



Study at one of the
Best Business
Schools in Germany



Business School
Ranking 2018

Excellence in
Management
Education

Bachelor European Summer Program 2020

The Business, Political and Cultural
Environment in Europe

May 24 to June 12, 2020



3
weeks
program

9
academic
modules

5-7
US
credits*

*credit recognition to be confirmed by your home university

ACADEMIC PROGRAM CONTENT

Trade Integration in Europe and the European Union

Operations Management in Europe: Embracing Sustainability

Monetary Integration in Europe: The Euro as Europe's Common Currency

Business Environment and Strategies of Foreign Direct Investors in Central and Eastern Europe

Competing in European Markets

European Marketing

Cultural Competence

German History

Several company visits:

- 1 - 2 international companies
- 1 financial institution

65 academic hours - 4-5 US credits

"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 Susanne, 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

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

YOUR SUMMER 2020:

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



Program Costs

	Base Fee	Tuition	Housing
Exchange Basis	€ 579	–	€ 440 - € 500
Tuition Basis	€ 579	€ 1.929	€ 440 - € 500

The base fee includes:

- Course materials
- Chartered airport shuttle on May 24 and June 13, 2020
- Welcome reception, lunches, farewell dinner
- Excursions, socials, company visits and visits to historical sites
- Local bus ticket
- 24-hour gym access
- On-campus wi-fi
- Library access

Application Deadline: March 15th, 2020

For more information about courses, application instructions and housing options please visit our website below and find us on social media!

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 www.whu.edu/ba-esp

  WHUInternational

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