

PROGRAM COSTS

	Base Fee	Tuition	Housing
Exchange Basis	€ 579	–	€ 460 - € 525
Tuition Basis	€ 579	€ 1.929	€ 460 - € 525

The base fee includes:

- Course materials
- Chartered airport shuttle on May 29 and June 18, 2022
- Welcome reception and farewell dinner
- Lunches
- Excursions, socials, company visits and visits to historical sites
- Local bus ticket
- 24-hour gym access
- On-campus wi-fi
- Library access

Your Summer 2022: **Apply by March 15th, 2022**

- Enhance your CV!
- Intense learning + fun!
- Meet people from around the world!
- Dive into the German business world!
- Experience German culture in a world heritage region!

For more information about courses, application instructions and housing options please visit our website below.

Contact

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Excellence in
Management
Education


WHU 
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Bachelor European Summer Program 2022

The Business, Political and Cultural Environment in Europe

May 29 to June 17, 2022

Study at one of the
Best Business Schools
in Germany



FT Business School
Ranking 2020





3
Week
Program



9
Academic
Modules



5-7
US
Credits*

*Credit recognition to be confirmed by your home university.

ACADEMIC PROGRAM CONTENT

Trade Integration in Europe and the European Union	Operations Management in Europe: Embracing Sustainability
Monetary Integration in Europe: The Euro as Europe's Common Currency	Business Environment and Strategies of Foreign Direct Investors in Central and Eastern Europe
Competing in European Markets	European Aspects of Marketing
The Relevance of Family Businesses in Europe	Aspects of Cultural Competence in Europe
German History	Several company visits: <ul style="list-style-type: none"> • 1 - 2 international companies • 1 financial institution

65 Academic Hours - 4-5 US Credits

CULTURAL PROGRAM

Included as part of the three week program are a number of cultural events and social activities, i.e.:

- Welcome and farewell dinners
- Visits to medieval castles
- Guided city tour of Koblenz
- Boat tour along the Rhine

20 Contact Hours - 1-2 US Credits

Student Profile:

Bachelor students in Business Administration

Language of Instruction: English

"WHU was an unforgettable exchange experience! Every aspect of the exchange was well-planned, engaging, and eventful. I was a bit nervous upon arrival, but [...] the WHU exchange coordinator and WHU's housing team were very helpful in answering all my questions. My favourite part was visiting different parts of the Rhine River region and learning about business in Europe. I highly recommend this course to anyone who is looking to gain a cultural and social perspective of Europe while gaining academic credit!"

Diana Chan, Brock University, Canada

