Agenda

- **ISP overview**

- **ISPs abroad**
  - Porto Sustainable Business Summer School
  - Bangkok Summer School on International Business and Sustainable Development
  - St. Petersburg Strategy and Innovation Summer School
  - ENGAGE Summer School
  - SMU summer programme
  - Mobility grants for ISPs organized by WU

- **ISPs at WU**
  - Marketing Spring Program
  - Vienna Innovation Program
  - International Summer UniversityWU

- **ISPs online**
  - CUHK International Summer School
  - Vienna Summer School of Responsible Entrepreneurship

- **Other short programs** at WU partner universities

- **Application details**

- **Credit transfer and IBW International Experience**

- **Information and Q&A**
ISP Overview 2022

ISPs abroad
- Porto Sustainable Business Summer School
- Bangkok Summer School
- St. Petersburg Strategy and Innovation Summer School
- SMU Global Summer Programme
- ENGAGE Summer School

ISPs at WU
- Marketing Spring Program
- Vienna Innovation Program
- International Summer University\textsuperscript{WU}

ISPs online
- Vienna Summer School of Responsible Entrepreneurship
- CUHK Summer Programme

Other short programs
- Application details
- Credit transfer and IBW
- Information and Q&A

May Program organized by WU
- Summer Program organized by WU
- Summer Program organized by Partner University
Porto Sustainable Business Summer School

Location / Format: Porto, Portugal, on campus

Partner university: Católica Porto Business School (CPBS)

Program dates: July 4 – July 22, 2022

Scheduled travel dates: Latest arrival in Porto on July 3. Earliest departure after the official program closing.

Participants: Advanced bachelor’s students from WU (max. 20) + advanced bachelor's and master's students from CPBS and CPBS partner universities.

Fees: 650 € (excl. accommodation)

Credits: 8 ECTS

Academic program: Sustainable Business (sustainable financial systems, concepts of circular economy, legal frameworks around sustainability,...)

Academic team: CPBS: Prof. Alexandra Leitão, Prof. João Pinto, Prof. Raquel Campos
WU: Prof. Edith Littich, Dr. Stephan Bauer

IBW international experience: Yes
Bangkok Summer School on International Business and Sustainable Development

Location / Format: Bangkok, Thailand, on campus

Partner university: College of Management - Mahidol University (CMMU)

Program dates: August 29 - September 16, 2022

Scheduled travel dates: Latest arrival in Bangkok on August 28. Earliest departure after the official program closing.

Participants: Advanced bachelor’s students from WU (max. 20) + about 10 students from CMMU.

Fees: 1350 € (incl. accommodation)

Credits: 8 ECTS

Academic program: Challenges with regard to sustainable development when operating internationally

Academic team: CMMU: Dr. Astrid Kainzbauer, Dr. Sooksan Kantabutra, Assist. Prof. Suparak Suriyankietkaew, Assoc. Prof. Nattavud Pimpa
WU: Univ. Prof. Dr. Alexander Mohr, Valentin Kiefner, MSc

IBW international experience: Yes
St. Petersburg Strategy and Innovation Summer School

**Location / Format:** St. Petersburg, Russia, on campus

**Partner university:** Graduate School of Management (GSOM)

**Program dates:** September 1 - September 21, 2022

**Scheduled travel dates:** Latest arrival in St. Petersburg on August 31. Earliest departure after the official program closing.

**Participants:** Advanced bachelor's students from WU (max. 20) + about 20 students from GSOM

**Fees:** TBA

**Credits:** 8 ECTS

**Academic program:** Strategy and Innovation; Digital Era

**Academic team:** TBA

**IBW international experience:** Yes
SMU Global Summer Programme

Location / Format: Singapore, planned on campus (for vaccinated students)
Partner university: Singapore Management University
Program dates: June 27 to July 22, 2022 (4 weeks)
Participants: a limited number of WU bachelor’s students
Fees: SGD 230 (Miscellaneous fee) + SGD 150 (Application fee) + EUR 150 (Expense Allowance to WU)
Credits: The earned credits (max. 2 SMU credits) can be recognized as regular business courses at WU based on the SMU-WU credit hour conversion
Academic program: Business and management courses; lecturers from SMU and SMU partner universities
IBW international experience: Yes

Application, selection and nomination by WU; Program organization by SMU
More information: https://www.smu.edu.sg/global/summer-programme
## ENGAGE Summer School - Challenge of Digitalization for European Society

<table>
<thead>
<tr>
<th>Location / Format:</th>
<th>Rome, Italy, on campus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partner university:</td>
<td>LUISS University</td>
</tr>
<tr>
<td>Program dates:</td>
<td>July 18 – July 29, 2022</td>
</tr>
<tr>
<td>Participants:</td>
<td>Advanced bachelor’s &amp; master’s students from member schools of the ENGAGE.EU network</td>
</tr>
<tr>
<td>Fees:</td>
<td>TBA</td>
</tr>
<tr>
<td>Credits:</td>
<td>4 ECTS</td>
</tr>
</tbody>
</table>

### Academic program:
International Growth of Digital Business, Post-Truth in European Democracies, Official Statistics of Europe, European Digital Regulation & Compliance; different workshops

### Academic team:
Lecturers from ENGAGE.EU member institutions

### IBW international experience:
No
WU mobility grant for ISPs

- **Goal**: financial support for WU students who could not otherwise afford to participate in the ISP
- **Amount**: partial coverage of program fee + travel allowance
- **Application requirements**:
  - regular, degree-seeking WU student
  - proof of financial eligibility (proof of receipt of a federal scholarship in the corresponding academic year)
- **Application**: Application submission for a grant as part of the ISP application process in March
- **Documents**:
  - Current official confirmation of receipt of a federal scholarship ("aktuelle und offizielle Studienbeihilfebestätigung")
  - Letter of application
- **Selection**:
  - Part of the general selection/admission process
  - Admission/rejection based on general selection criteria, ranking
  - If you are selected to attend an ISP – eligibility for a grant will be determined based on financial situation, letter of application for grant and ranking position
  - If you are not awarded a grant → participation under standard terms

*Please note:* there is no financial support by WU for programs not organized by WU (e.g. SMU)*
## Marketing Spring Program

**Location / Format:** WU and IMC Krems, on campus  
**Partner university:** IMC University of Applied Sciences Krems  
**Program dates:** May 16 - May 27, 2022  
**Participants:** Bachelor’s students from WU and IMC, incoming exchange students and international students  
**Fees:** No fee for WU students (additional costs for extracurricular activities)  
**Credits:** 6 ECTS  
**Academic program:** Trends and challenges in applied marketing, real-world tourism marketing project  
**IBW international experience:** No

<table>
<thead>
<tr>
<th>LPIS registration period for WU students:</th>
<th>February 17 - February 27, 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>LPIS registration period for WU semester exchange students:</td>
<td>January 26 - February 3, 2022</td>
</tr>
</tbody>
</table>
Vienna Innovation Program

Location / Format: WU, on campus

Program dates: May 16 - May 27, 2022

Participants: Master’s students from WU and WU partner universities

Fees: No fee for WU students (additional costs for extracurricular activities)

Credits: 6 ECTS

Academic program: Innovation management, real-life projects

IBW international experience: No

Online application deadline for WU students: February 18, 2022
### Location / Format:
WU, on campus

### Program dates:
- July session: July 11 – 29, 2022
- August session: August 1 – 19, 2022

### Participants:
Students from WU and international students (bachelor and master level)

### Fees:
No fee for WU students (additional costs for extracurricular activities)

### Credits:
- Bachelor level: 8 ECTS
- Master level: 9 ECTS

### Academic program:
Wide range of business related topics

### Academic team:
WU lecturers and international guest lecturers

### IBW international experience:
No
### ISUWU – Academic Program

(Undergraduate/ Bachelor level)

#### July session: July 11 – 29

<table>
<thead>
<tr>
<th>Week 1-2</th>
<th>Week 2-3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Negotiation Management - How to outperform others by effective negotiation skills</td>
<td>International Business Strategy</td>
</tr>
</tbody>
</table>

| International Management in the Digital Age | International Marketing with a Special Focus on Strategic Brand Management |

#### August session: August 1 – 19

<table>
<thead>
<tr>
<th>Week 1-2</th>
<th>Week 2-3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intercultural Marketing Strategy</td>
<td>Entrepreneurship Camp</td>
</tr>
</tbody>
</table>

One session of the ISUWU can be transferred as 2 regular courses at WU worth 8 ECTS credits in total.
### ISU_WU – Academic Program
(Graduate/ Master and MBA level)

#### July session: July 11 – 29

<table>
<thead>
<tr>
<th>Week 1</th>
<th>Week 2</th>
<th>Week 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>(working title)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Economic Approaches Towards Inequality and Distribution</td>
<td>Global Leadership in a complex and rapidly changing world</td>
<td>New Venture Creation</td>
</tr>
</tbody>
</table>

#### August session: August 1 – 19

<table>
<thead>
<tr>
<th>Week 1</th>
<th>Week 2</th>
<th>Week 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Behavioral Decision Making</td>
<td>Strategic Leadership</td>
<td>Social Entrepreneurship Learning Lab</td>
</tr>
</tbody>
</table>

One session = 9 ECTS credits. For credit transfer requests, please contact course.abroad@wu.ac.at
CUHK International Summer School

Location / Format: Online
Partner university: Chinese University of Hong Kong (CUHK)
Program dates: June 27 – August 1, 2022
Participants: 5 WU bachelor’s students
Fees: TBA
Credits: The earned credits can be recognized as regular business courses at WU based on the CUHK-WU credit hour conversion (1 CUHK unit = 2 ECTS credits)
Academic program: Business and finance courses; lecturers from CUHK and CUHK partner universities
IBW international experience: No

Application, selection and nomination by WU
Program organization by CUHK
More information: http://www.summer.cuhk.edu.hk/issjuly/
Vienna Summer School of Responsible Entrepreneurship (VSSoRE)

<table>
<thead>
<tr>
<th><strong>Location / Format:</strong></th>
<th>Online</th>
</tr>
</thead>
</table>
| **Program dates:**     | July 11 – 22, 2022 (live sessions)  
                        | Kick off on July 5 |
| **Participants:**      | Bachelor’s students from WU and international students |
| **Fees:**              | No fee for WU students |
| **Credits:**           | 8 ECTS |
| **Academic program:**  | Responsible entrepreneurship, entrepreneurial skills, purpose-driven entrepreneurship |
| **Academic team:**     | Dr. Rudolf Dömötör (WU Entrepreneurship Center) & guest speakers |
| **IBW international experience:** | No |
Other short programs of WU partner universities

- In addition to ISPs organized by / in cooperation with WU

- Selection of recommended programs for WU Bachelor's and WU Master's students based on location, academic content, WU partnership status, ...

- Course transfer requests to: course.abroad@wu.ac.at

- Partner university is directly responsible for the respective program - WU cannot nominate students for the programs

- Programs for 2022 will be published at the beginning of summer semester
- ISPs abroad (Porto, Bangkok, St. Petersburg, CUHK/SMU Summer Programmes)
- ISU\textsuperscript{WU}
- VSSoRE
Who Can Apply for an ISP?

Exceptional cases:
Individual bachelor’s program students (e.g. IBW/Chinese)
Please send a request to spwu@wu.ac.at to gain access to the online application tool.
Application Procedure

Log in to the online application tool (WU student ID)
Link [online]
March 1, 2022 (2 p.m.) - March 10, 2022 (12 noon)

Fill in online application form
Attention: application requirements

Indicate your ISP preferences
2 preferences
Grant application (yes/no)

Upload your application documents (in English)
- One letter of motivation (per preference)
- CV
- WU transcript and GPA (generated automatically)

Submit your application before deadline

Not valid for Marketing Spring Program, Vienna Innovation Program, ENGAGE Summer School (tbc) and other Short Programs of WU partner universities!
Selection Procedure and Criteria

1. (Pre-)Selection based on application documents

2. Group interviews (if applicable)

3. Final selection/program and course allocation = nomination

Selection criteria:
- Motivation
- English skills
- Academic progress
- Interest in the respective region
- Teamwork skills and intercultural competence
- Interest in the respective region
Timeline 2022

- **Small group advisory meetings:** February 16, 2022 (3 p.m.) & March 2, 2022 (3 p.m.)

- **Application period:** March 1 - 10, 2022 (12 noon)

- **Group interviews:** after March 10, 2022

- **Notification of nomination:** presumably by the end of April, 2022
Credit Transfer and IBW
International Experience
IBW International Experience
**IBW International Experience - requirements for BaWiSo 19**

- **One** mobility is required for the IBW international experience
- Different options:
  - Exchange semester
  - International Short Program
  - Internship abroad

**Organized by WU (e.g. Porto, Bangkok, St. Petersburg):**

- Upon successful completion, the IBW international experience will be registered automatically by the International Office

**Not organized by WU (e.g. other programs of partner universities):**

- Keep in mind that not all programs are suitable for the IBW international experience (see information published online)
- Upon successful completion, students are required to send the transcript of the partner university to the International Office at spwu@wu.ac.at
Credit Transfer
Credit Transfer Timeline

Before
Check Courses / Factsheets

During
Take Courses

After
Apply for Credit Transfer

Credit Transfer can only take place **AFTER** you took courses
What can be transferred?

**ISP**

- Information on courses:
  - IO Website
  - IO Factsheets

**Self-Organized**

- SMU – Singapour Management University
- CUHK - Chinese University Hongkong

- **NO** Factsheets
- Please contact us → course.abroad@wu.ac.at
Credit Transfer: Submit Application

Application via Email to course.abroad@wu.ac.at

- WU Website: Credit Transfer
  - Formular F35
  - Supplementary forms
- Transcript

After Processing

Credit Transfer
Contact information
Study Regulations & Credit Transfer

- **Pre-recognition, Credit Transfer & federal scholarships:**
  Consultation hours (consultation appointments Tuesday and Thursday 9:00 a.m. - 12:00 p.m. via [Teams](#))

Claudia Krikl

[course.abroad@wu.ac.at](mailto:course.abroad@wu.ac.at)

01 31336 3505
## Useful websites

<table>
<thead>
<tr>
<th>ISP for WU students (overview)</th>
<th><a href="https://short.wu.ac.at/isp">https://short.wu.ac.at/isp</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>ISP Porto</td>
<td><a href="https://short.wu.ac.at/porto">https://short.wu.ac.at/porto</a></td>
</tr>
<tr>
<td>ISP Bangkok</td>
<td><a href="https://short.wu.ac.at/bangkok">https://short.wu.ac.at/bangkok</a></td>
</tr>
<tr>
<td>ISP St. Petersburg</td>
<td><a href="https://short.wu.ac.at/st-petersburg">https://short.wu.ac.at/st-petersburg</a></td>
</tr>
<tr>
<td>CUHK Summer Program</td>
<td><a href="https://short.wu.ac.at/cuhk-summer">https://short.wu.ac.at/cuhk-summer</a></td>
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<tr>
<td></td>
<td><a href="https://www.summer.cuhk.edu.hk/issjuly/">https://www.summer.cuhk.edu.hk/issjuly/</a></td>
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<tr>
<td>SMU Summer Program</td>
<td><a href="https://short.wu.ac.at/smu-summer">https://short.wu.ac.at/smu-summer</a></td>
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<tr>
<td></td>
<td><a href="https://www.smu.edu.sg/global/summer-programme">https://www.smu.edu.sg/global/summer-programme</a></td>
</tr>
<tr>
<td>Marketing Spring Program</td>
<td><a href="https://short.wu.ac.at/marketingspringprogram">https://short.wu.ac.at/marketingspringprogram</a></td>
</tr>
<tr>
<td>Vienna Innovation Program</td>
<td><a href="https://short.wu.ac.at/viennaip">https://short.wu.ac.at/viennaip</a></td>
</tr>
<tr>
<td>ISU WU</td>
<td><a href="https://short.wu.ac.at/isuwu">https://short.wu.ac.at/isuwu</a></td>
</tr>
<tr>
<td>VSSoRE</td>
<td><a href="https://short.wu.ac.at/vssore">https://short.wu.ac.at/vssore</a></td>
</tr>
<tr>
<td>IBW international experience</td>
<td><a href="https://short.wu.ac.at/ibw-international-experience">https://short.wu.ac.at/ibw-international-experience</a></td>
</tr>
<tr>
<td>Other short programs at WU partner universities</td>
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*Please note that all information in this presentation is subject to change.*
Now it’s time for your questions!
Contact us 😊

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General inquiries: spwu@wu.ac.at

ISP website: https://short.wu.ac.at/isp

@wu.internationaloffice

@wuinternationaloffice