

Bachelor European Summer Program 2024

“The Business, Political and Cultural Environment in Europe”



For more information visit:
www.whu.edu/ba-esp

May 26 to June 14, 2024



3
Week
Program



9
Academic
Modules



5-7
US
Credits



+
Several Company
Visits



+
Complimentary
Cultural Program

“WHU’s Bachelor European Summer Program was an unforgettable experience. The program was perfectly organized and included a diverse range of learning opportunities, such as engaging lectures, company visits, and tours of German towns and cities. I found it to be the perfect balance of in-class learning and sightseeing. The program broadened my understanding of the European business environment, and I feel so fortunate to have been part of this wonderful program.”

Anna Sonntag, University of Manitoba, Canada

