



International Summer University^{WU} (ISU^{WU}) 2022

Factsheet for WU students (undergraduate and graduate level)

General Information

Location: WU Vienna (planned on campus)

Duration: 3 weeks (per session)

Program dates: July 11 – July 29, 2022 (July session) / August 1 – August 19, 2022 (August session)

Academic program

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 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-Credits**.

Undergraduate Program (8 ECTS credits)

Week 1-2: Course 1

Week 2-3: Course 2

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-Credits**.

Graduate Program (9 ECTS credits)

Week 1: Course 1

Week 2: Course 2

Week 3: Course 3

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 will be announced on our website in December 2021 or January 2022. For details as well as further information on the ISU^{WU} please visit:

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

Application

Application requirements for the **undergraduate program**:

- Enrollment in a Bachelor's program at WU and completion of courses worth at least 38 ECTS credits (excl. free electives)

Application requirements for the **graduate program**:

- Enrollment in a master's program at WU

Application period: March 1 – March 10, 2022 (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. All credit transfer possibilities are subject to change. All courses of one of the respective session (July or August) need to be completed successfully in order to receive 8 (undergraduate) or 9 (graduate) ECTS credits.

Credit transfer undergraduate level

Courses July	Negotiation Management: How to outperform others by effective negotiation skills Iris Kollinger <i>Credit transfer at WU:</i> <ul style="list-style-type: none">• SBWL Personalmanagement: Course IV• SBWL CFM: Elective Course• International Course I or II / Internationales Wahlfach I oder II• Free Electives (BaWiSo / BBE)	International Business Strategy Can Tihanyi <i>Credit transfer at WU:</i> <ul style="list-style-type: none">• SBWL CFM: Elective Course• SBWL Marketing: Course IV• SBWL Service und Digital Marketing: Course V• International Course I or II / Internationales Wahlfach I oder II• Free Electives (BaWiSo / BBE)
	Responsible International Management in the Digital Age Michal Lemanski <i>Credit transfer at WU:</i> <ul style="list-style-type: none">• SBWL CFM: Elective Course• SBWL Marketing: Course IV• SBWL Service und Digital Marketing: Course V• International Course I or II / Internationales Wahlfach I oder II• Free Electives (BaWiSo / BBE)	International Marketing with a Special Focus on Strategic Brand Management Alfred Dolecek <i>Credit transfer at WU:</i> <ul style="list-style-type: none">• SBWL CFM: Special Topics in Marketing• SBWL CFM: Elective Course• SBWL Marketing: Course IV• SBWL Consumer Research and Marketing Communication: Course V• SBWL Service und Digital Marketing: Course V• SBWL Handel und Marketing: Course V• International Course I or II / Internationales Wahlfach I oder II• Free Electives (BaWiSo / BBE)
Courses August	Intercultural Marketing Strategy Ivana Beveridge <i>Credit transfer at WU:</i> <ul style="list-style-type: none">• SBWL CFM: Special Topics in Marketing• SBWL Marketing: Course IV• SBWL Consumer Research and Marketing Communication: Course V• SBWL Handel und Marketing: Course V• SBWL Service und Digital Marketing: Kurs V• SBWL International Marketing Management: Course III• SBWL International Marketing Management: Course IV• International Course I or II / Internationales Wahlfach I oder II• Free Electives (BaWiSo / BBE)	Entrepreneurship Camp Lisa Kuttner <i>Credit transfer at WU:</i> <ul style="list-style-type: none">• SBWL E&I: Course III• SBWL KMU-Management: Course III• SBWL CFM: Elective Course• International Course I or II / Internationales Wahlfach I oder II• Free Electives (BaWiSo / BBE)

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

Credit transfer graduate level

Please talk to your master program manager regarding credit transfer.

Website and contact

International Summer University WU 2022

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