



WISO@NYC

New York is back!

by Ulrike Decker

While this statement is currently a popular topic of debate among leading US news outlets and business publications such as The Guardian, New York Times Magazine, the Wall Street Journal, and Bloomberg News, it certainly holds true for the University of Cologne's study abroad portfolio: after a 2-year pandemic-induced hiatus, the Faculty of Management, Economics and Social Sciences (WiSo Faculty) is bringing back its unique academic short programme WiSo@NYC.

The WiSo@NYC programme was created in 2011 to offer students across various degree programmes a comprehensive study abroad experience in the heart of New York City. Since its inaugural run, 322 undergraduate and postgraduate students have participated in this six-week intensive programme. With guest lecturers from US-based institutions and international partners, WiSo@NYC aims to build US-specific expertise in a methodological and application-oriented manner, and to develop key competencies in international management and comprehensive leadership. WiSo@NYC explores a variety of current topics such as how critical principles and key technologies can support the increasingly software-intensive nature of contemporary business, how disruptive technologies can change business models and entire industry structures, and how ethical challenges such as data mining, invasion of privacy, data theft, and workplace monitoring may arise correlatively. Participants delve into the theory and processes of negotiation and stakeholder management, all while practicing critical communication and English language skills. Small group assignments, assessment of case studies, negotiation exercises, and frequent presentations, create an interactive and participatory atmosphere and foster experiential learning grounded in real-life situations. Courses, therefore, rely on active yet judicious contributions by students.

Co-curricular excursions provide insights into international business operations and offer additional room for intercultural experiences. In the past, consulting firms like Kearney and EY, innovation hubs like SAP Next-Gen, HPI and the German Accelerator, local offices of the Federal Reserve Bank of New York, and the World Economic Forum, have opened their doors and welcomed WiSo@NYC participants. Visits to the Metropolitan Museum of Art (The Met), the Museum of Modern Art (MoMa), the United Nations Headquarters, and a "Wall Street Walk" through the iconic financial district, have been among the leisure and cultural highlights, along with popular American sporting events like a New York Jets football or New York Mets baseball game, or even the US Open.

Networking is an important component of WiSo@NYC: whether visiting corporate partners, exchanging ideas with alumni*ae, or socializing with fellow participants, there are ample opportunities within formal and informal settings to meet and greet. Due to the small cohorts, frequent group assignments, and daily interactions, WiSo@NYC is an all-encompassing team building and bonding experience with fellow Cologne students—a stark contrast to pandemic-related social distancing and virtual classrooms of past semesters. Participants who successfully complete all programme components earn up to 21 ECTS (Bachelors) / 24 ECTS (Masters) towards their programme of study at the WiSo Faculty. Additionally, grades received within the Studies Abroad modules count toward students' final degree classification. Resilience in the face of crisis and the ability to bounce back—or rather leap forward, are signature characteristics of the Big Apple. Therefore, WiSo@NYC applicants should echo that spirit and demonstrate a can-do attitude: open-mindedness, confidence, and readiness to deal with challenges and new tasks.



For more information,

please visit



or contact

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The application for
WiSo@NYC 2022 is
until the 31st of March 2022.

Attention Master students: a few slots remain for the 2022 programme. The application round will be open via WEX until 31 March 2022.

New Cooperation Agreements

The WiSo Faculty is pleased to add five excellent universities to its portfolio of international partner institutions:

Kozminski University, Poland
University of Sarajevo, Bosnia Herzegovina
University of Bologna, Italy
Vilnius University, Lithuania
Universität Zürich, Switzerland

For detailed information

regarding exchange opportunities with these and many other universities all over the world, please visit



The application for
a term abroad
is open until the
15th of January 2022.