



Excellence in
Management
Education

European Bachelor Summer Institute 2013

“The Business, Political and Cultural Environment in Europe“

June 2 – June 14, 2013

WHU is proud to announce its 5th European Summer Institute for international undergraduate students titled “The Business, Political and Cultural Environment in Europe”. It will be offered on the beautiful premises of WHU (Vallendar, Germany) in June 2013.



What is the content of the course?

The two-week program focuses on the following topics:

- Trade Integration in Europe and the European Union
- Monetary Integration in Europe:
The Euro as Europe's Common Currency
- Competing in European Markets
- Operations Management in Europe –
Embracing Sustainability
- Business Environment and Strategies of Foreign Direct
Investment Investors in Central and Eastern Europe
- European Marketing
- Cultural Aspects

Furthermore, the program includes visits to both an international company and either the Deutsche Bundesbank or the European Central Bank.

The language of instruction is English. The program comprises 56 academic contact hours (equivalent to four credits of a 14-week term) plus around 28 contact hours of a cultural program (equivalent to two credits of a 14-week term). The program includes a final exam and a group project. A typical day of class is composed of class sessions in the morning and study periods as well as group work in the afternoon. The program is complemented by several cultural events spread out over the two-week period.

Study European business in Europe's largest national economy!

Who can participate?

This program is tailored to Bachelor students in Business Administration, who are interested to learn more about the business environment in Europe.



Do I have to pay tuition?

There is no tuition for students enrolled at and nominated by WHU's partner universities. They will only have to pay the registration fee of € 389.

The fee includes

- course materials
- chartered airport shuttle on June 2 and June 15, 2013
- welcome reception, lunches, farewell dinner
- excursions, socials and company visits
- local bus ticket

All students participating on an individual basis will have to pay an additional tuition fee of € 1,549.

Application Deadline: March 15, 2013

For more information please visit our website at:

www.whu.edu/esi

It includes course descriptions, application instructions and information about the housing options. Housing in single rooms costs approx. € 300 for the two weeks.

See you in summer 2013!

The WHU European Bachelor Summer Institute enabled me to take the information I had gained in the classroom and apply it to the real world. Learning about the European Central Bank and its role in Europe in the classroom is one thing, visiting the ECB and hearing first hand another. The professors, company visits, and culturally enriching activities not only strengthened my knowledge of competing in European markets, but also broadened my mind and taught me to think in new ways.

Emily Thompson, University of North Carolina, USA

The WHU Summer Bachelor institute was a fulfilling experience, which provided a great balance between study and company visits as well as socialising. I met great people from diverse cultural backgrounds who I have kept in contact with. Over the two-week course, we were exposed to German culture and business theories and practices within Europe. This was highly beneficial as it allowed the students to make comparisons within their own countries. I would recommend this course to anyone seeking to meet new people, and travel while also achieving academic accomplishments.

Kate Hughes, Curtin University, Australia

The program at WHU has been one of the most amazing experiences of my college career. Nowhere else have I met such a diverse group of students from all over the world, each eager to learn and each bringing unique personalities to the campus.

Alexander J. Owens, Carnegie Mellon University, USA



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