Bachelor European Summer Program 2022
The Business, Political and Cultural Environment in Europe
May 29 to June 17, 2022

Your Summer 2022: Apply by March 15th, 2022

- Enhance your CV!
- Intense learning + fun!
- Meet people from around the world!
- Dive into the German business world!
- Experience German culture in a world heritage region!

For more information about courses, application instructions and housing options please visit our website below.

Contact

Kristina Schwanitz
Program Manager
kristina.schwanitz@whu.edu
Tel: +49 (0)261 6509 163

www.whu.edu/ba-esp

WHU – Otto Beisheim School of Management
Burgplatz 2
56179 Vallendar, Germany
3 Week Program

9 Academic Modules

5-7 US Credits*

*Credit recognition to be confirmed by your home university.

CULTURAL PROGRAM

Included as part of the three week program are a number of cultural events and social activities, i.e.:

- Welcome and farewell dinners
- Visits to medieval castles
- Guided city tour of Koblenz
- Boat tour along the Rhine

20 Contact Hours - 1-2 US Credits

ACADEMIC PROGRAM CONTENT

<table>
<thead>
<tr>
<th>Academic Modules</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trade Integration in Europe and the European Union</td>
</tr>
<tr>
<td>Monetary Integration in Europe: The Euro as Europe’s Common Currency</td>
</tr>
<tr>
<td>Competing in European Markets</td>
</tr>
<tr>
<td>The Relevance of Family Businesses in Europe</td>
</tr>
<tr>
<td>German History</td>
</tr>
<tr>
<td>Operations Management in Europe: Embracing Sustainability</td>
</tr>
<tr>
<td>Business Environment and Strategies of Foreign Direct Investors in Central and Eastern Europe</td>
</tr>
<tr>
<td>European Aspects of Marketing</td>
</tr>
<tr>
<td>Aspects of Cultural Competence in Europe</td>
</tr>
<tr>
<td>Several company visits:</td>
</tr>
<tr>
<td>• 1 - 2 international companies</td>
</tr>
<tr>
<td>• 1 financial institution</td>
</tr>
</tbody>
</table>

65 Academic Hours - 4-5 US Credits

Student Profile:
Bachelor students in Business Administration
Language of Instruction: English

“WHU was an unforgettable exchange experience! Every aspect of the exchange was well-planned, engaging, and eventful. I was a bit nervous upon arrival, but [...] the WHU exchange coordinator and WHU’s housing team were very helpful in answering all my questions. My favourite part was visiting different parts of the Rhine River region and learning about business in Europe. I highly recommend this course to anyone who is looking to gain a cultural and social perspective of Europe while gaining academic credit!”

Diana Chan, Brock University, Canada