

IMPORTANT NOTE

Before applying for any summer/winter programme, read the [GRO website](#) 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

Host University Website	https://www.wu.ac.at/en/programs/incoming-students/international-summer-university-wu/isu-wu-2021-online
Programme Location	Online
Programme Dates	Depending on the course(s) chosen: <ul style="list-style-type: none"> • July 12 - July 23, 2021 Vienna Summer School of Responsible Entrepreneurship • July 5 - July 16, 2021 Internationalization Strategy and Data Science
Application Deadline	31 March 2021

Information accurate as of March 2021

COVID-19-related updates

Due to the COVID-19 situation, these are the online courses offered by the host university.

Students may apply for module mapping and transfer a maximum of eight (8) MCs (this is applicable only to electronic summer programmes 2021). Please note that some Schools or Faculties (including School of Computing) will not approve module mapping for remote or online courses. Please check with your home School or Faculty Dean's Office to determine if module mapping can be approved for remote/online courses before applying to the partner university.

ESTIMATED COST OF PARTICIPATION

1	Programme Fee	EUR 600 per course
2	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. If a physical/on-site programme switches to fully online before the commencement of the programme, NUS reserves the right to adjust or retract the financial aid package

PROGRAMME DETAILS

4	Academic Content	Vienna Summer School of Responsible Entrepreneurship
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	<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 government, civil society and the private sector in terms of entrepreneurial behavior. This course is designed to introduce participants to (responsible) entrepreneurship, innovation and start-up culture. Participants will then apply this knowledge in creating, evaluating and selecting impactful business ideas and developing them into sustainable business models in teams. Responsible entrepreneurship is the kind of entrepreneurship that enhances its positive contribution to society whilst minimizing negative impacts on people and the environment; treating customers and competitors honestly; caring about the well-being of employees and consumers; acting as good citizens in the local community and preserving natural resources and the environment.</p> <p>The online-program combines sessions from business school academics with hands-on sessions from business practitioners and successful entrepreneurs. Students will be coached in teams on the development of their specific business plans. At program close, the student start-up teams will present their business plans to the class, and receive final feedback from selected impact entrepreneurs and investors.</p> <p>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 program is open for bachelor's students from WU's international partner institutions, as well as from WU, who will jointly attend this intensive short program and work together on a practiceoriented project. Students will be able to gain international and intercultural experience from their homes. The program promises a diverse, inclusive as well as a sustainable setting. For detailed information on the ISUWU academic program and schedules please visit: Vienna Summer School of Responsible Entrepreneurship.</p> <p>Click here for more info.</p> <hr/> <p>Internationalization Strategy and Data Science</p> <p>In the first part of this course, we focus on the strategies associated with international business. On the one hand, students will learn the relevant theoretical foundations of international expansion. This includes strategies and theories associated with international market selection, ownership strategies, and value chain decisions. On the other hand, strategies to manage an internationally active firm will be presented, discussed, and applied. This includes strategies associated with the global configuration of value chains and functional strategies for marketing, HR, and finance. In the second part of the course, students will learn to understand and apply advanced tools for business analytics. We will develop conceptual and mathematical foundations. Then, we will apply these foundations to analytical questions using R (A language for statistical computing). The course will be accompanied by a learning module in DataCamp, which students can use to acquire basic programming skills, and extend existing knowledge. We will solve simple isolated exercises, as well as more involved issues in business case studies. After completing this course, students will be able</p>
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		<p>to manage and execute data science and analytics tasks, and understand how these tasks contribute to MNC strategy and competitive advantage. In the third part of the course, students will work on a project that combines what was covered in the first two weeks of the class. The online-program combines synchronous and asynchronous sessions from WU and WU partner school academics with hands-on sessions from partners in the industry (tbc). Students will be coached in teams on the development of their projects and studies. The class is a workshop-style course, with many interactive elements and case studies. Students are expected to give presentations, provide feedback on each other's work, and discuss their progress with instructors. The class is also accompanied by an online teaching module, which forms an inherent part of teaching and student evaluation in this class. This online module is provided by DataCamp, a leading provider of online resources for data science training.</p> <p>Click here for more info.</p>
5	Eligibility Requirements	<p>The Summer Programme is designed for undergraduate students with any kind of academic background.</p> <p>NUS' generic eligibility requirements apply, please see GRO website for details.</p>
7	Application Procedure at NUS	<p>You should apply to the host university first and receive the official acceptance from them before informing GRO.</p> <p>Email Hafidz from GRO at Hafidz@nus.edu.sg once you have received your acceptance from the host detailing the courses chosen and period(s) of study.</p> <p>Once GRO has received the confirmation that you are accepted to the host university, the module will be created in the NUS EduRec System for you to register and do module mapping.</p> <p>Approval of module mapping is subject to faculty approval.</p>
8	Application Procedure at Host University	<p>To apply for this programme, students should select the desired course(s) and submit an online application via the host university's website: https://www.wu.ac.at/en/programs/incoming-students/international-summer-university-wu/application-admission</p> <p>In order for the application to be successful, applicants must upload all necessary application documents, demonstrate excellent command of the language of instruction (English), and meet all the requirements specified in the course description. All documents that are not issued in English or German must be provided together with an adequate translation into English or German. We advise to gather all supporting documents before starting the online application process. Only files less than approximately 2MB are allowed to be uploaded. (Allowed filetypes: jpeg, jpg, png, bmp, gif, doc, docx, pdf)</p>
9	Confirmation of participation	<p>You will be informed by the host via email about possible financial support together with the information on your acceptance or rejection.</p> <p>You have to accept EduRec-GE offer as well as the host university offer to confirm</p>

		<p>your participation in this programme.</p> <p>Please read the cancellation policy of this programme before accepting and paying for the programme.</p>
10	Module Mapping	<p>You can start the module mapping process after you apply in EduRec and accept the offer for the programme. Click here for a step-by-step guide on applying for module mapping. Please read the FAQs on module mapping for Summer Programmes in 2021.</p> <p>For clarification, students may contact the SEP administrators/coordinators at their respective home Faculty/School Dean's Office or the academic department. Module mapping request is subjected to approval from the Faculties.</p>
11	Transcript	<p>Please provide a valid, personal mailing address in the online registration portal so that the host can send your transcript to you after the summer programme.</p> <p>Please do not request for your transcript to be mailed to NUS Global Relations Office (GRO).</p>

ADDITIONAL INFORMATION

15	Contact Information	<p>Questions about the programme? Contact the host university at: isuwu@wu.ac.at</p> <p>Questions about module mapping? Visit this webpage.</p> <p>Questions specific to NUS GRO? Contact us at: askGRO</p>
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