

International Summer University WU (ISU^{WU}) Factsheet for WU Students 2021 (Undergraduate level)



General Info	Location/format: Online program Duration: 3 weeks (per session)	
Dates	Program dates July session: July 5 - 23, 2021 Program dates August session: July 26 - August 13, 2021	
Academic aspects	ECTS credits: 8 ECTS credits (for one session) Language of instruction: English Contact hours: 35 per course	
Courses July	<p>International Business Strategy Alexander Mohr</p> <p><i>Credit transfer at WU:</i></p> <ul style="list-style-type: none"> • SBWL Marketing: Course IV (6078/22) • SBWL International Business: Course III • SBWL CFM: Elective Course • International Courses/Electives I or II • Free Electives <p style="text-align: center;">or:</p> <p>Responsible International Management in the Digital Age Michal Lemanski (cancelled!)</p> <p><i>Credit transfer at WU:</i></p> <ul style="list-style-type: none"> • SBWL Marketing: Course IV (6078/22) • SBWL CFM: Elective Course • International Courses/Electives I or II • Free Electives 	<p>Negotiation Management: How to outperform others by effective negotiation skills Iris Kollinger (cancelled!)</p> <p><i>Credit transfer at WU:</i></p> <ul style="list-style-type: none"> • SBWL VOM: Course IV • SBWL CFM: IHRM/OK II • SBWL CFM: Elective Course • SBWL Personalmanagement: Course IV • International Courses/Electives I or II • Free Electives <p style="text-align: center;">or:</p> <p>Digital Marketing and Social Media Valentin Mang</p> <p><i>Credit transfer at WU:</i></p> <ul style="list-style-type: none"> • SBWL Marketing: Course IV (6078/22) • SBWL Consumer Research and Marketing Communication: Course V (6078/157) • SBWL Handel und Marketing: Course V (6079/20) • SBWL CFM Special Topics in Marketing (PI) • SBWL CFM: Elective Course • International Courses/Electives I or II • Free Electives
Courses August	<p>International Marketing with a Special Focus on Strategic Brand Management Alfred Dolecek</p> <p><i>Credit transfer at WU:</i></p> <ul style="list-style-type: none"> • SBWL Marketing: Kurs IV (6078/22) • SBWL Consumer Research and Marketing Communication: Kurs V (6078/157) • SBWL Handel und Marketing: Kurs V (6079/20) • SBWL CFM: Special Topics in Marketing (PI) • SBWL CFM: Elective Course • SBWL International Business: Course IV • International Courses/Electives I or II • Free Electives 	<p>Entrepreneurship Camp Lisa Kuttner</p> <p><i>Credit transfer at WU:</i></p> <ul style="list-style-type: none"> • SBWL E&I: Course III • SBWL KMU-Management: Course III • SBWL CFM: Elective Course • International Courses/Electives I or II • Free Electives
Credit transfer information	All credit transfer possibilities are subject to change. The ISU ^{WU} 2021 can be transferred as 2 regular courses at WU worth 8 ECTS credits in total. Both courses of one of the two sessions (July or August) need to be completed successfully in order to receive 8 ECTS credits. Please note that the ECTS credits earned at the ISU ^{WU} 2021 can also be confirmed as part of the "IBW international experience" (IBW Auslandserfahrung).	
<p>Registration period: March 2 - March 11, 2021 (12 noon) Application website: https://www.wu.ac.at/en/students/study-internationally/international-summer-universities-isus/application-isus</p>		

Version: April 22, 2021 | All information is subject to change.



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