



Excellence in  
Management  
Education

# MBA European Summer Program 2019

## The Changing Environment for International Business in Europe

Session I  
May 7 to May 21, 2019

Session II  
May 12 to May 24, 2019

## Student Profile

MBA students in their second year who are interested in International Business, Finance and Corporate Strategy.

## Contact Hours

48 Academic Hours  
22 Cultural Hours

## Credits

3 US Credits

## Language of Instruction

English

## Evaluation

Group Projects  
Final Exam

## Course Topics

- European Integration: The Single European Market of the EU and European Monetary Union
- Doing Business in Eastern Europe
- Restructuring Companies in Transition Economies
- Innovation Strategies of European Companies
- European Marketing
- The Environment of Mergers and Acquisitions: European Competition Policies

## Company Visits

Integrated into the program are several company visits including a visit to the European Central Bank or another large financial institution, as well as visits to several international companies in the area.

## Cultural Program

Included as part of the two week program are a number of cultural and social activities:

- Welcome and farewell dinners
- Visit to a medieval castle
- Guided city tour of Koblenz
- Boat tour along the Rhine
- Winery tour and tasting

Rini Ismail  
Deakin University

"It is an intensive program that combines the right study and leisure balance - allowing time to bond with the cohort who came from all over the world. I highly recommend this program to anyone looking at enhancing their MBA experience in the global market."



# Program Costs

	Base Fee	Tuition	Housing
Exchange Basis*	€ 469	–	€ 320 - € 385
Tuition Basis	€ 469	€ 3.365	€ 320 - € 385

\*In general, there is no tuition for students enrolled at and nominated by WHU's partner universities.

The base fee includes:

- Course materials
- Group transfer service to/from airport
- Welcome reception and farewell dinner
- Lunches
- Company visits and social excursions
- Local bus ticket
- 24 hour gym access
- On campus wi-fi
- Library Access

Apply by March 1st 2019

## How to Apply

To apply for the program and on-campus housing, please download the application form at [www.whu.edu/esp](http://www.whu.edu/esp).

If applying on exchange basis, please contact the International Office at your home university.

### Contact

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