MBA European Summer Program 2019

The Changing Environment for International Business in Europe

Session I
May 7 to May 21, 2019

Session II
May 12 to May 24, 2019
### Course 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

### 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

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**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

**Credits**

- 3 US Credits

**Evaluation**

- Group Projects
- Final Exam

**Language of Instruction**

- English

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- 3 US Credits

**Evaluation**

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**Rini Ismail**

Deakin University

“It is an intensive program that combines the right study and leisure balance - allowing time to bond with the cohort who came from all over the world. I highly recommend this program to anyone looking at enhancing their MBA experience in the global market.”
Program Costs

<table>
<thead>
<tr>
<th></th>
<th>Base Fee</th>
<th>Tuition</th>
<th>Housing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exchange Basis*</td>
<td>€ 469</td>
<td>–</td>
<td>€ 320 - € 385</td>
</tr>
<tr>
<td>Tuition Basis</td>
<td>€ 469</td>
<td>€ 3.365</td>
<td>€ 320 - € 385</td>
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</tbody>
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*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

How to Apply

To apply for the program and on-campus housing, please download the application form at www.whu.edu/esp.

If applying on exchange basis, please contact the International Office at your home university.

Contact

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www.whu.edu/esp

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