



International Summer University^{WU} (ISU^{WU}) 2023

Factsheet for WU students (undergraduate and graduate level)

General Information

Location: WU Vienna (planned on campus)

Duration: 3 weeks (per session)

Program dates: July 3 – July 21, 2023 (July session) / July 24– August 11, 2023 (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 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 will be announced on our website in late 2022 / early 2023. 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 6 – March 13, 2023 (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 session (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 out-perform others by effective negotiation skills Iris Kollinger <i>Credit transfer at WU:</i> <ul style="list-style-type: none">• SBWL Personalmanagement: Kurs IV• SBWL CFM: Elective Course• Internationales Wahlfach I oder II• Free Electives (BaWiSo / BBE)	Responsible Entrepreneurship Rudolf Dömötör <i>Credit transfer at WU:</i> <ul style="list-style-type: none">• SBWL E&I: Course III• SBWL CFM: Elective Course• 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 Kurs IV – Marketing• SBWL Kurs V – Service und Digital Marketing• SBWL Kurs IV - Digital Marketing• Course IV – Digital Marketing• 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 Kurs IV – Marketing• SBWL Kurs V – Marketing and Consumer Research• SBWL Kurs V – Handel und Marketing• SBWL Kurs V – Service und Digital Marketing• SBWL Kurs IV - Digital Marketing• Internationales Wahlfach I oder II• Free Electives (BaWiSo / BBE)
Courses August Session	International Business Strategy in the Age of Deglobalization, Nationalism and Geo-political tensions Alexander Mohr <i>Credit transfer at WU:</i> <ul style="list-style-type: none">• SBWL CFM: Elective Course• SBWL Kurs IV – Marketing• Internationales Wahlfach I oder II• Free Electives (BaWiSo / BBE)	Socia Media Content Strategy Rita Bartenstein-Cidre <i>Credit transfer at WU:</i> <ul style="list-style-type: none">• SBWL CFM: Elective Course• SBWL CFM: Special Topics in Marketing• SBWL Kurs IV – Marketing• SBWL Kurs V – Marketing and Consumer Research• SBWL Kurs V – Service und Digital Marketing• SBWL Kurs IV - Digital Marketing• Internationales Wahlfach I oder II• Free Electives (BaWiSo / BBE)

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 2023

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