PROGRAM COSTS

	Base Fee	Tuition	Housing
Exchange Basis	€ 615	–	€ 530 - € 600
Tuition Basis	€ 615	€ 2.189	€ 530 - € 600

The base fee includes:

- Course materials
- Chartered airport shuttle on May 25 and June 14, 2025
- 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 2025:

Apply by March 28th, 2025

· 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

Pui-Ying (Athena) Chan
Program Manager
pui-ying.chan@whu.edu
Tel: +49 (0)261 6509 161

www.whu.edu/ba-esp

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

EQUIS ACCREDITED · AACSB ACCREDITED · SYSTEM-ACCREDITED FIBAA

Excellence in Management Education

WHU
Otto Beisheim School of Management

Bachelor European Summer Program 2025

The Business, Political and Cultural Environment in Europe

May 25 to June 13, 2025

Study at one of the Best Business Schools in Germany
FT Business School Ranking 2023



3
Week Program

9
Academic Modules

5-7
US Credits*

*Credit recognition to be confirmed by your home university. (10 - 14 ECTS)

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: • 1 - 2 international companies • 1 financial institution

65 Academic Program Hours: 4-5 US Credits or 8-10 ECTS

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 Cultural Program Hours: 1-2 US Credits or 2-4 ECTS

Student Profile:
Bachelor students in Business Administration
Language of Instruction: English

"The WHU Bachelor European Summer Program gave me great insight into the European environment. The company visits were well planned out and we got to connect with high level individuals from the respective companies. The friends I made along the way were the best part of my journey. It provided me a sense of safety and peace knowing that all of us came to this program from different parts of the world. I am so grateful to be part of this incredible experience."

Alya Allista Arjuna, Nanyang Technological University, Singapore



Flyer Bachelor ESP 2025_QR.indd 3-4 30-Jul-24 6:42:18 PM