

Application period

International *Summer* School 2020

1 January - 31 March 2020

You have to fill out the online application form of the summer school and upload the required documents. For further information, please visit our website:

go.uniwiue.de/wiwi-international



Contact Summer School

University of Würzburg
Faculty of Business Management and Economics

Sanderring 2
97070 Würzburg
Germany

go.uniwiue.de/wiwi-international

Phone: +49 931 31-85979
Fax: +49 931 31-85979-0
E-mail: summerschool@wiwi.uni-wuerzburg.de

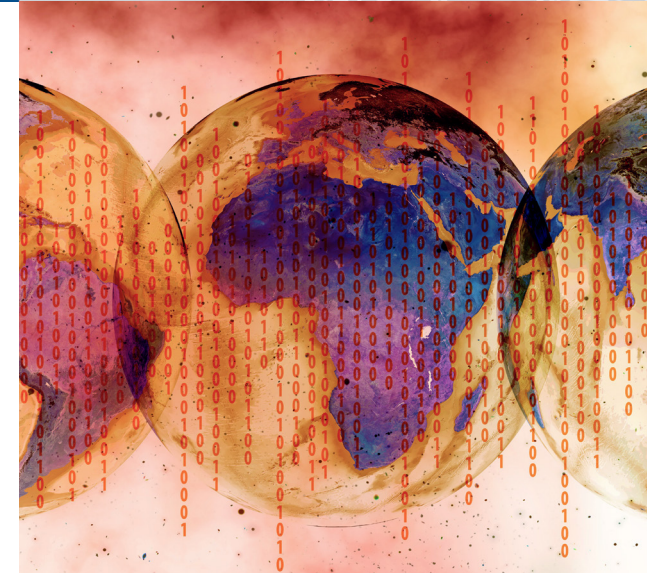
University of Würzburg, Germany
**Faculty of Business Management
and Economics**

International *Summer* School 2020

..... 26 July - 4 August 2020

**Digital Opportunities
in Europe**

Julius-Maximilians-
**UNIVERSITÄT
WÜRZBURG**



Academic Programme

This module is designed for advanced undergraduate and graduate students interested in business information systems and international management. It provides a unique combination of business and information technology, and focuses on opportunities emerging from an increasingly digitalized and globalized economy in Europe. The lectures will cover different aspects of digitalization, business information systems and information management. Due to their interactive design, lectures provide theoretical and practical insights into tomorrow's important topics, including digital business models, business analytics, information management, and blockchain-based technologies.

Social Programme

The lectures are combined with excursions to the international oriented companies and public insititutions which allow for discussions from a more practical perspective.

Cultural activities such as wine tasting and a guided visit tour of the town Würzburg complement the learning experience in order to provide students with a deep insight into the regional life style.

Key Information

Date	26 July - 4 August 2020
Target Group	Advanced undergraduate and graduate students
Language of Instruction	English
Requirements	Intermediate English level
Credits/Certificate	5 ECTS + certificate of attendance
Fee	390€
Application Deadline	31 March 2020
More Information	www.wiwi.uni-wuerzburg.de/international/summer-school/digitalization/

"We enjoyed each minute of the Summer School. It was just great!"

