



Excellence in
Management
Education

MBA European Summer Program 2020

The Changing Environment for International Business in Europe

Session I
May 5 to May 19, 2020

Session II
May 10 to May 22, 2020

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

Himanshu Sharma
University of Michigan

"This program was one of the best decisions of my life. The whole program is customized effectively to provide you theoretical as well as practical knowledge. Loved knowing about the German culture and unique European business environment. The professors are great and the staff very helpful. I loved it and would highly recommend"



Program Costs

	Base Fee	Tuition	Housing
Exchange Basis*	€ 479	–	€ 320 - € 385
Tuition Basis	€ 479	€ 3.425	€ 320 - € 385

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

The base 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



How to Apply

Apply by March 1st 2020

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

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

Contact

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