

Online MBA European Summer Program 2024

“The Changing Environment for
International Business in Europe”

May 05/06 to May 17/18, 2024

For more information visit:
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 €*

*Additional tuition fee of 3.495 € for students who are not nominated by one of our partner schools.

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 course exceeded my expectations, even in an online format. The professors' dedication and the exceptional content made it an extraordinary experience. Evidently, a considerable amount of effort went into organizing the course. The incorporation of group work in every class allowed us to solidify concepts and apply them to real-life case scenarios. I enthusiastically recommend this course to anyone seeking a comprehensive understanding of international business in Europe.”

Faizan Yawar Butt, Concordia University, Canada
Participant of the Online MBA ESP 2023

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 vivien.won@whu.edu
- 3 Pay the Registration Fee of 125 €. Students not nominated by one of our partner schools will have to pay an additional tuition fee of 3.495 €.
- 4 Start Your Online Experience at WHU

Application Deadline: April 15, 2024

Get in Touch!

If you have any further questions,
please contact us:

Vivien Won
Program Manager
vivien.won@whu.edu
International Relations Office
WHU – Otto Beisheim School of Management

