



Study at one of the  
Best Business  
Schools in Germany



Business School  
Ranking 2017

Excellence in  
Management  
Education

## Bachelor European Summer Program 2019

The Business, Political and Cultural  
Environment in Europe

May 26 to June 14, 2019



YOUR SUMMER 2019:  
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!

3  
weeks  
program

9  
academic  
modules

5-7  
US  
credits\*

## 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: <ul style="list-style-type: none"> <li>• 1-2 international companies</li> <li>• 1 financial institution</li> </ul> |   |

70 academic hours - 5 US credits

## CULTURAL & SOCIAL ACTIVITIES

|  |                                   |
|--|-----------------------------------|
| Several cultural events, i.e.: <ul style="list-style-type: none"> <li>• boat trip &amp; walking tour in Koblenz</li> <li>• castle visits</li> <li>• typical German dinner event</li> </ul> | • optional German language course |
|--|-----------------------------------|

28 contact hours - 2 US credits

\*credit recognition to be confirmed by your home university

## TUITION

|                | Base Fee | Tuition | Housing       |
|----------------|----------|---------|---------------|
| Exchange Basis | € 569    | —       | € 440 - € 500 |
| Tuition Basis  | € 569    | € 1.895 | € 440 - € 500 |

The base fee includes:

- Course materials
- Chartered airport shuttle on May 26 and June 15, 2019
- Welcome reception, lunches, farewell dinner
- Excursions, socials, company visits and visits to historical sites
- Local bus ticket
- On campus wi-fi
- Library access
- 24-hour gym access



"The Bachelor European Summer Program was a great experience! The welcoming atmosphere of the staff at WHU and the other study abroad participants made the program very worthwhile. With all the events and activities planned it seemed like the program flew by, but many great memories were made. [...] The Bachelor European Summer Program is well worth anyone's time, and if I could do it all again I absolutely would."

Ryan T. Maas, University of Kansas, USA



"The WHU summer program is an incredible opportunity to experience culture, learn in a challenging environment, and make new friends from all across the globe."

Ethan Worrall, Indiana University - Kelley School of Business, USA



Join us for an amazing summer!

Application Deadline: March 15th, 2019

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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