

Program Costs

	Base Fee	Tuition	Housing
Exchange Basis*	€ 489	–	€ 350 - € 425
Tuition Basis	€ 489	€ 3.455	€ 350 - € 425

*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

Apply by March 1st, 2023

How to Apply

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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Program Manager
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www.whu.edu/mba-esp

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Excellence in
Management
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WHU 
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MBA European Summer Program 2023

The Changing Environment for
International Business in Europe

Session I: May 09 to May 23, 2023

Session II: May 14 to May 26, 2023

To learn more about the **Online MBA ESP** (May 07/08 to May 19/20, 2023),
visit: www.whu.edu/online-mba-esp

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

3 US Credits

Language of Instruction

English

Evaluation

Group Projects
Final Exam

Course Topics

- European Trade Integration and the Euro
- Competing in European Markets
- European Aspects of Family Business
- The Business Tax Environment in Europe
- Business Environment and Strategies of FDI Investors in Central and Eastern Europe
- Entrepreneurship from a European Perspective
- The Relevance of Family Businesses in Europe
- Raising Capital in European Capital Markets

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

Megan Santoro
Northwestern University,
USA

"Studying at WHU was the best decision I have made during my MBA experience. The program was beautifully coordinated and organized with amazing speakers throughout. From start to finish the hospitality and kindness at WHU was unparalleled. I would recommend the program to any MBA student."

