European MBA
Summer Institute 2016
“The Changing Environment for International Business in Europe”
Session I from May 10 to May 24, 2016
Session II from May 15 to May 27, 2016
WHU is proud to announce its 21st International Summer Institute titled

“The Changing Environment for International Business in Europe”

It will be offered on the beautiful premises of WHU in Vallendar (Germany) in May 2016.

What is the content of the course?

The two-week program focuses on the following topics:

- European Integration: The Single European Market of the EU and European Monetary Union
- Doing Business in Eastern Europe
- Restructuring Companies in Transition Economies
- Innovation Strategies of European Companies
- European Marketing
- The Environment of Mergers and Acquisitions: European Competition Policies

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

The language of instruction is English. The program comprises 48 academic contact hours (equivalent of three credits of a 14-week term) plus around 22 contact hours of cultural program (equivalent to two credits of a 14-week term). The program includes a final exam and group projects.

Who can participate?

The course is designed primarily for MBA students who have completed their first year of coursework and who are interested in International Business, Finance and Corporate Strategy.

Are there tuition fees?

There are no tuition fees for students enrolled at and nominated by WHU’s partner universities. They will only have to pay the registration fee of € 420.00. The fee includes course materials, a common pick-up and drop-off service from and to the airport either on May 10 / May 25 or May 15 / May 28, a welcome reception, lunches, excursions, company site visits, a local bus ticket and a farewell dinner. All students participating on an individual basis will have to pay an additional tuition fee of € 3,189.00.

Application Deadline March 1st, 2016

For more information please visit our website at: www.whu.edu/esi.

It includes course descriptions, application instructions and information regarding housing options. Housing prices range from € 290.00 to € 350.00 for the two weeks.

See you in summer 2016!
I highly recommend WHU’s MBA summer institute – my experience was amazing! The professors were excellent and the content was interesting which made it very easy to engage. The students in our cohort represented multiple countries/universities and getting to know them was a wonderful experience.

Jason Schwannecke, University of Michigan

The Summer Institute has been THE highlight of my MBA experience. I learned so much about the fiscal and monetary policy governing the region that I was inspired to pursue a career in Europe post MBA. I would unreservedly encourage others to participate in the WHU Summer Institute. I am sure it will impact your life as much as it has mine.

Anthony Harbour, University of Toronto

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