

Thank WHU for the great learning experience. I was left amazed by the caring attitude of the MBA Summer Institute Team, breathe-taking view from the provided accommodation, and very comprehensive and well-balanced classes. A definite highlight of my student life!

Juan Cheng, University of Auckland

I would highly recommend fellow MBA students attend WHU. It was organized, beneficial, and most importantly a lot of fun. All of the details were planned flawlessly, making it easy to just enjoy the class time and field trips. The classes were very interesting and the professors were both knowledgeable and engaging. Travelling is such a great way to bond with fellow students and I know I have made lifelong friends in just the two short weeks at WHU.

Joanna Zetah, University of Texas at Austin

My two weeks at WHU were a great opportunity to learn about doing business in the European Market, meet fascinating people, and see some amazing places. WHU provided me with a wealth of knowledge I can use in my internship and beyond!

Benjamin Winter, University of North Carolina



Excellence in
Management
Education

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European MBA Summer Institute 2012

“The Changing Environment for
International Business in Europe”

Session I from May 6 to May 18, 2012

Session II from May 20 to June 1, 2012

WHU is proud to announce its 18th International Summer Institute titled

“The Changing Environment for International Business in Europe”

It will be offered on the beautiful premises of WHU - Koblenz (Germany) in May 2012.



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
- European Financial Markets

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.

Is there tuition?

There is no tuition for students enrolled at and nominated by WHU's partner universities. They will only have to pay the registration fee of 369 €. The fee includes course materials, an airport pick-up on either Sunday, May 6 or May 20, 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 2729 €.

Application Deadline March 1st, 2012

For more information please visit our website at:

www.whu.edu/esi.

It includes course descriptions, application instructions and available housing options. Housing prices range from 210 € to 300 € for the two weeks.

See you in summer 2012!