISIT - Part 2

Adidas World Headquarters

adidas AG

Adi-Dassler-Strasse 1

91074 Herzogenaurach

Germany

p+49 9132 84 0

f+49 9132 84 2241

[HTTP://HERZO.ADIDAS-GROUP.COM/](http://HERZO.ADIDAS-GROUP.COM/)

Bus: Herzogenaurach to Hotel

Evening

Dinner on Own

Day 5: Tuesday, March 17

NUREMBERG → HAMBURG

BUSINESS CASUAL DRESS CODE

Breakfast at Hotel

Check Out of Hotel

	<p align="center">Meet in Hotel Lobby Load Bus with Luggage</p> <p align="center">Bus: Hotel to Herzogenaurach</p> <p align="center"><u>COMPANY VISIT - Part 1</u> PUMA Headquarters PUMA SE PUMA WAY 1 91074 Herzogenaurach, GERMANY Phone: +49 - 9132 - 81 - 0 Fax: +49 - 9132 - 81 - 2246 info@puma.com</p>	
Afternoon	<p align="center">Lunch at PUMA HQ</p> <p align="center"><u>COMPANY VISIT - Part 2</u> PUMA Headquarters PUMA SE PUMA WAY 1 91074 Herzogenaurach, GERMANY Phone: +49 - 9132 - 81 - 0 Fax: +49 - 9132 - 81 - 2246 info@puma.com</p> <p align="center">Bus: Herzogenaurach to Hamburg (6h)</p>	
Evening Late Evening	<p align="center">Dinner on Own</p> <p align="center">Arrive in Hamburg</p> <p align="center">Check-in to Hotel in Hamburg</p>	
Day 6: Wednesday, March 18		
HAMBURG		
	<i>ACTIVE WEAR DRESS CODE</i>	
Morning	<p align="center">Breakfast at Hotel</p> <p align="center">Visits in Hamburg could include: Airbus Manufacturing and Assembly Tour, Hamburg City Tour, Canals of Speicherstadt, etc.</p>	
Afternoon	Lunch on Own	

	Visits in Hamburg could include: Airbus Manufacturing and Assembly Tour, Hamburg City Tour, Canals of Speicherstadt, etc.	
Evening	Evening on Own	
	Day 7: Thursday, March 19	
	HAMBURG	
Morning	<i>BUSINESS CASUAL DRESS CODE</i> Breakfast at Hotel Meet in Hotel Lobby Bus: Hotel to Vechta (2h) <u>COMPANY VISIT - Part 1</u> Adidas Distribution Facility Near Vechta	
Afternoon	Lunch at Adidas (Babson pays - PCard) <u>COMPANY VISIT - Part 2</u> Adidas Distribution Facility Near Vechta Bus: Vechta to Hotel (2h)	
Evening	Dinner On Own	
	Day 8: Friday, March 20	
	HAMBURG	
Morning	<i>BUSINESS CASUAL DRESS CODE</i> Breakfast at Hotel Meet in Hotel Lobby Bus: Hotel to Hamburg Port <u>VISIT</u> Hamburg Port	

Afternoon	<p style="text-align: center;">Lunch on Own</p> <p style="text-align: center;">OPTIONS</p> <p style="text-align: center;">Longer visit to Hamburg Port with possible focus on sustainability Article: Green Port of Hamburg - Combining economic growth and sustainability</p> <p style="text-align: center;">Something related to sustainability https://marketing.hamburg.de/sustainability.html https://www.nachhaltige.uni-hamburg.de/en.html</p> <p style="text-align: center;">Bus: Hamburg Port to Hotel</p>	
Evening	Dinner on Own	
	Day 9: Saturday, March 21	
	HAMBURG	
Morning	<p style="text-align: center;"><i>ACTIVE WEAR DRESS CODE</i></p> <p style="text-align: center;">Breakfast at Hotel</p> <p style="text-align: center;">VISIT Retailers in Hamburg e.g. Glory Hole Sneaker Shop SoleRebels - Ethiopian Shoe Brand -- https://www.solerebels.com/pages/stores</p>	
Afternoon	<p style="text-align: center;">Visit to Hobenköök Located in Hafen City https://scandinaviantraveler.com/en/places/a-sustainable-guide-to-hamburg</p> <p style="text-align: center;">Lunch and Tour of Hobenköök (Students pay for lunch)</p> <p style="text-align: center;">Sustainability in Hamburg</p>	
Evening	Farewell Dinner (Babson Pays)	
	Day 9: Sunday, March 22	
	HAMBURG → BOSTON	
	Hotel Check-Out	

	<p align="center">Bus to Airport</p> <p align="center">Arrive at Airport 2-3h in advance</p> <p align="center">Delta Flight Options Option 1: Later Flight 2:25 PM HAM - 3:30 PM AMS 1h38 Layover 5:10 PM AMS - 7:55 PM BOS</p>	
Evening	Bus: Airport to Babson	
POST-TRAVEL CLASSES: Babson - Boston Campus		
<p>Class #3: Friday, March 27 2:00 - 4:30 PM in Boston Bus: Babson to Boston @ 1:00 - 2:00 PM Bus: Boston to Babson @ 4:30 - 5:30 PM Location: Boston Campus</p>		
Content		
Afternoon 1:00 PM 2:00 PM 4:30 PM 5:30 PM	<p align="center">Bus: Babson (Hollister Hall) to Boston Campus</p> <p align="center">Class Downtown</p> <p align="center">VISIT Downtown Crossing Secret Store in Boston (6 Clearway Street) (Walking & MBTA)</p> <p align="center">Bus: Boston to Wellesley Campus</p> <p align="center">Bus Arrives at Wellesley Campus</p>	