

INTERNATIONAL SUMMER/WINTER PROGRAMMES (i-SP)

IMPORTANT NOTE

Before applying for any summer/winter programme, read the [GRO website](#) and [i-SP Application Guide](#) for important information on:

- General Eligibility Requirements and Application Process
- Module Mapping and Financial Aid
- Visa Application, Travel Advisories and Student Insurance

Vienna University of Economics and Business International Summer School

(Updated as of 8 February 2023; due to the evolving COVID-19 Situation, please check the official host university website for the most updated information before applying for the programme)

Host University Website: <https://www.wu.ac.at/en/programs/incoming-students/international-summer-university-wu/>

Programme Location: Vienna, Austria

Programme Dates: 3 July – 21 July 2023
24 July – 11 August 2023

Application Deadline: **31 March 2023**

No. of Placements: Unlimited

ESTIMATED COST OF PARTICIPATION

1	Programme Fee	<p>The programme fee of € 1,365 - € 1,685 covers the following services:</p> <ul style="list-style-type: none"> • Courses: <ul style="list-style-type: none"> ○ Business courses with an international perspective ○ Course materials ○ Company visits and expert talks ○ WiFi on campus ○ Internet access on campus, use of WU’s library, PC rooms, eLearning services, and language resource centre ○ Grade certificate • Transport/Meals: <ul style="list-style-type: none"> ○ Coffee and lunch (Mondays through Fridays on lecture days) ○ Public transportation ticket within Vienna for the whole duration of the session • Cultural and social events: <ul style="list-style-type: none"> ○ Opening and closing ceremony ○ International cultural evening ○ Opportunities for intercultural exchange through the social and cultural programme ○ Support of the ISU^{WU} team
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		For more details, please refer to: https://www.wu.ac.at/en/programs/incoming-students/international-summer-university-wu/program-fees-services-payment	
2	Projected Expenditure		
		Breakdown of Costs	Estimated Cost
		Programme Fee	€ 1,365 – € 1,685
		Accommodation (hotel) -inclusive of breakfast	Single room: € 1,640 - € 1,738 Double room: € 2,040 -€ 2,163
		Accommodation (OeAD student housing)	Single room: € 520 Single apartment: €570
		Others (transport, entertainment, consumables, etc.)	€ 400
		Total	€ 2,285 to € 4,248 (approx. S\$3,257 to S\$6,053)
		Daily Expenses	Click here
		ISU ^{wu} 2023 participants are required to secure their accommodation. The estimated cost for the accommodation listed above is based on the recommended accommodations that are located close to the WU campus. For more details, please refer to: https://www.wu.ac.at/en/programs/incoming-students/international-summer-university-wu/accommodation/	
3	Financial Aid Available Through NUS GRO	Financial Aid options will not be available for programmes/classes that are conducted fully online. If programmes are hybrid, only on-site participation would qualify a student for financial aid. Singaporean NUS undergraduate student applicants are eligible to apply for: <ul style="list-style-type: none"> • NASA Enhancement Bursary • Overseas Student Programme Loan • PSEA Ad-Hoc Withdrawal <p>If a physical/on-site programme switches to fully online before the commencement of the programme, NUS reserve the right to adjust or retract the financial aid package.</p>	

PROGRAMME DETAILS		
5	Academic Content	<p>July Programme Course week 1 -2 (3 – 11 July)</p> <ol style="list-style-type: none"> 1. <u>Negotiation Management – How to outperform others by effective negotiation skills</u> This class provides participants with in-depth knowledge of negotiation management and offers the chance to apply this knowledge

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		<p>immediately in various exercises. A very practical and hands-on approach is an essential characteristic of this lecture so that students will be able to transfer their learnings immediately in daily business affairs but also a professional context such as recruitment settings, salary negotiations and performance appraisals. Students will gain a general understanding of the fundamental building blocks of negotiations by learning e.g. how to prepare properly for a negotiation, how to analyse a negotiation setting and how to develop an appropriate negotiation tactic. In addition, particular emphasis will be placed on different special aspects of negotiation management, such as the impact of culture and gender on negotiation management or negotiations in an international context.</p> <p>Among other topics, the class will focus on:</p> <ul style="list-style-type: none"> • Fundamentals of negotiation management • Process of negotiation • Preparation of negotiation • Negotiation strategies and tactics • Harvard concept of negotiation • The impact of culture and gender negotiation management • Negotiation in an international context • Sustainable Negotiation Management <p>Click here for more information.</p> <p>2. <u>Responsible internship</u></p> <p>Meeting the grand challenges of our time such as climate change, growing social inequality, or global health and education requires collective action on the part of the government, civil society and the private sector in terms of entrepreneurial behaviour.</p> <p>This course aims to introduce participants to the concepts of (responsible) entrepreneurship, innovation and start-up culture. Participants will be provided with theoretical and practical tools and apply this knowledge in creating, evaluating and selecting impactful business ideas and developing them into sustainable business models in teams</p> <p>The course is structured along the process phases of:</p> <ul style="list-style-type: none"> • opportunity recognition/evaluation (ideation, market analysis, competition, etc.) • strategic opportunity exploitation (strategy, business model, etc.) • operational opportunity exploitation (finance, organization, marketing, etc.) <p>Click here for more information.</p>
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	<p>Course week 2 -3 (12 -21 July)</p> <ol style="list-style-type: none"> <p><u>Responsible International Management in the Digital Age</u> This intensive undergraduate course provides an in-depth understanding of several contemporary challenges managers face in multinational enterprises (MNEs) operating in the increasingly digitised global economy. Students learn about the nature of international management and specific themes related to globalisation, the impact of technology and digitisation on international business, coordination and control of foreign operations, headquarters-subsidary relations, innovation and entrepreneurship, leadership, as well as talent, diversity, and cross-cultural management. Each topic is considered together with related ethical dilemmas and the impact of managerial decisions on the social and environmental performance of the firm. Students are trained to understand both respective managerial perspectives and conceptual, theoretical approaches. Utilizing a teaching method that systematically combines lectures, analytical exercises, class discussions, group workshops, and simulations, students learn about key concepts of international management and their applications to ethical dilemmas and sustainability challenges in the contemporary economy. A considerable proportion of activities require analysis of data and are of experiential nature. Therefore, students are put into the manager’s seat, letting them experience being decisionmaker solving problems of multinational companies. Overall, the course is managerial, incorporates multiple perspectives, and is contemporary. It is managerial in that it looks at topics of international management through the lens of managers of multinational enterprises (MNEs). It incorporates multiple perspectives as it considers a variety of different management topics. The course is contemporary in that it incorporates and touches upon up-to-date challenges and managerial responses.</p> <p>Click here for more information.</p> <p><u>International Marketing with a Special Focus on Strategic Brand Management</u> This course aims to discuss the challenges international marketers face nowadays and ways how to deal with them. Special emphasis will be put on Brand Management in this context.</p> <p>Among other topics, we will focus on:</p> <ul style="list-style-type: none"> • evaluating international business environments; • assessing and selecting foreign markets; • developing market-entry strategies, and • designing suitable marketing strategies to serve international markets.
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		<p>With regard to Brand Management topics, we will discuss questions such as:</p> <ul style="list-style-type: none"> • Why does brand strategy matter? • What is a global brand? • Cultural diversity and the global customer. • Challenges and opportunities for a brand in international markets <p>Click here for more information.</p> <p>August Programme Course week 1 -2 (24 July – 1 August)</p> <ol style="list-style-type: none"> 1. <u>International Business Strategy in the Age of Deglobalization, Nationalism and Geo-political tensions</u> <p>The international expansion of their operations is central for the survival of an increasing number of firms. In a context of deglobalization, nationalism and geo-political tensions this internationalization poses novel challenges for firms and requires them to rethink their existing strategy and develop adjusted strategies for their international business operations. In this module we will analyze both the strategies used when expanding overseas and the strategies that can be used to operate and develop an existing network of international operations in a context characterized by deglobalization, nationalism and geo-political tensions.</p> <p>Click here for more information.</p> <p>Course week 2 -3 (2 – 11 August)</p> <ol style="list-style-type: none"> 1. <u>Social Media Content Strategy</u> <p>The goal of this course is to teach the skills, concepts, and theories relevant to planning and executing a social media marketing strategy that helps meet business objectives. Students learn theoretical fundamentals and platform-based skills around social media marketing, content marketing, digital channel strategy and optimization. This course is hands-on, allowing students to build and execute a social media strategy for a brand.</p> <p>While the social media strategy concepts learned in this course apply to all social channels, for simplicity, students will work only on Instagram.</p> <p>Click here for more information.</p>
6	Eligibility Requirements	<p>NUS' generic eligibility requirements apply, please see GRO website for details.</p> <p>ISU^{wu} requirements are:</p> <ul style="list-style-type: none"> • Have completed at least 1 year of studies at NUS

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		<ul style="list-style-type: none"> Excellent command of the English language. The English language requirements can be found here.
7	Accommodation	<p>Refer to the ISU^{WU} website for the accommodation arrangements. Participants are required to source for their accommodation. ISU^{WU} has a list of recommended accommodations, all located close to campus WU. These accommodations offer special prices for ISU^{WU} participants. Further information on the respective booking process to benefit from these special rates (e.g. promo codes) will be sent out together with the ISU^{WU} acceptance email.</p> <p>Students are not bound to these options and can also arrange housing through other accommodation providers.</p> <p>The accommodation shall be booked according to the program dates of the respective ISU^{WU} session. We recommend that students arrive in Vienna no later than one night before the program starts.</p>
8	Application Procedure at NUS	<p>Apply via the NUS Education Records System (EduRec - GE) first if you want to do module mapping and apply for financial aid/loans. Applying through EduRec-GE will allow GRO to contact and assist you in times of crisis/emergency while you are overseas.</p> <p>With an official application through EduRec-GE, you are covered by the NUS Travel Blanket Insurance. Besides, GRO can also provide you with supporting letters for visa application. Read the step-by-step guide which we have prepared for you on GRO's web.</p> <p>You should also apply to the host university concurrently once you have applied to NUS EduRec.</p>
9	Application Procedure at Host University	<p>Details of the application procedures and the list of supporting documents can be found here.</p> <p>Do take note that cancellations done until 4 June 2023 may incur a service fee of € 250. There will not be any refund of the participation fee for cancellation done after 4 June 2023.</p> <p>Please note that the cancellation terms of the accommodation provider should be considered separately.</p>
10	Confirmation of participation	<p>You have to accept the EduRec-GE offer as well as the host university offer to confirm your participation in this programme.</p> <p>After SHS receives the total programme fee, the applicant will be informed via email and receive a payment confirmation and/or an official invitation letter (which might be needed for visa applications) via regular mail.</p>

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		<p><u>Cancellation & Refund</u> Please read the ISU^{WU} Cancellation Policy on the International Summer University WU (Vienna University of Economics and Business) webpage.</p>
11	Module Mapping	<p>All mapping requests are subjected to approval by the Faculties/Departments.</p> <p>Click here for a step-by-step guide on applying for module mapping. Students may contact the SEP administrators/coordinators at their respective home Faculty/School Dean's Office or the academic department for module mapping. NUS Business School will not consider a summer programme of fewer than three weeks duration to be credit-bearing.</p> <p>If you are interested in obtaining credits, you can start the module mapping process after you have accepted the offer for the programme via EduRec-GE.</p> <p>Students may map up to a maximum of 10 MCs for each Summer Programme. Over the course of study in NUS, students may map up to a total of 12 MCs for involvement in summer programme. Beyond 12MCs, NUS Special Term tuition fees will apply, in addition to Summer/Winter Programme fees paid to the host university. For details, please read the information on Registrar's Office website.</p>
12	Transcript	<p>Please provide a valid, personal mailing address in the online registration portal so that the host can send your transcript after the summer programme.</p> <p>Please do not request for your transcript to be mailed to NUS Global Relations Office (GRO). GRO is not responsible for missing transcripts.</p>

ADDITIONAL INFORMATION

9	Visa Application	<p>Holders of a Singapore passport do not require a visa for the duration of the programme.</p> <p>For other nationalities, please check with the Austrian Embassy to see if you need a visa to enter Austria. For more information on visas, please refer to the Austrian Embassy website: https://www.bmeia.gv.at/en/austrian-embassy-singapore/travels-to-austria/entrance-and-residence/visa/</p>
10	Travel Advisories	<p>Visit the MFA website for travel advisories on various countries from the Singapore government.</p>
11	Student Insurance	<p>NUS will continue to offer NUS Travel Insurance for approved study abroad programmes including International Summer Programmes (i-SP).</p> <p>For more information on:</p> <ul style="list-style-type: none"> - NUS Student Travel Insurance Cover, click here - COVID-19-related coverage under the NUS Student Insurance Scheme, click here

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		<p>Students are responsible for ensuring that they have sufficient travel insurance coverage for the entire duration of their trip (inclusive of travel) and are advised to review the insurance coverage/policy to ensure that they meet their needs. Students may purchase additional health and/or travel insurance from their preferred agent.</p>
12	<p>Contact Information</p>	<p>Questions about the programme?</p> <ul style="list-style-type: none"> - Contact the host university via email at isuwu@wu.ac.at <p>Questions specific to NUS GRO?</p> <ul style="list-style-type: none"> - Contact us at global@nus.edu.sg