

International Summer University^{WU}

Course Program 2021

ISU^{WU} on-campus					
Undergraduate Courses			Graduate Courses		
July Session (July 5 – 23)			July Session (July 5 – 23)		
Week 1-2		Week 2-3	Week 1	Week 2	Week 3
International Business Strategy	Negotiation Management – How to outperform others by effective negotiation skills		IHRM – Leading People via Sensemaking	Sustainable Business – Managing for Tomorrow	Branding – A Practical View and Why It Matters
Responsible International Management in the Digital Age	Digital Marketing and Social Media				
August Session (July 26 – August 13)			August Session (July 26 – August 13)		
Week 1-2		Week 2-3	Week 1	Week 2	Week 3
International Marketing with a Special Focus on Strategic Brand Management	Entrepreneurship Camp		People, Identities and Economics	Strategic Leadership	New Venture Creation
Website: http://www.wu.ac.at/io/isuwu					

ISU^{WU} on-line	
Undergraduate Courses	Graduate Courses
July 2021	
Vienna Summer School of Responsible Entrepreneurship	Supply Chain Management
AI/ML, Big Data, and IB: Advances in Business Analytics and International Business Strategy	
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