





**3**  
Week  
Program



**9**  
Academic  
Modules



**5-7**  
US  
Credits\*

WUHLWUHFJRJQLWLRQWREHFRQWPHGERWKRPHLYHUVLWA

## 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: • 1 - 2 international companies

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

6W/3UH

Bachelor students in Business Administration  
Language of Instruction: English

*"The WHU Bachelor European Summer School Programme was fantastic! Very insightful, full of great company visits, inclusive of Deutsche Bank in Frankfurt, Westerwald-Brauerei, and Amazon DE CGN1. Through a well structured and organised programme our time was maximised with excellent cultural trips, packed with very educational business related content. Several opportunities for further travelling, allowing personal development, networking, and making international connections from across the globe. I thoroughly enjoyed my time at WHU and would recommend the opportunity to anyone looking to broaden their horizons."*

Olivia Bowden, Nottingham Trent University, UK

