Going abroad for the first time. I really didn’t know what to expect. What I found was a trip that couldn’t have been better. The program itself was extremely organized and the professors were not only professional but very insightful and really friendly. The staff of WHU was very accommodating. They made sure that we had an itinerary for the entire program and were always available to give us tips on where to go and what to do on our time outside of class. I can’t wait to visit Germany again!

Aaron Gallick, Arizona State University

The European MBA Summer Institute at WHU was awesome! The lectures were very interesting and gave us a valuable insight on how business is done in Europe. This insight was appropriately paired with real world cases and company visits, both of which allowed us to connect the dots. The MBA ESI is hands-down the best way to learn more about European business and culture. I definitely recommend it!

Christian Rodriguez, Michigan University

I would highly recommend the program to any student with a keen interest in Doing Business in Europe, but also with an interest in learning new things, meeting new people, making good friends and expanding your horizons.

Lola Banjo, Emory University
WHU is proud to announce its 17th International Summer Institute 2011 titled “The Changing Environment for International Business in Europe”.

It will be offered on the beautiful premises of WHU - Koblenz (Germany) in May 2011.

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.

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 to three credits of a 14-week term) plus around 22 contact hours of a cultural program (equivalent to two credits of a 14-week term). The program includes a final exam and a group project.

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 359 €. The fee includes course materials, an airport pick-up on either Sunday, May 1 or May 15, 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 2679 €.

Application Deadline March 1st, 2011

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 280 € for the two weeks.

See you in summer 2011!