



Excellence in  
Management  
Education

## **European MBA Summer Institute 2013**

“The Changing Environment for  
International Business in Europe”

Session I from May 5 to May 17, 2013  
Session II from May 19 to May 31, 2013

WHU is proud to announce its 19<sup>th</sup> 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 2013.



### **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
- European Financial Markets
- 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.



## 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 € 389. The fee includes course materials, a common group pick-up and drop-off service from and to the airport either on May 5/May 18 or May 19/June 1, 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 € 2,899.

## Application Deadline March 1, 2013

For more information please visit our website at:

**[www.whu.edu/esi](http://www.whu.edu/esi)**.

It includes course descriptions, application instructions and available housing options. Housing prices range from € 250 to € 320 for the two weeks.

See you in summer 2013!

This program was unquestionably the most beneficial program of my MBA – the amount of knowledge and hands on experience gained in two short weeks far surpassed what a three month program could deliver. The professors were knowledgeable, professional and made what seemed to be extremely difficult subjects fun and relevant. Added to this the course was organized impeccably, and ran like a fine German car.

**Roy Binnekamp, University of South Australia**

It was a wise decision to choose WHU's MBA summer program. Apart from an opportunity for studying and networking with diverse group of people, it was a threefold learning experience. I got some knowledge about International Business as well as a good insight about European Union and its functional mechanism. German culture experience enhanced my cultural intelligence. I would highly recommend this program to my peers!

**Nitin Tyagi, Lancaster University**

This program was an awesome experience which I will always cherish forever. I personally recommend this program to students who want to learn more about European economy and at the same time want to have a unique, cultural, fun filled, fantastic experience.

**Ophira Moses, Texas A&M University**



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