Bachelor European Summer Program 2024
The Business, Political and Cultural Environment in Europe
May 26 to June 14, 2024

The base fee includes:

- Course materials
- Chartered airport shuttle on May 26 and June 15, 2024
- 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

Program Costs

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<tr>
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<th>Base Fee</th>
<th>Tuition</th>
<th>Housing</th>
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<td>Exchange Basis</td>
<td>€ 599</td>
<td>–</td>
<td>€ 510 - € 580</td>
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<tr>
<td>Tuition Basis</td>
<td>€ 599</td>
<td>€ 1,989</td>
<td>€ 510 - € 580</td>
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For more information about courses, application instructions and housing options please visit our website or scan the QR code below.

Contact

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Program Manager
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www.whu.edu/ba-esp

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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 |
| | • 1 financial institution |

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

“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