



International Summer University^{WU} (ISU^{WU}) 2024

Factsheet for WU students (undergraduate and graduate level)

July session: July 1 – July 19, 2024

August session: July 22 – August 9, 2024

Academic program

The ISU^{WU} 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 lecturers as well as renowned international guest lecturers.

The 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-Credits**.

ISU WU academic program (undergraduate and graduate level)

8 ECTS credits

Week 1-2: Course 1

Week 2-3: Course 2

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

The ISU^{WU} academic program can be found on [this website](#).

Application

Application requirements for the **undergraduate program**:

- Enrollment in a bachelor's program at WU and completion of courses worth at least 36 ECTS credits (excl. free electives)

Application requirements for the **graduate program**:

- Enrollment in a master's program at WU

Application period: March 4 (2 p.m.) – March 11, 2024 (12:00 noon)

Please note that only a limited number of spots per course is available for WU students.

For more information, please visit the [application website](#).

Credit transfer information

Credit transfer options are updated on an ongoing basis on the program website. All credit transfer possibilities are subject to change. All courses of one of the respective sessions (July or August) need to be completed successfully in order to receive 8 ECTS credits.

Credit transfer undergraduate level

Please note that a recognition of the ISU^{WU} program as (part of) the [IBW International Experience](#) is **not possible**.

Courses July Session

Negotiation Management: How to outperform others by effective negotiation skills

Iris Kollinger

Credit transfer at WU (BaWiSo 19):

- SBWL Personalmanagement: Kurs IV
- SBWL CFM: Elective Course
- Internationales Wahlfach I oder II
- Free Electives (BaWiSo / BBE)

Credit transfer at WU (BaWiSo 23):

- Spezialisierung Personalmanagement: Kurs IV
- Freies Wahlfach

or

Responsible Entrepreneurship

Rudolf Dömötör

Credit transfer at WU (BaWiSo 19):

- SBWL E&I: Course III
- SBWL CFM: Elective Course
- Internationales Wahlfach I oder II
- Free Electives (BaWiSo / BBE)

Credit transfer at WU (BaWiSo 23):

- Spezialisierung E&I: Course III
- Freies Wahlfach

Responsible International Management in the Digital Age

Michal Lemanski

Credit transfer at WU (BaWiSo 19):

- SBWL CFM: Elective Course
- SBWL Kurs IV – Marketing
- SBWL Kurs IV - Digital Marketing
- Course IV – Digital Marketing
- Internationales Wahlfach I oder II
- Free Electives (BaWiSo / BBE)

Credit transfer at WU (BaWiSo 23):

- Spezialisierung Kurs IV – Marketing
- Spezialisierung Kurs IV - Digital Marketing
- Course IV – Digital Marketing
- Freies Wahlfach

or

Socia Media Marketing Strategy

Alicja Grzadziel

Credit transfer at WU (BaWiSo 19):

- SBWL CFM: Elective Course
- SBWL CFM: Special Topics in Marketing
- SBWL Kurs IV – Marketing
- Course V – Marketing and Consumer Research
- SBWL Kurs IV - Digital Marketing
- Internationales Wahlfach I oder II
- Free Electives (BaWiSo / BBE)

Credit transfer at WU (BaWiSo 23):

- Spezialisierung Kurs IV – Marketing
- Course V – Marketing and Consumer Research
- Spezialisierung Kurs IV - Digital Marketing
- Freies Wahlfach

**Courses
August
Session**

International Business Strategy in the Age of Deglobalization, Nationalism and Geo-political tensions

Alexander Mohr

Credit transfer at WU (BaWiSo 19):

- SBWL CFM: Elective Course
- SBWL Kurs IV – Marketing
- Internationales Wahlfach I oder II
- Free Electives (BaWiSo / BBE)

Credit transfer at WU (BaWiSo 23):

- Spezialisierung Kurs IV – Marketing
- Freies Wahlfach

International Marketing with a Special Focus on Strategic Brand Management

Alfred Dolecek

Credit transfer at WU (BaWiSo 19):

- SBWL CFM: Special Topics in Marketing
- SBWL CFM: Elective Course
- SBWL Kurs IV – Marketing
- Course V: Marketing and Consumer Research
- SBWL Kurs V – Handel und Marketing
- SBWL Kurs IV – Digital Marketing
- Internationales Wahlfach I oder II
- Free Electives (BaWiSo / BBE)

Credit transfer at WU (BaWiSo 23):

- Spezialisierung Kurs IV – Marketing
- Spezialisierung Kurs V – Consumer Research and Marketing Communication
- Course V: Marketing and Consumer Research
- Spezialisierung Kurs V – Handel und Marketing
- Spezialisierung Kurs IV – Digital Marketing
- Freies Wahlfach

Credit transfer graduate level

For questions about credit transfer on graduate level, please contact course.abroad@wu.ac.at.

Website and contact

International Summer University WU 2024

Ms. Vanja Vukovic

Program Manager, International Short and Summer University Programs
isuwu@wu.ac.at

Ms. Anna-Sophie Wild

Program Manager, International Short and Summer University Programs
isuwu@wu.ac.at

Ms. Franziska Wurm

Program Assistant, International Short and Summer University Programs
isuwu@wu.ac.at