

## Program Costs

	Base Fee	Tuition	Housing
Exchange Basis*	€ 505	–	€ 400 - € 470
Tuition Basis	€ 505	€ 3.599	€ 400 - € 470

\*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, 2025

## How to Apply

To apply for the program and on-campus housing, please download the application form at [www.whu.edu/mba-esp](http://www.whu.edu/mba-esp). If applying on exchange basis, please contact the International Office at your home university.

### Contact

Alyssa Scherer  
Program Manager  
[alyssa.scherer@whu.edu](mailto:alyssa.scherer@whu.edu)  
Tel: +49 (0)261 6509 166

[www.whu.edu/mba-esp](http://www.whu.edu/mba-esp)

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



Excellence in  
Management  
Education

**WHU**   
Otto Beisheim School of Management



## MBA European Summer Program 2025

The Changing Environment for  
International Business in Europe

Session I: May 06 to May 20, 2025

Session II: May 11 to May 23, 2025

To learn more about the **Online MBA ESP** (May 04/05 to May 16/17, 2025), visit: [www.whu.edu/online-mba-esp](http://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 Program Hours  
**22** Cultural Program Hours

**3** US Credits or **6** ECTS

## 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

### Pramod Venkataramanan National University of Singapore, Singapore

*“Participating in WHU's European Summer Program was one of the best decisions of my MBA. This immersive and cross-cultural experience covered diverse topics on European markets and business practices. The knowledgeable faculty greatly enhanced my learning. Vallendar provided a serene escape from my busy work life, allowing me to make friendships with peers from around the globe. The peaceful environment and the opportunity to explore various places in Germany and neighboring countries made the experience truly unforgettable. I highly recommend this short yet enriching program to any MBA or Master student.”*

