



## 28<sup>th</sup> International Summer University<sup>WU</sup> (ISU<sup>WU</sup>) 2017

WU (Vienna University of Economics and Business)



### ISU<sup>WU</sup> - General information and goals

The International Summer University<sup>WU</sup> (ISU<sup>WU</sup>) program is an intensive short program, which provides international students and young graduates with an excellent opportunity for **international and multinational education**. The ISU<sup>WU</sup> takes place twice in summer in **three-week sessions** (one three-week session in July and one three-week session in August) in Vienna and offers courses for both **undergraduate and graduate students**.

A large variety of **business-related courses** are taught by a team of experienced lecturers of WU and colleagues from partner universities hailing from the entire globe. The main objective of the program is not to provide basic knowledge, but to **deepen specific knowledge in business**. Visiting local companies and solving practical case studies in intercultural groups complements the strong theoretical basis. An exciting social and cultural program effectively complements the summer university.

### ISU<sup>WU</sup> - Dates

**July session:** July 10 – July 28, 2017

**August session:** July 31 – August 18, 2017

### ISU<sup>WU</sup> - Academic program

The ISU<sup>WU</sup> consists of intensive **three-week sessions** taught in **English**. Courses are designed to be highly interactive and a priority is placed on group discussion and teamwork; students complete pre-course assignments in order to have the qualifications necessary to start the course on the same level. The team of instructors consists of WU university lecturers as well as renowned, international guest lecturers.

**The undergraduate program** consists of two intensive courses, which are taught consecutively over the course of 3 weeks, each course lasting one and a half weeks (Monday to Tuesday and Wednesday to Friday). These intensive courses are held in the mornings and total 8 ECTS. **The graduate program** consists of three intensive courses, which are taught consecutively over the course of 3 weeks, each course lasting five days (Monday to Friday). These intensive courses are held in the mornings and total 9 ECTS.

Courses cover topics related to **International Business, International Marketing, International Human Resource Management and Leadership, Entrepreneurship, Strategic Management, International Finance and Sustainable Management, Negotiation Management**.

**The ISU<sup>WU</sup> academic program will be announced on our website latest winter 2016. For detailed information on the academic program and schedules from 2016 please visit:**

>> <http://www.wu.ac.at/io/isuwu>

### ISU<sup>WU</sup> - Social and cultural program

The ISU<sup>WU</sup> also offers **social and cultural activities**, which are organized by the ISU<sup>WU</sup> team in order to provide students with opportunities for intercultural exchange between students and cultural enrichment through in- and outdoor activities in Vienna.

These activities include Opening and Closing Ceremonies, which are always an integral part of the ISU<sup>WU</sup> and are held in the ceremonial halls of the WU Campus. Traditionally, the **International Cultural Evening** is also held each year, in which students are asked to bring their colleagues closer to their home country in any creative way they can think of, including presentations, clothing, as well as food and drink from their home. As part of getting to know Austria, every year, the ISU<sup>WU</sup> staff invites students to join them on a trip to a traditional Austrian "Heuriger" wine tavern, a genuine piece of Austrian culinary culture.

These events and many more social and cultural activities are organized by the ISU<sup>WU</sup> team, in order to make the students' stay in Vienna an unforgettable experience.

## ISU<sup>WU</sup> - Participants and application requirements

Around **150-200 students from over 25 countries participate** in the ISU<sup>WU</sup> every year. Eligible applicants are **students and recent graduates in the fields of economics and/or business administration** worldwide with a high degree of English language proficiency. Participants who complete the program successfully receive an **ISU<sup>WU</sup> certificate**.

Application requirements for the **undergraduate program** are current enrollment in an undergraduate study program in the fields of business administration and [excellent English language skills](#). At the time of participation in the ISU<sup>WU</sup> program, students must have completed a minimum of one year undergraduate education with a specific focus on business administration and related areas.

Application requirements for the **graduate program** are current enrollment in a master's or MBA program (or equivalent), with a focus on business administration/economics, and / or a bachelor degree in a business major as well as [excellent English language skills](#).

## ISU<sup>WU</sup> - Nomination and application

We kindly request exchange coordinators of WU partner universities to nominate their students by **March 15, 2017 at the latest**. To nominate your students please fill in the **nomination form** we forward you and send it via e-mail to the ISU<sup>WU</sup> program manager, Ms. Sarina Gludovatz ([sarina.gludovatz@wu.ac.at](mailto:sarina.gludovatz@wu.ac.at)).

Your students will also have to fill in an online application/registration form and upload all necessary supporting documents. The application/registration period for students is: **February 15 - March 31, 2017**. All applicants who submit their complete application on time will be informed about the outcome of their applications via e-mail by **April 28, 2017**.

## ISU<sup>WU</sup> - Services

The following services are offered to all summer university program students:

- Business courses with an international perspective
- Breakfast and lunch (Monday through Friday on lecture days)
- Accommodation in a students' residence hall off-campus
- Internet access (WiFi) on campus and in residence halls
- Public transportation ticket within Vienna for the whole time of the session
- Course materials
- Company visits (in the graduate program)
- Opportunities for intercultural exchange through the social and cultural program and information on student-friendly weekend packages for exploring Europe, entry fees are to be paid by the students themselves
- Use of WU's library, computer laboratories, eLearning services, and language resource center
- Grade certificate
- Support of the ISU<sup>WU</sup> Team

## Participation fee schemes ISU<sup>WU</sup> 2016

**As a WU partner university you have two options when nominating your students for ISU<sup>WU</sup>:**

- 1) Partner university/nominating for exchange slots:** Students who are enrolled in a degree program of a WU partner university and nominated as part of the general bilateral exchange agreement are exempt from tuition fees and pay the program fee only. 3 summer university students count for 1 semester student.
- 2) Partner university/no nomination for exchange slots:** Students who are enrolled in a degree program of a WU partner university who are not nominated as part of the bilateral exchange agreement with WU qualify for a reduced tuition fee scheme, which is to be paid together with the general program fee.

The **participation fee 2017**, which covers classroom instruction, therefore has four different price categories, depending on whether or not the applicant's home university is a WU partner university.

	<b>Undergraduate program</b>	<b>Graduate program</b>
<b>Program fee and waived tuition</b> – applies to students who are officially nominated by a WU partner university as part of the general bilateral exchange agreement.	<b>€ 1,350</b>	<b>€ 1,550</b>
<b>Program fee and reduced tuition</b> – applies to students who attend a WU partner university school but are not officially nominated by the partner school as part of the general bilateral exchange agreement.	<b>€ 1,770</b>	<b>€ 2,020</b>
<b>Program fee and full tuition</b> – applies to students from non-WU partners.	<b>€ 2,190</b>	<b>€ 2,520</b>

<b>CEE scholarship</b> - for undergraduate students from selected WU partner universities.*	<b>€ 950</b>	–
<b>GBSN scholarship</b> – for graduate students studying at GBSN member schools in developing countries.**		<b>As of ISU<sup>WU</sup> 2017 program</b>
<p><i>The program fee includes accommodation in a student residence hall (single room in a shared apartment). Should your students prefer to book their own accommodation please inform the ISU<sup>WU</sup> Program Manager. In this case the fee will be reduced. For more information please have a look at our website: <a href="http://www.wu.ac.at/io/isuwu">http://www.wu.ac.at/io/isuwu</a>.</i></p> <p><i>* As a strategic focus of WU, undergraduate students studying at selected WU partner universities in Eastern and South Eastern Europe are eligible for a special fee (reduced program and tuition package price). For a list of the selected partner universities and additional details please consult our website: <a href="http://www.wu.ac.at/io/isuwu">http://www.wu.ac.at/io/isuwu</a>.</i></p> <p><i>** Graduate students studying at GBSN member schools in developing countries are invited to apply for a WU Scholarship for the ISU<sup>WU</sup>. In 2017, WU will extend up to 5 scholarship positions. The scholarship covers tuition, accommodation as well as breakfast and lunch on lecture days. Additionally, selected students will receive a travel grant up to 500 EUR. For additional details please consult our website: <a href="http://www.wu.ac.at/io/isuwu">http://www.wu.ac.at/io/isuwu</a>.</i></p>		
<b>Contact information</b>		
<p>Ms. Sarina Gludovatz  Program Manager, International Short and Summer University Programs (ISU<sup>WU</sup>, ISUs, Vienna IP<sup>WU</sup>)  <a href="mailto:sarina.gludovatz@wu.ac.at">sarina.gludovatz@wu.ac.at</a>  <a href="mailto:isuwu@wu.ac.at">isuwu@wu.ac.at</a></p> <p>WU (Vienna University of Economics and Business)  Welthandelsplatz 1, Building LC  1020 Vienna, Austria  <a href="http://www.wu.ac.at/io/isuwu">www.wu.ac.at/io/isuwu</a></p>		