The base fee includes:

- Course materials
- Chartered airport shuttle on May 28 and June 17, 2023
- Welcome reception and farewell dinner
- Lunches
- Excursions, socials, company visits and visits to historical sites
- Local bus ticket
- 24-hour gym access
- On-campus wi-fi
- Library access

Your Summer 2023: Apply by March 15th, 2023

- 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

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Program Manager
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Tel: +49 (0)261 6509 163

www.whu.edu/ba-esp

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

Excellence in Management Education

WHU
Otto Beisheim School of Management

Bachelor European Summer Program 2023
The Business, Political and Cultural Environment in Europe
May 28 to June 16, 2023

Study at one of the Best Business Schools in Germany

FT Business School Ranking 2021

Program Costs

<table>
<thead>
<tr>
<th></th>
<th>Base Fee</th>
<th>Tuition</th>
<th>Housing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exchange Basis</td>
<td>€ 589</td>
<td>–</td>
<td>€ 485 - € 550</td>
</tr>
<tr>
<td>Tuition Basis</td>
<td>€ 589</td>
<td>€ 1,959</td>
<td>€ 485 - € 550</td>
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</tbody>
</table>
3 Week Program
9 Academic Modules
5-7 US Credits*

*Credit recognition to be confirmed by your home university.

ACADEMIC PROGRAM CONTENT

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

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

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

“The Bachelor European Summer program was absolutely the highlight of my summer. Not only was the program very well organized and structured in terms of academics, but I also met some fantastic people from around the world that I am still in contact with. The classes, company visits, and local tours provided me with new skills and an appreciation for European culture and history. I would highly recommend to anyone interested!”

Katja Wagner, Wake Forest University, USA

65 Academic Hours - 4-5 US Credits