PROGRAM COSTS

	Base Fee	Tuition	Housing
Exchange Basis	€ 589	-	€ 485 - € 550
Tuition Basis	€ 589	€ 1.959	€ 485 - € 550

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

Apply by March 15th, 2023

• Enhance your CV!

Your Summer 2023:

- 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



Excellence in Management Education



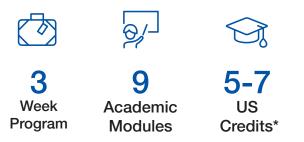
Bachelor European Summer Program 2023

The Business, Political and Cultural Environment in Europe

May 28 to June 16, 2023

Study at one of the Best Business Schools in Germany Business School Ranking 2021





*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 Inves- tors in Central and Eastern Europe	
Competing in European Markets	European Aspects of Marketing	
The Relevance of Family Busines- ses in Europe	Aspects of Cultural Competence in Europe	
German History	Several company visits: • 1 - 2 international companies • 1 financial institution	

65 Academic Hours - 4-5 US Credits

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

