

## PROGRAM COSTS

|                | Base Fee | Tuition | Housing       |
|----------------|----------|---------|---------------|
| Exchange Basis | € 644    | –       | € 650 - € 800 |
| Tuition Basis  | € 644    | € 2.325 | € 650         |

The base fee includes:

- Course materials
- Chartered airport shuttle on May 23 and June 12, 2027
- Welcome reception and farewell dinner
- Lunches
- Excursions, socials, company visits and visits to historical sites
- Local bus ticket
- 24-hour gym access
- On-campus wi-fi
- Library access

**Your Summer 2027:** Apply by March 28th, 2027

- Enhance your CV!
- Intense learning + fun!
- Meet people from around the world!
- Dive into the German business world!
- Experience German culture in a world heritage region!

For more information about courses, application instructions and housing options please visit our website or scan the QR code below.

### Contact

Pui-Ying (Athena) Chan  
Program Manager  
pui-ying.chan@whu.edu  
Tel: +49 (0)261 6509 161

[www.whu.edu/ba-esp](http://www.whu.edu/ba-esp)

WHU – Otto Beisheim  
School of Management  
Burgplatz 2  
56179 Vallendar, Germany



Excellence in  
Management  
Education

**WHU**   
Otto Beisheim School of Management

## Bachelor European Summer Program 2027

The Business, Political and Cultural  
Environment in Europe

May 23 to June 11, 2027

Study at one of the  
Best Business Schools  
in Germany

**FT** Business School  
Ranking 2025  
FINANCIAL  
TIMES





**3**  
**Week**  
**Program**



**10**  
**Academic**  
**Modules**



**5-7**  
**US**  
**Credits\***

\*Credit recognition to be confirmed by your home university.

(10 - 14 ECTS)

## CULTURAL PROGRAM

Included as part of the three week program are a number of cultural events and social activities, i.e.:

- Welcome and farewell dinners
- Visits to medieval castles
- Guided city tour of Koblenz
- Boat tour along the Rhine

20 Contact Hours - 1-2 US Credits

## ACADEMIC PROGRAM CONTENT

|                                                             |                                          |
|-------------------------------------------------------------|------------------------------------------|
| Trade Integration in Europe and the European Union          | Corporate Finance Practice in Europe     |
| European Capital Markets                                    | The Relevance of Family Firms in Europe  |
| German History                                              | Sustainability in a European Perspective |
| Entrepreneurship and Innovation from a European Perspective | European Aspects of Marketing            |
| The Business Tax Environment in Europe                      | Aspects of Cultural Competence in Europe |

Several company visits:

1 - 2 international companies, 1 financial institution

65 Program Hours - 4-5 US Credits

Student Profile:

Bachelor students in Business Administration

Language of Instruction: English

*"This program has been one of the most memorable experiences of my college career. I have had the amazing opportunity to meet so many new people, learn more about the culture, visit historical sites, and learn from professors about topics I would never have learned at my home university. I would recommend this program to anyone who wants a strong academic experience while also having the chance to explore new places and cultures. My biggest piece of advice for anyone considering this program is to be yourself and be open to every opportunity that comes your way, as it will make your experience even more worthwhile."*

**Audrey Fong, Indiana University, USA**

