

Program Costs

	Base Fee	Tuition	Housing
Exchange Basis*	€ 495	–	€ 380 - € 450
Tuition Basis	€ 495	€ 3.495	€ 380 - € 450

*In general, there is no tuition for students enrolled at and nominated by WHU's partner universities.

The base fee includes:

- Course materials
- Group transfer service to/from airport
- Welcome reception and farewell dinner
- Lunches
- Company visits and social excursions
- Local bus ticket
- 24 hour gym access
- On-campus wi-fi
- Library access

Apply by March 1st, 2024

How to Apply

To apply for the program and on-campus housing, please download the application form at www.whu.edu/mba-esp. If applying on exchange basis, please contact the International Office at your home university.

Contact

Andre Betz
Program Manager
andre.betz@whu.edu
Tel: +49 (0)261 6509 166

www.whu.edu/mba-esp

WHU – Otto Beisheim
School of Management
Burgplatz 2
56179 Vallendar, Germany



Excellence in
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WHU 
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MBA European Summer Program 2024

The Changing Environment for International Business in Europe

Session I: May 07 to May 21, 2024

Session II: May 12 to May 24, 2024

To learn more about the **Online MBA ESP** (May 05/06 to May 17/18, 2024),
visit: www.whu.edu/online-mba-esp

Student Profile

MBA students in their second year who are interested in International Business, Finance and Corporate Strategy.

Contact Hours

48 Academic Hours
22 Cultural Hours

3 US Credits

Language of Instruction

English

Evaluation

Group Projects
Final Exam

Course Topics

- European Trade Integration and the Euro
- Competing in European Markets
- European Aspects of Family Business
- The Business Tax Environment in Europe
- Business Environment and Strategies of FDI Investors in Central and Eastern Europe
- Entrepreneurship from a European Perspective
- The Relevance of Family Businesses in Europe
- Raising Capital in European Capital Markets

Company Visits

Integrated into the program are several company visits including a visit to the European Central Bank or another large financial institution, as well as visits to several international companies in the area.

Cultural Program

Included as part of the two week program are a number of cultural and social activities:

- Welcome and farewell dinners
- Visit to a medieval castle
- Guided city tour of Koblenz
- Boat tour along the Rhine
- Winery tour and tasting

Efiza Vanniasinghe

Queensland University of Technology, Australia

“The experience and knowledge I have acquired during the MBA ESP has been invaluable. I learnt so much about the European businesses, culture and traditions in just two weeks – I even picked up some of the language and mastered the train system! The program was enjoyable and interesting, both academically and socially. The lecturers are highly knowledgeable and passionate whilst the program managers are attentive and super organised. I get to meet a lot of like-minded people from all over the world and I am sure the connections will go a long way. I am very grateful for the experience and highly recommend others to participate next summer!”

