

## 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

**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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[www.whu.edu/ba-esp](http://www.whu.edu/ba-esp)

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School of Management  
Burgplatz 2  
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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  
FINANCIAL  
TIMES





**3**  
Week  
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 Aspects of Marketing
The Relevance of Family Businesses in Europe	Aspects of Cultural Competence in Europe
German History	Several company visits: <ul style="list-style-type: none"> <li>• 1 - 2 international companies</li> <li>• 1 financial institution</li> </ul>

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**

