



Excellence in
Management
Education

MBA European Summer Program 2018

The Changing Environment for
International Business in Europe

Session I
May 8 to May 22, 2018

Session II
May 13 to May 25, 2018

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

Jai Shepherdson Deakin University

“The quality of teaching was excellent, the subject matter was very engaging and the insight into international business in Europe was invaluable. The program ran seamlessly and the hospitality of WHU was a stand out.”



Program Costs

	Registration	Tuition	Housing
Exchange Basis*	€ 459	–	€ 305 - € 370
Tuition Basis	€ 459	€ 3.299	€ 305 - € 370

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

The registration 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 2018

How to Apply

To apply for the program and on-campus housing, please download the application form at www.whu.edu/esp.

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

Contact

Rosanne Hirst
Program Manager
rosanne.hirst@whu.edu
Tel: +492616509161
www.whu.edu/esp

WHU - Otto Beisheim
School of Management
Burgplatz 2
56179 Vallendar, Germany

