

Online Bachelor European Summer Program Asia-Pacific 2026

“Doing Business in Europe”

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



January 11 to January 23, 2026

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.



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

What former Participants say about the Program:

“I thoroughly enjoyed WHU's program and would 100% recommend it! I gained valuable insights and knowledge into how businesses operate in Europe and found all the professors to be excellent with great resources”
Olivia Blakey, University of Waikato, New Zealand

“I”We were able to learn from a different teacher and professor each day about a different topic, and it was all well structured and easy to follow. Being able to learn about Business in Europe from my own home in Australia was both efficient and fun! I highly recommend the program to anyone thinking of participating.”
Rebecca Goodsell, Curtin University, Australia

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, 2025

Get in Touch!

If you have any further questions, please contact us:

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