



## 26<sup>th</sup> International Summer University<sup>WU</sup> (ISU<sup>WU</sup>) 2015

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>) 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 6 – July 24, 2015

**August session:** July 27 – August 14, 2015

### 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 starting the course on the same level. Instructors include WU university staff 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 seven days. 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. These intensive courses are held in the mornings and total 9 ECTS.

Concerning academic focus, in the past few years, course topics centered **International Management, International Human Resource Management** and **International Marketing**.

### 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 new WU Campus, giving the program a special atmosphere. 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 and 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 in 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 students from over 20 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 **internationally accredited WU certificate**.

Application requirements for the **Undergraduate Program** are current enrollment in an undergraduate study program in the field of economics and/or business administration with a minimum of two years of undergraduate studies before the start of the summer program and excellent English language skills.

Application requirements for the **Graduate Program** are current enrollment in Master's degree or equivalent, with a focus on business administration/economics, and/or a Bachelor's degree in a business major as well as excellent English language skills.



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

Exchange coordinators of WU partner universities are kindly requested to nominate their students by **March 15, 2015 at the latest**. To nominate your students please fill in the nomination form and send an e-mail to the ISU<sup>WU</sup> Program Manager, Sarina Gludovatz ([sarina.gludovatz@wu.ac.at](mailto:sarina.gludovatz@wu.ac.at)), including the following details:

- Name and Gender
- E-mail
- Date of birth

Your students will also have to fill in an online application form and send their application documents to WU. The application period for students is: **February 15 - March 31, 2015**.

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

The following services are offered to all students of the summer university:

- Enriching classes with an international perspective
- Breakfast and lunch (Monday through Friday on lecture days)
- Accommodation in a students' residence hall off-campus
- Internet access 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

## ISU<sup>WU</sup> - Participation Fee, Tuition Waiver for Exchange Students

**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 exchange agreement are exempt from tuition fee 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 exchange agreement with WU qualify for a reduced tuition fee, which is to be paid together with the general program fee.

The **participation fee**, 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.

	Undergraduate Program*	Graduate Program*
<b>Program Fee and waived tuition</b> – applies to students who are officially nominated by a WU partner university as part of the general exchange agreement.	€ 1240	€ 1550
<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 exchange agreement.	€ 1640	€ 1950
<b>Program Fee and full tuition</b> – applies to students from non-WU partners.	€ 2040	€ 2350
<b>WU Scholarship</b> - for students from special countries.**	€ 950	€ 1200

\* Participation fees in 2014. ISU<sup>WU</sup> 2015 participation fees will be announced on our website in the coming weeks:

[http://www.wu.ac.at/io/en/incoming/isuwu/in/isuwien\\_content/coursefee](http://www.wu.ac.at/io/en/incoming/isuwu/in/isuwien_content/coursefee)

\* As a strategic focus of WU, students living and studying in a non-EU member state in Southeastern Europe or in Ukraine or Russia are eligible for a special fee (reduced program and tuition package price). For a list of countries and additional details please consult: [http://www.wu.ac.at/io/en/incoming/isuwu/in/isuwien\\_content/coursefee](http://www.wu.ac.at/io/en/incoming/isuwu/in/isuwien_content/coursefee)

## Contact Information

Sarina Gludovatz  
[sarina.gludovatz@wu.ac.at](mailto:sarina.gludovatz@wu.ac.at)  
 WU (Vienna University of Economics and Business)  
 Welthandelsplatz 1, Building LC  
 1020 Vienna, Austria  
[www.wu.ac.at](http://www.wu.ac.at)