

# Online MBA European Summer Program 2023

“The Changing Environment for  
International Business in Europe”

May 07/08 to May 19/20, 2023

For more information visit:  
[www.whu.edu/online-mba-esp](http://www.whu.edu/online-mba-esp)



## YOUR ONLINE MBA EUROPEAN SUMMER PROGRAM

By participating in WHU's Online MBA short-term program, which is specifically designed for MBA students in their second year from our partner universities, you will get the chance to learn more about the international business world in Europe.

Being among Europe's top-ranked business schools, WHU provides you with a unique learning experience. You will have the opportunity to attend interactive live class meetings and work together with students from different locations via virtual breakout sessions.

- 2-Week Program
- 9 Academic Modules
- 3 US Credits
- Meet Students from Around the World
- Registration Fee: 125 €

### Planned Modules include:

- The European Union and its Business Implications
- Business Environment and Strategies of FDI Investors in Central and Eastern Europe
- The Relevance of Family Business in Europe
- European Aspects of Marketing
- Entrepreneurship and Innovation from a European Perspective
- The Business Tax Environment in Europe
- In Total: 57 Academic Hours

### Social Events Include:

- Get to Know: Welcome Meeting with Trivia Quiz
- Networking Event
- Photo Competition

### What former Participants say about the Program:

“The WHU program gave me great insights into the specific business environment present in European markets. I would strongly recommend this program to anyone serious on gaining a truly holistic view of international business. The lecturers were very engaging and supportive, and the entire program was very well organised.”

**Mel Nainggolan, Queensland University of Technology, Australia**  
Participant of the Online MBA ESP 2022

### Six Reasons for the Online MBA European Summer Program:

- The program is very interactive, e.g. live classes with break-out sessions, group discussions, case studies
- WHU is continuously ranked among Europe's Top Business Schools in major international rankings
- Study from the comfort of your home
- Meet online like-minded people from different countries and work together with them
- The program also includes social events, e.g., a welcome meeting, a photo competition
- You get credit transfer for your program

### Your Application:

- 1 Your Home University Nominates You at WHU
- 2 Fill Out the Registration Form and Send It to [sophie.schulze@whu.edu](mailto:sophie.schulze@whu.edu)
- 3 Pay the Registration Fee of 125 €
- 4 Start Your Online Experience at WHU

**Application Deadline: April 15, 2023**

### Get in Touch!

If you have any further questions,  
please contact us:

**Sophie Schulze**  
Program Manager  
[sophie.schulze@whu.edu](mailto:sophie.schulze@whu.edu)  
International Relations Office  
WHU – Otto Beisheim School of Management

