

The WHU Summer program was a perfect combination of academics, culture and fun. The classroom experience was unique and engaging with some of the most brilliant professors. During our two weeks in Vallendar, we were also enriched with German and European culture through visits to nearby landmarks and local businesses. Everyone at WHU was welcoming and helpful in making Vallendar feel like home. The WHU summer program is one of my most memorable experiences and I hope to return in the near future.

Ms. Brittney Wozniak, The George Washington University, USA

Having never been to Europe, the Summer Institute was a great experience both academically and socially. The professors were world-class and the German people are quite affable.

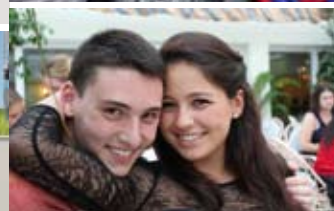
Mr. Pedro Kroeff, Carnegie Mellon University, USA

The European Bachelor Summer Institute is an awesome and fulfilling program taught by amazing professors and even the dean of WHU! What made it amazing is not only the school but the enthusiastic dean, professors and IRO officer! It was an unforgettable experience for me!

Ms. Yin Yu Bernice Lum, National University of Singapore, Singapore

The summer program was an amazing opportunity to get to know the European Markets. What I enjoyed the most was the academic level of the professors as well as the time spent with them talking about issues that exceeded the lectures. The village was amazing and Germans were so kind that we felt extremely comfortable! Company visits and the day spent in the ECB were more than worth it. We came to know in depth the German business, we had fun, we got in touch with other cultures! What else could we ask for? I highly recommend the experience!!

Ms. Pilar María Grimau, University of Buenos Aires, Argentina



Excellence in
Management
Education

European Bachelor Summer Institute 2012

“The Business, Political and Cultural
Environment in Europe”

May 27 – June 8, 2012

WHU – Otto Beisheim School of Management

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WHU is proud to announce its 4th International Summer Institute for undergraduate students titled

“The Business, Political and Cultural Environment in Europe”

It will be offered on the beautiful premises of WHU – Koblenz (Germany) in June 2012.



What is the content of the course?

The two-week program focuses on the following topics:

- Trade Integration in Europe and the European Union
- Monetary Integration in Europe: The Euro as Europe's Common Currency
- Competing in European Markets
- Operations Management in Europe – Embracing Sustainability
- Business Environment and Strategies of Foreign Direct Investment Investors in Central and Eastern Europe
- European Marketing

Since Germany has the largest economy in Europe, the program includes visits to both an international company and either the Deutsche Bundesbank or the European Central Bank.

The language of instruction is English. The program comprises 56 academic contact hours (equivalent to four credits of a 14-week term) plus around 28 contact hours of a cultural program (equivalent to two credits of a 14-week term). The program includes a final exam and a group project. A typical day of class is composed of class sessions in the morning and study periods as well as group work in the afternoon. The program is complemented by several cultural events spread out over the two-week period.

Who can participate?

This program is tailored to Bachelor students in Business Administration, who are interested to learn more about the business environment in Europe.

Is there tuition?

There is a tuition fee of 1.869 € which includes housing in single rooms, course materials, a common airport shuttle (on Sunday, May 27 and Saturday, June 9 in the morning), a welcome reception, lunches, field trips, socials, a two-week local bus ticket and a farewell dinner.

Application Deadline March 15th, 2012

For more information please visit our website at:

www.whu.edu/esl

It includes course descriptions and application instructions.

See you in summer 2012!