

PROGRAM COSTS

	Base Fee	Tuition	Housing
Exchange Basis	€ 599	–	€ 510 - € 580
Tuition Basis	€ 599	€ 1.989	€ 510 - € 580

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

Your Summer 2024:

Apply by March 29th, 2024

- 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 or scan the QR code below.

Contact

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Excellence in
Management
Education

WHU 
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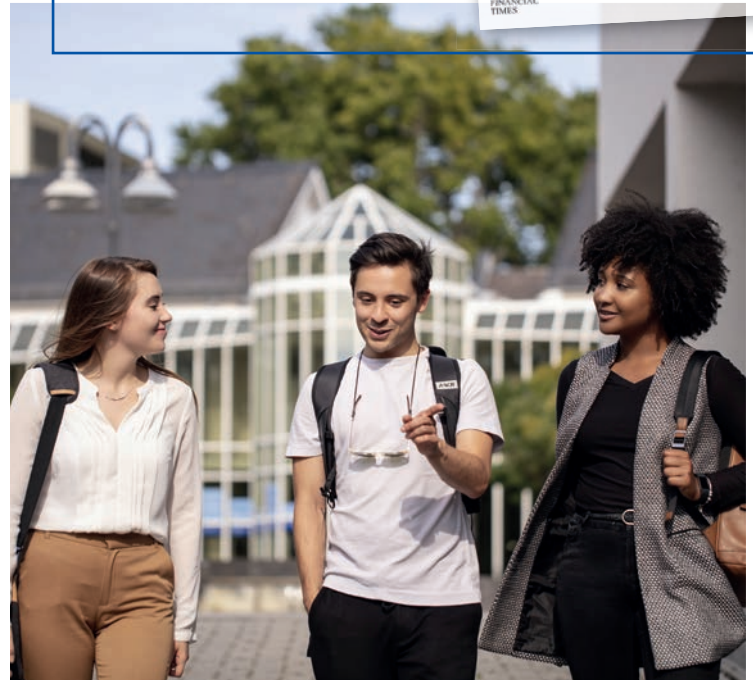
Bachelor European Summer Program 2024

The Business, Political and Cultural Environment in Europe

May 26 to June 14, 2024

Study at one of the
Best Business Schools
in Germany

FT Business School
Ranking 2022
FINANCIAL
TIMES





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

"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

