

Online Bachelor European Summer Program Asia-Pacific 2024

“Doing Business in Europe”

For more information visit:
www.whu.edu/online-ba-esp



January 14 to January 26, 2024

YOUR ONLINE EUROPEAN SUMMER PROGRAM

By participating in WHU's short-term online program, which is specifically designed for undergraduate business students from Australia, New Zealand and Asia, you will get the chance to learn more about the international business world in Europe.

Being among Europe's top-ranked business schools, WHU provides you with a unique learning experience. You will have the opportunity to attend interactive live class meetings and work together with students from different locations via virtual breakout sessions.

- 2-Week Program
- 9 Academic Modules
- 3-4 US credits
- Cultural Topics
- Registration Fee: 125 €
- 3-4 US credits

Planned Modules Include:

- The European Union & the Euro
- Entrepreneurship from a European Perspective
- The Relevance of Family Business in Europe
- German History and Society in a European Context
- In Total: 52 Academic Hours

Social Events Include:

- Get to Know: Welcome Meeting
- Photo Competition: Show us your Favorite Travel Destination
- Buddy Program: Get in Touch with a WHU Student and Learn More about WHU/Germany

What former Participants say about the Program:

“Great course and excellent teaching staff. I really enjoyed learning different subjects in the business world and getting more knowledge of European countries and markets.”

Qais Al-Saadi, Curtin University, Australia

“It was a truly valuable experience. The program's curriculums provided comprehensive knowledge of the business field and gave me the opportunity to work with students from different backgrounds to learn from high-level scholars.”

Tianjiao Zhang, Xi'an Jiao Tong Liverpool University, China

Six Reasons for the Online Bachelor European Summer Program:

- The program is very interactive, e.g. live classes with break-out sessions, group discussions, case studies
- WHU is continuously ranked among Europe's Top Business Schools in major international rankings
- You can study this program from the comfort of your home
- You meet online like-minded people from different countries and work together with them
- The program also includes social events, e.g., a welcome meeting, a photo competition, a buddy program, and a virtual escape room
- You get credit transfer for your program

Your Application:

- 1 Your Home University Nominates You at WHU
- 2 Fill Out the Registration Form and Send It to sophie.schulze@whu.edu
- 3 Pay the Registration Fee of 125 €
- 4 Start Your Online Experience at WHU

Application Deadline: December 01, 2023

Get in Touch!

If you have any further questions, please contact us:

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International Relations Office

WHU – Otto Beisheim School of Management

