

PROGRAM COSTS

	Base Fee	Tuition	Housing
Exchange Basis	€ 625	–	€ 580 - € 650
Tuition Basis	€ 625	€ 2.255	€ 580 - € 650

The base fee includes:

- Course materials
- Chartered airport shuttle on May 24 and June 13, 2026
- 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 2026: **Apply by March 28th, 2026**

- 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

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 2026

The Business, Political and Cultural
Environment in Europe

May 24 to June 12, 2026

Study at one of the
Best Business Schools
in Germany

FT Business School
Ranking 2025
FINANCIAL
TIMES





3
Week
Program



9
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	Operations Management in Europe: Embracing Sustainability
Monetary Integration in Europe: The Euro as Europe's Common Currency	Business Environment and Strategies of Foreign Direct Investors in Central and Eastern Europe
Competing in European Markets	European Aspects of Marketing
The Relevance of Family Businesses in Europe	Aspects of Cultural Competence in Europe
German History	Several company visits: • 1 - 2 international companies • 1 financial institution

Student Profile:

Bachelor students in Business Administration

Language of Instruction: English

"My experience at the WHU Bachelor European Summer Program was an eye-opening experience where we learned about the business, political, and cultural landscape in Europe. The lessons were thoughtfully taught by experienced professors, and the daytrips to companies in Frankfurt or castles like Burg Eltz added a lot of fun to our weeks. I wholeheartedly recommend this program to any student interested in taking a well-rounded and insightful business course in Germany."

Kareena Arya, Western University, Canada

65 Program Hours - 4-5 US Credits

