



Certified
in Programs

Certified in Programs – Online & In-class

Certified in Programs – Online & In-class: Education on MBA level

Our Certified in Programs are designed for participants who are interested in broadening their skills and deepening their expertise within a specific business function.

Our Certified in Programs are short-term trainings designed for participants who are interested in developing skills and expertise within a specific business function – either online or on our campus in Düsseldorf. These programs are an ideal option for young professionals with a minimum of two years of work experience as well as for people coming from a non-related business field. In short, for people who want to enhance and deepen their knowledge and increase their potential for reaching the next career step.

Each of these programs focuses on different skills and can be scheduled flexibly to make them best fit your professional and personal schedule. Within just few a months, you can gain a Certificate which is granted with 8 or 10 ECTS credits. It is an ideal alternative to a full university degree, and you can attend the courses next to your regular full-time job. Furthermore, ECTS-credits can be credited when pursuing further education courses at a later stage of your career.





Because today's professionals face
new challenges every day.

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In-class Programs

As part of the in-class Certified in Programs, you will be participating in classes together with our WHU Part-Time MBA, which means that relevance and applicability to your job are at their core. Real-life case studies, as well as practice-oriented methods with group works, create a highly interactive and hands-on program. Each program consists of 4 courses, including 12 teaching days with a compulsory attendance regulation of 75%, which are held on Saturdays and Sundays at WHU Campus Düsseldorf. Upon successful completion of a WHU Certified in Program, you will be awarded a certificate along with 8 ECTS credits (13% of an MBA).

Online Programs

These programs run fully online and consist of self-paced learning and live-teaching sessions which take place on Saturdays at 1:00 pm (CEST). All courses last 4 weeks and include a final examination. With these programs, you will benefit from innovative teaching methods and a virtual but collaborative learning experience as you will be working together with our Global Online MBA students. All online courses are pitched at the MBA level and after successful completion of the program, you will be granted a WHU Online Executive Education Certificate and 10 ECTS credits, which can be credited to an MBA (16% of an MBA).

How and where learning takes place	<ul style="list-style-type: none"> – In-class – Saturdays and Sundays on Campus in Düsseldorf 	<ul style="list-style-type: none"> – Online – Self-paced learning – Saturdays Live-Sessions from 1:00 pm (CET/CEST)
Your time investment	<ul style="list-style-type: none"> – 8 weekends (12 teaching days) – Take home exam – Group work 	<ul style="list-style-type: none"> – 4 x 4 weeks (~17 hours per week) – Take home exam – Group work
Customize your learning journey	✓	✓
Study material included	✓	✓
Catering during the program	✓	✗
ECTS Credits (% MBA)	8 ECTS Credits (13%)	10 ECTS Credits (16%)
Upon completion	WHU Certificate & Transcript of Records	WHU Certificate & Transcript of Records

Examinations are an important part of this program and can be executed as*:

- Class participation
- Group project
- Case study

- Individual written homework assignments
- Take home, open book or other forms of final exam

*Examination format and content may be subject to change.

The WHU Certified in Programs allow you to enhance and deepen your knowledge in various management areas and obtain expertise in one specific business function.



Participant Profile

The WHU Certified in Programs are specially designed to combine a professional schedule with a learning opportunity and are therefore highly suited for young or middle-management talents with at least two years of working experience and proof of a Bachelor or equivalent first degree. Participants should be willing and able to fully engage during the courses, as teamwork makes up a substantial part of the programs and course gradings. The participants come from diverse industry and organizational backgrounds, further enriching the learning experience and creating a valuable network of peers from all over the world.





Certified in Finance & Accounting

The Certified in Finance & Accounting Program provides specialization in the dual areas of finance and accounting. It gives you a comprehensive overview of financial decision-making and provides you with working knowledge of financial accounting. You will be introduced to the terminology of both topics and familiarized with the basics as well as some advanced concepts and theories.

Short Facts

Location Düsseldorf, Germany

Courses Choose 4 out of 5

Format 4 x 3 teaching days

Dates Detailed information online

Language English

Fee €6,950*

Certificate WHU Certificate

*including tuition, session materials, meals during the day. Special fees available.

Corporate Finance

This course covers the basic principles of corporate finance and develops the necessary practical tools for financial decisions and corporate valuation. It considers the goals of an enterprise against the background of different corporate governance regimes and takes a closer look at the relationship between stock prices and the cost of equity. In this context, practical guidelines to derive the cost of capital for single projects and for the whole enterprise will be discussed. The course will provide an overview of an enterprise's external financing alternatives (debt and equity) and the security issuance process (IPOs).

Course benefits:

- Derive the relationship between an enterprise's stock price and the cost of equity
- Develop the necessary practical skills to estimate the cost of capital of an enterprise
- Understand the impact of financial leverage, tax, and financial distress on the cost of capital
- Learn about financing sources for corporations and equity financing

Financial Accounting

Accounting is "the language of business." It is spoken by investors, financial analysts, internal and external auditors, supervisory boards, management accountants, bankers, and other decision makers with whom managers regularly interact. It is widely agreed that future business leaders need to understand this language in order to be able to interpret and use financial statements and other accounting information for internal management purposes (e.g., planning, directing, controlling) as well as corporate communication purposes (e.g., capital markets, banks, rating agencies).

Course benefits:

- Understand the purpose of financial accounting and know the users of financial statements with their respective information needs
- Understand the structure, functions, and interrelation of the basic financial statements (balance sheet, income statement, and cash flow statement)
- Be able to perform a structured fundamental analysis of financial statements in order to assess a firm's profitability, liquidity, and solvency



Management Accounting

Accounting only serves as the basis to provide us with the figures we need to discuss and support decisions. The figures will only be one part of the equation. It will be rare in this class to obtain a mathematically correct solution. We will focus on the behavioral issues of management accounting instead. This will allow us to illustrate some of the real problems of management accounting in large corporations, for example drowning in huge amounts of reporting information which hardly anybody in the organization understands anymore; or eliminating profitable or strategically important products or services because a management accounting systems which produces endless mountains of opaque figures “proves” these items are not really making money.

Course benefits:

- Understand the major tools Management Accounting has to offer
- Discuss the behavioral implications of Management Accounting Information
- Being able to define a suitable corporate financial top-down objective
- Realize the key steps and ingredients of the budgeting process

Managerial Finance

This course covers the foundations of financial decision-making. The theoretical footing of the course is inspired by two major paradigms: neoclassical economics and behavioral economics. You will be introduced to the basic concepts of finance, starting with basic tools for the evaluation of different sorts of investment projects. Building on that, you will learn how risk and return can be measured and calculated under neoclassical assumptions, and the “efficient frontier” theory will be introduced.

Course benefits:

- Understand the basics of neoclassical economics and behavioral economics
- Be familiar with the basic tools needed to objectively assess investment projects
- Understand how financial risks can be managed and measured

The World Economy

This course examines crucial aspects of international economics that are relevant for enterprises involved in international business. The global business environment comprises trade, international investment, and foreign exchange operations. The topics covered in this course explore how economic linkages between countries affect the optimal decision of enterprises and also domestic economic developments. As a special feature, the course also discusses the European integration process, focusing on trade integration and the monetary unification process.

Course benefits:

- Understand the main drivers behind globalization of markets and players
- Elaborate the role of international institutions in trade conflicts
- Describe different forms of regional economic integration
- Learn about the costs and benefits of a monetary union
- Differentiate crisis prevention and crisis management



ee.whu.edu/cifa



Certified in Marketing & Sales

The WHU Certified in Marketing & Sales specializes you in the topic of marketing, giving you a broad overview of its many different facets. You will be familiarized with the concepts of B2C and B2B marketing as well as the peculiarities of services marketing. All marketing and sales courses will showcase best practice examples. You will discuss real-life cases with your classmates to be able to transfer the knowledge into your workplace.

Short Facts

Location Düsseldorf, Germany

Format 4 x 3 teaching days

Dates Detailed information online

Language English

Fee €6,950*

Certificate WHU Certificate

*including tuition, session materials, meals during the day. Special fees available.

B2B Sales Management

This course offers an introduction to the strategic, operational, and organizational challenges entailed in B2B sales management. It examines various managerial issues surrounding effective sales force management as well as the management of customers in the B2B environment.

Course benefits:

- Understand sales strategy in the overall context of the business and marketing strategy
- Be able to identify challenges and key issues associated with the creation and management of professional sales organizations in the B2B environment
- Understand the advantages and disadvantages of different sales force organization structures
- Understand methods for calculating sales force size and be able to compute the numbers of salespeople needed for different selling situations
- Know types of compensation and factors influencing sales compensation plans
- Be able to describe the major fields of managing customer acquisition, customer retention and customer segmentation
- Know important factors to be considered in organizing strategic account management programs



Marketing

This course introduces basic concepts, tools, and frameworks in marketing combined with practical examples. A broad range of marketing issues in a variety of consumer, industrial, and service environments are covered. Topics include buying behavior, marketing research, strategic aspects of marketing, and marketing mix.

Course benefits:

- Learn about the importance of marketing for a firm
- Understand the scope of marketing decisions and selected marketing concepts, tools, and frameworks
- Analyze, evaluate and solve marketing-related issues
- Learn about the main marketing models, like McCarthy's 4P's
- Hone your general management capabilities

Price Management

Pricing is one of the (only) 4Ps generating turnover. Moreover, price is the strongest profit driver! It has direct impact on profits, direct impact on sales volume, and indirect influence on fixed costs. In this course, theories and managing practices are supported by current examples that are embedded in the lecture and by guest speakers. Participants have to deal with the challenges of price management based on a case study and hold a group presentation illustrating their solutions.

Course benefits:

- Gain advanced knowledge in price management, with a high emphasis on managerial and entrepreneurial practice
- Get familiarized with the price management process and its four steps: strategy phase, analysis phase, decision-making phase, and implementation phase

Strategic Brand Management

The course combines interactive lectures, guest speakers' presentations, exercises, and real-life cases. The cases are focused on consumer goods brands. However, this course is intended not only for those students interested in branding and marketing, but also for those students interested in consulting, entrepreneurship, and general management.

Course benefits:

- Insights into planning and evaluating brand strategies
- Concepts and techniques to improve long-term profitability of brand strategies



ee.whu.edu/cims



Certified in Strategy & Organization

The Certified in Strategy & Organization Program is the broadest of all WHU Certified in Programs. It gives you a comprehensive overview of strategy at both company and a competitive level and familiarizes you with the important functions within an enterprise.

Short Facts

Location Düsseldorf, Germany

Courses Choose 4 out of 5

Format 4 x 3 teaching days

Dates Detailed information online

Language English

Fee €6,950*

Certificate WHU Certificate

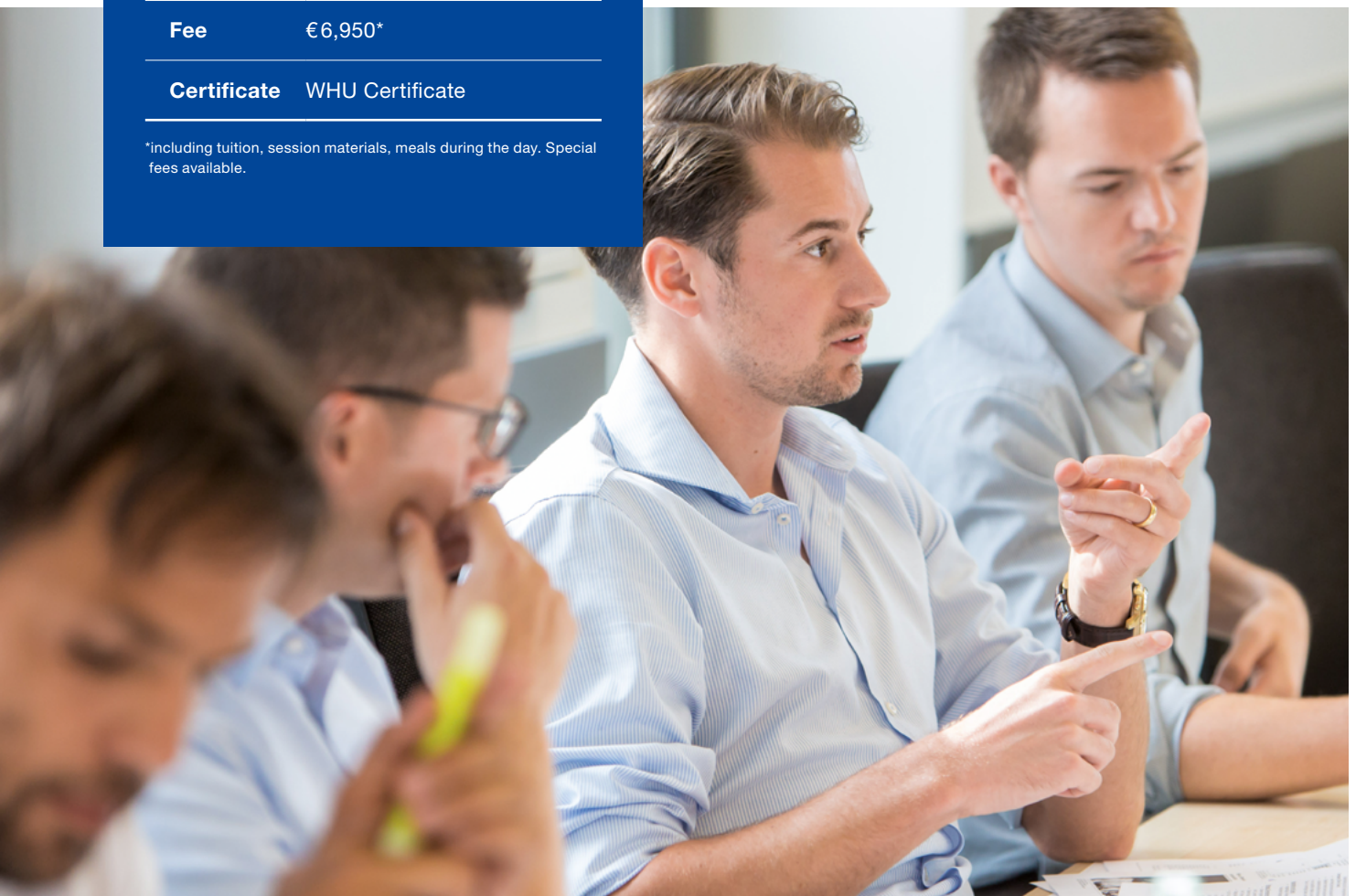
*including tuition, session materials, meals during the day. Special fees available.

Economics of Corporate & Competitive Strategy

It is the prime function of the General Manager to determine where, when, and how to best utilize the business organization's assets and resources. The aim is to improve the executive manager's ability to make sound and well-timed decisions by applying concepts and tools of microeconomics, game theory, and strategic management theory.

Course benefits:

- Understand how enterprises can create value and position themselves within the arena of markets
- Analyze where and when to compete, in particular how to distinguish attractive from unattractive markets
- Examine changes in economic or industry conditions



Innovation Management

Innovations are a prerequisite for achieving a competitive advantage and profitable growth in many industries. The successful management of innovations requires new management techniques. This course is designed to give an overview of fundamental aspects of innovation management as part of a general management program at the master's level. It covers strategic, organizational, and procedural aspects of managing product, process, and business model innovation across different industrial and competitive environments.

Course benefits:

- Understand the most critical aspects of innovation management at a sufficient level of depth
- Learn about the implications of innovating (or not) for all major industries including services
- Apply multiple innovation management tools and concepts in practice

Operations Management

This course provides an introduction to Production and Service Operations Management. Overall, it's about adopting a process view. The first part of the course highlights the importance of keeping manufacturing jobs in Europe and to constantly raise the firm's productivity. The second part of the course focuses on process execution and improvement. The third part of the courses discusses process planning and optimization. Lastly, focusing on management quality for industrial excellence.

Course benefits:

- Learn how to effectively analyze, manage, and improve the processes within manufacturing or service companies
- Analyze the essentiality of manufacturing in Europe
- Examine the possibilities of process optimization
- Understand how the quality of a company's management influences industrial excellence

Organizational Behavior

People are an organization's most important asset. The knowledge, skills, talents, and experiences that people bring with them are the key factors that give organizations a competitive advantage. People formulate the strategies and discover the technologies that drive businesses, and are ultimately responsible for companies' success.

Course benefits:

- Develop a critical understanding of the key issues and concepts in organizational behavior
- Analyze patterns and bottlenecks by reflecting on your own experience
- Extrapolate and develop better people skills
- Hone capabilities for leadership roles that require management of relationships, teams, and organizations

Strategic Sourcing

The old saying "a penny saved is a penny earned" (Benjamin Franklin) is as relevant as ever. The increasing value percentage of purchased goods, the further opening up of global markets, highly volatile raw material prices, and the ever-growing necessity to collaborate with suppliers right from the early phases of new product development underline the enormous leverage effect of supply management on overall company success. Supply management has thus become a key element for achieving competitive advantages.

Course benefits:

- Gain an appreciation of the strategic role of sourcing/supply management in a global economy
- Acquire in-depth knowledge about the main theories, concepts, and tools needed for successful global sourcing/supply management
- Receive a set of concepts and practical tools to use in support of your supply management decision-making



ee.whu.edu/ciso

FAQ



No 1 | How can I book a program?

To apply for one of our online or in-class Certified in Programs, please visit our website ee.whu.edu/cip and choose a program.

No 2 | How does the admissions process work?

Your application will be thoroughly reviewed by our Admissions Committee with regards to program specific criteria such as work experience and professional background. You can find the requirements on our respective program web page. As soon as you are accepted into the program, you will receive an official confirmation email.



No 3 | Is there an application deadline?

The modules of the in-class programs are offered on a yearly basis. Therefore, you can start the program with any course of your choice. The online programs are structured differently and are only offered at a certain time. Nevertheless, applications can only be accepted 4 weeks before the course starts.

No 4 | What is the target group of WHU's Certified in Programs?

The Certified in Programs are targeted at professionals who have gained 2 – 10 years of professional experience in various sectors. They are specially designed for professionals interested in certain parts of an MBA, or those who do not have the time or resources to attend a full MBA program. Nevertheless, it is possible to accredit the achievements (ECTS credits) of this program if an MBA will be pursued in future.



No 5 | How long does it take to process my application?

Usually, it takes around 2 – 5 business days to process the application.



No 6

When do the programs start?

Our programs take place on a regular basis. The current dates for each program, as well as the corresponding courses, can be found on our website. It is possible to enter the program at any time starting with the course of your choice.



No 7

What happens if I am not able to attend specific dates or courses due to appointment conflicts?

Any courses can be caught up at a later date. As soon as there are later dates scheduled, they will be published on the respective website.

No 8

Can I join the program without a university degree?

Yes, in this case a successful completion of a GMAT or WHU Admissions Test will be required. For more information on the WHU Admissions Test, please contact us directly.

For further questions regarding the Certified in Programs, please visit our website or contact us directly:

ee.whu.edu/cip
certifiedinprograms@whu.edu
+49 211 44709 178

“The concepts and topics covered in the Certified in Program were extremely valuable and cutting-edge which helped advance my knowledge of the modern business environment. **The strategy and organization courses introduced me to concepts I didn’t even know existed,** and the professors are extremely talented and knowledgeable in the topics they teach. The focus on real-world examples brought relevance to the concepts taught.”



Tyson Vogel, Senior R&D Engineer at Contract Medical International GmbH,
Participant of the Certified in Strategy & Organization



Certified in Finance & Economics

The Online Certified in Finance & Economics Program is a virtual Executive Education Program, focusing on the areas of finance and economics. This program will introduce you to the fundamentals of both topics and equip you with the necessary insights, skills, and tools.

Short Facts

Location	Online
Courses	Choose 4 out of 5
Format	4 x 4 weeks
Date	Detailed information online
Language	English
Fee	€6,950*
Certificate	WHU Certificate

*including tuition, session materials. Special fees available.

Financial & Management Accounting

Accounting is “the language of business”. It is spoken by managers, employees, investors, financial analysts, internal and external auditors, supervisory boards, management accountants, bankers, and other decision makers with whom managers regularly interact. In this course, participants will learn to understand and use this language in order to interpret and use financial statements and other accounting information for internal management purposes as well as for external corporate communication purposes.

Course benefits:

- Being able to define a suitable corporate financial top-down objective
- Realize the key steps and ingredients of the budgeting process
- Understand the structure, functions, and interrelation of the basic financial statements (balance sheet, income statement, and cash flow statement)
- Be able to perform a structured fundamental analysis of financial statements in order to assess a firm's profitability, liquidity, and solvency





Managerial Finance

This course covers the foundations of financial decision-making. You will be introduced to the basic concepts of finance.

Course benefits:

- Understand the basics of neoclassical economics and behavioral economics
- Become familiar with the basic tools needed to objectively assess investment projects
- Understand how financial risks can be managed and measured

The World Economy

This course introduces you to important economic aspects that are relevant to firms involved in international business. Special features of globalization, foreign direct investment activities, international trade, and the foreign exchange market will be discussed.

Course benefits:

- Understand the main drivers behind the globalization of markets and players
- Elaborate on the role of international institutions in trade conflicts
- Describe different forms of regional economic integration
- Learn about the costs and benefits of a monetary union
- Differentiate crisis prevention and crisis management

Corporate Finance

This course covers the basic principles of corporate finance and further develops the necessary practical tools for financial decisions and corporate valuation.

Course benefits:

- Derive the relationship between an enterprise's stock price and the cost of equity
- Develop the necessary practical skills to estimate the cost of capital of an enterprise
- Understand the impact of financial leverage, tax, and financial distress on the cost of capital
- Learn about financing sources for corporations and equity financing

Economics of Corporate & Competitive Strategy

This course will help you develop strategic judgment on the effects of firms' corporate and competitive strategies and tactics to derive implications for strategic leadership.

Course benefits:

- Understand how enterprises can create value and position themselves within the arena of markets
- Analyze where and when to compete, in particular how to distinguish attractive from unattractive markets
- Examine how changes in economic or industry conditions affect business strategy



Certified in Strategy & Digitalization

The Online Certified in Strategy & Digitalization Program is a virtual Executive Education Program, focusing on the areas of strategy and digitalization. This program presents an introduction to the topics of strategy and digitalization and will help participants to start their roadmap towards a strategic and digital transformation.

Short Facts

Location	Online
Courses	Choose 4 out of 6
Format	4 x 4 weeks
Date	Detailed information online
Language	English
Fee	€6,950*
Certificate	WHU Certificate

*including tuition, session materials. Special fees available.

Organizational Behavior

It is not just knowledge that brings power, but the effective application of knowledge. If you want to strive in an organizational world, you must also be able to integrate your knowledge with other people's knowledge, convince team members of your ideas, offer them feedback, handle conflicts, deal with people who see the world differently than you do, and ultimately also lead others. This course provides you with theoretical knowledge and practically applicable tools to handle these challenges.

Course benefits:

- Develop a critical understanding of the key issues and concepts in organizational behavior
- Analyze patterns and bottlenecks by reflecting on your own experience
- Develop and employ better people skills
- Hone capabilities for leadership roles that require management of relationships, teams, and organizations

Strategy Execution

This class discusses the key challenges in strategy execution by asking and elaborating on the seven strategy questions. Additionally, management control systems associated with each of the questions will be presented.

Course benefits:

- Foundations for strategy execution management control systems
- How to allocate resources to customers
- Creating accountability and commitment
- Diagnostic control systems, performance management, BSC, Compensation, shared responsibilities, etc.
- Strategic Risk and Change Management



Transformation & Innovation in the Digital Age

In this course, you will receive academically grounded concepts and insights on digital innovation and transformation. In addition, several frameworks and templates will be presented to help participants in systematically analyzing particular digital innovation challenges.

Course benefits:

- Introduction to academically grounded concepts and insights on digital innovation and transformation
- Get familiarized with several frameworks and templates to systematically analyze digital innovation challenges
- Learn to apply the provided insights and frameworks in practice

Strategic Management

In this course, participants will get a deeper insight into the topic of strategic management and learn how to create and implement measures in order to reach a company's goals.

Course benefits:

- Understanding the foundations of strategy
- Conducting analysis using core strategy tools to understand your competitive and organizational environment
- Doing strategic planning and decision-making

Omnichannel Business

Digitalization in all its technological facets is going to radically change the traditional retail landscape. Companies must adapt to this changing environment if they want to successfully face digital transformation. This course focuses on how Omnichannel Business can be used to realize consumer-centric growth in the digital age.

Course benefits:

- Understanding the challenges of the Digital Age and developing strategies for blending the physical and digital world
- Generating Omnichannel Consumer Insights (e.g., big data)
- Learn how to optimize Omnichannel Product and Category Management, Price Management, Cross-Media Communications, Relationship Management, Sales Channel Choices and Coordination, Omnichannel Fulfilment

Entrepreneurial Tools

The goal of the course is to provide a comprehensive and relevant overview of methods and tools used in the start-up scene and to train building a pitch deck for a business idea, either for developing a venture or for a company innovation/technology project.

Course benefits:

- Learn how managers can create, develop, sustain, and lead innovative new businesses or initiatives
- Understand the interface between a corporation and the innovation and entrepreneurial ecosystems
- Learn how to adopt an open systems perspective
- Understand how to effectively tap into the external environment to initiate change, drive innovation, and build new growth platforms



ee.whu.edu/cisd



Certified in Value Chain Management

The Online Certified in Value Chain Management Program focuses on a broad variety of activities and processes within an organization that are needed to create a product or service. This program will introduce you to the different stages of value creation, starting with a product or service idea and ending with its distribution. This includes important aspects such as design, procurement, production, quality control, and others. The more value an organization creates, the more competitive it will be.

Short Facts

Location Online

Format 4 x 4 weeks

Date Detailed information online

Language English

Fee €6,950*

Certificate WHU Certificate

*including tuition, session materials. Special fees available.

Strategic Sourcing

This course will provide you with in-depth knowledge on supply management essentials and selected concepts from this field, including strategic aspects of sourcing and current developments. You will be able to manage the triangle of “cost out, value in, managing risk” from a procurement perspective.

Course benefits:

- Gain an appreciation of the strategic role of sourcing/supply management in a global economy
- Acquire in-depth knowledge about the main theories, concepts, and tools needed for successful global sourcing/supply management
- Receive a set of concepts and practical tools to use in support of your supply management decision-making



Logistics & Supply Chain Management

In a volatile, uncertain, complex, and ambiguous (VUCA) environment, logistics has become a major bottleneck within both regional and global supply chains. At the same time, logistics and SCM offer the potential to shape value creation both at the operational and the strategic level. Therefore, this course discusses the key concepts that allow companies to tackle today's challenges and attain competitive advantage.

Course benefits:

- Understanding the role of logistics and supply chain management for value creation and competitive advantage
- Understand current challenges in global supply chains
- Understanding fundamental concepts that underlie supply chain management (e.g., manufacturing postponement, logistics postponement, push/pull)
- Assessing different strategies that firms can follow in the context of logistics and supply chain management
- Designing and optimizing distribution networks as a driver of an efficient logistics structure given different design options
- Understanding the role of LSPs and logistics outsourcing as a strategic option

Marketing in a Digital World

The course supplies participants with the most essential marketing concepts and skills. Participants are introduced to academically grounded concepts and insights. Some emphasis is given to the most essential quantitative techniques, especially regression and customer lifetime analysis.

Course benefits:

- Understand the impact of digitalization on marketing
- Learn how to optimize your business models through digitalization
- Get to know analytic tools that can be used to change processes within the marketing department
- Learn how to optimize your customer experience

Operations Management

Operations management is about designing, managing, and improving the activities involved in creating products and services and delivering them to customers. In this course, we strive to thoroughly characterize operating processes in terms of “how is this process doing” and “how can the process be improved.”

Course benefits:

- Understanding of process analysis, capacity management, forecasting, queueing models, scheduling, and quality management
- Develop spreadsheet models that support decision-making

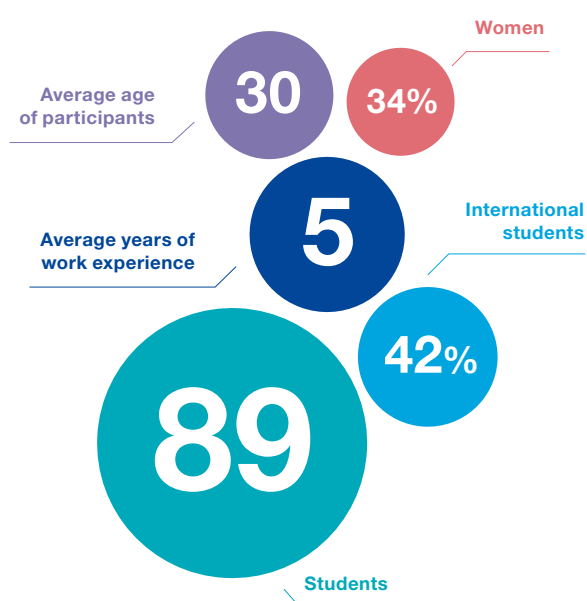


The Certified in Programs as starting point for an entire MBA Program

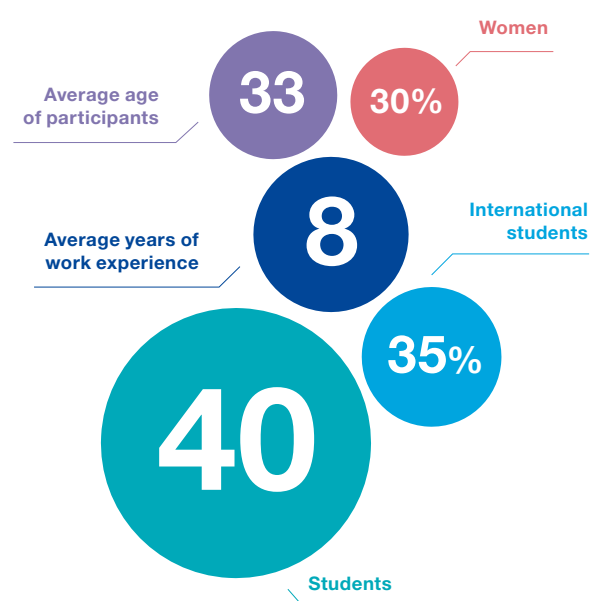
Are you thinking about pursuing an MBA, but you are not fully convinced yet?

In this case, the Certified in Programs might be the right fit to start your journey towards an MBA. Enhance and deepen your knowledge in a specific managerial area by individually completing single-core modules of the MBA program, with the option to finalize an MBA over the course of several years next to your full-time job. This option is a great chance to get a first glimpse into our MBA Programs at WHU and might help you to determine whether an MBA might be the right fit for you.

Class Profile Part-Time MBA*



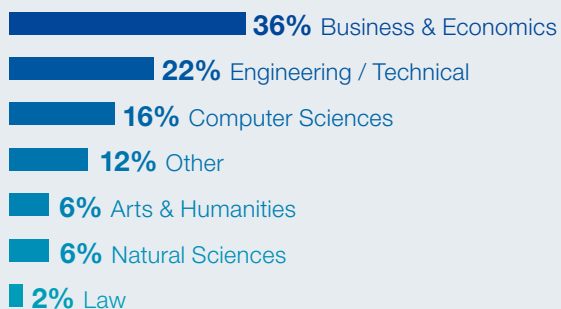
Online Class Profile Global Online MBA*



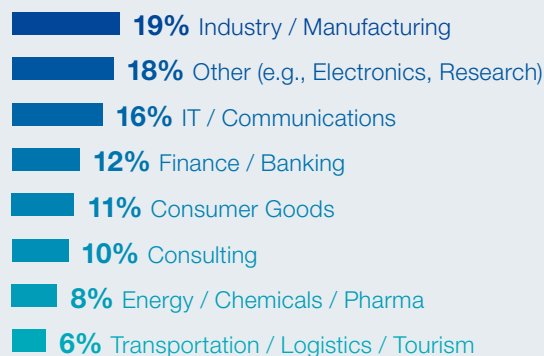
*Intakes 2021

In-Class / Part-Time MBA*

Academic Background

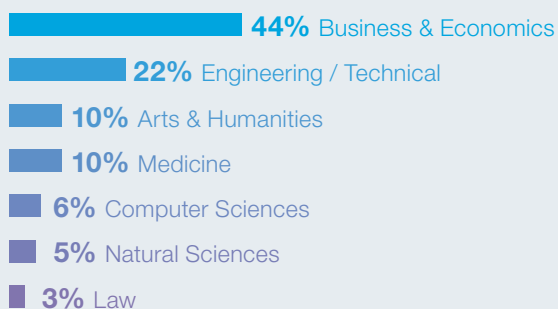


Sector Background

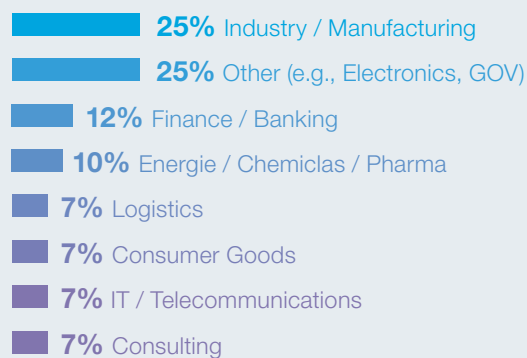


Online / Global Online MBA*

Academic Background



Sector Background



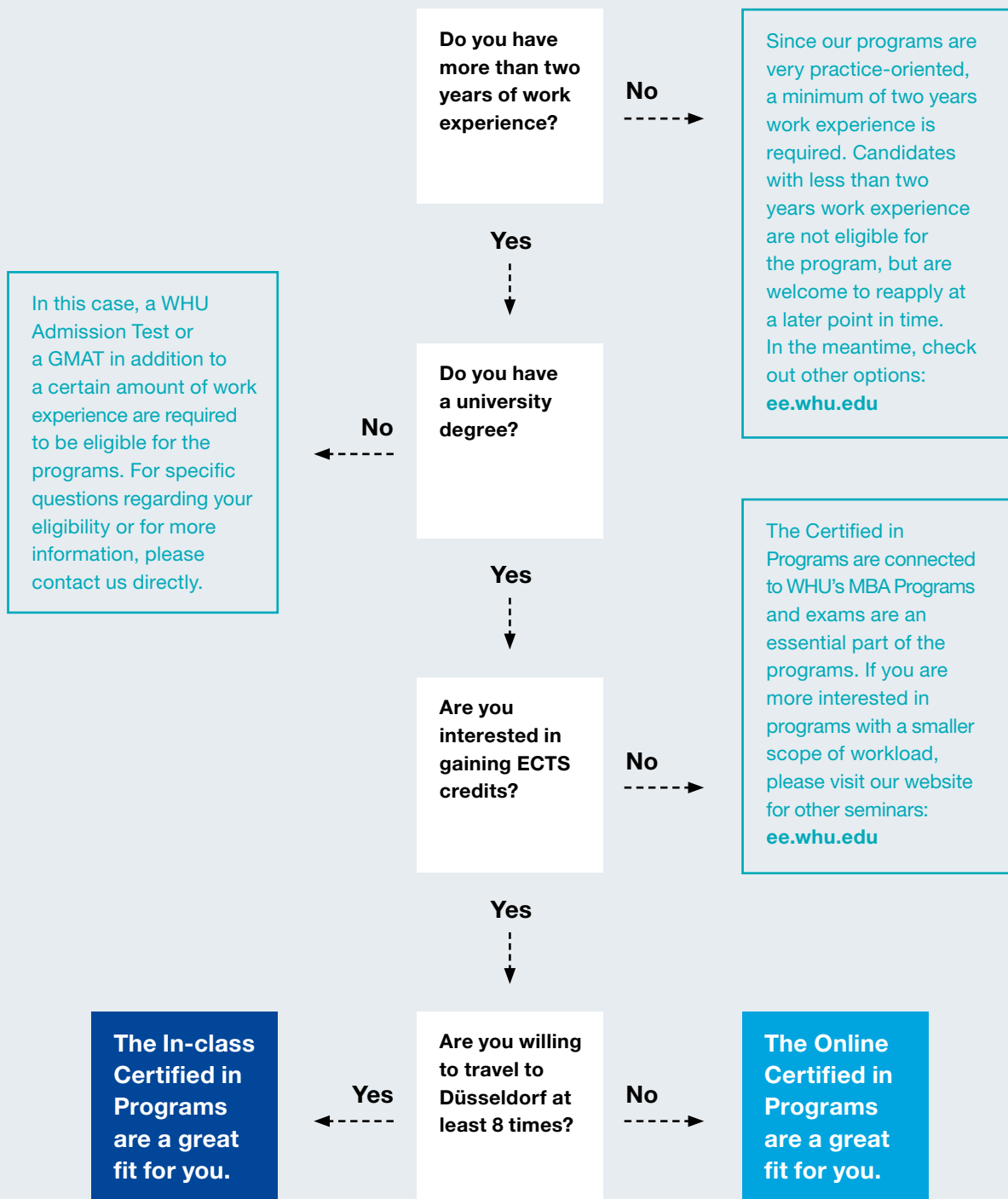
*Intakes 2021

Become part of an international Network





Find out if the Certified in Programs are the right fit for you and which format suits you the best



Parental leave:

Take the chance to enhance your professional skillset

WHU Executive Education is supporting parents on parental leave who are on the look out for new educational challenges: The Certified in Programs at WHU represent a great learning opportunity for parents to acquire new business knowledge during their time off work. **We are delighted to offer parents a complimentary Birkman Profile & Analysis on top of any Certified in Program.** For more information regarding this offer, please contact us directly.

Are you in need of financial support?

For our Certified in Programs, we offer scholarships of 25% for visionary women and emerging market leaders who are keen to enhance their professional skills! To apply for a scholarship, please complete the application and send a letter of motivation to **certifiedinprograms@whu.edu**.

The deadline to apply is 3 months before the program start. Visit our website for more information: **ee.whu.edu/information/diversity-scholarships**

“The Online Certified in Strategy & Digitalization Program was organized and executed very professionally at all levels. I learned a lot and profited from the course in terms of personal development. The participants were a good blend of different industries and functions. **I benefited from interesting discussions and food for thought that arose through the various characters and experiences.**”



Daniela Blasey, Head of Procurement Electronics/Electronics

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About WHU

WHU – Otto Beisheim School of Management is an internationally oriented and privately financed business school. Founded in 1984, WHU is now one of the most renowned German business schools and enjoys a strong international reputation.

WHU Executive Education participants profit from high-quality programs for managers, high-potentials, and (senior) executives – all of them representing the leading minds of today and tomorrow:

Leading Leading Minds.

Both Open Enrollment and Customized Programs enable executives to achieve their professional goals and improve their company's strategy by giving them deep insights into current global economic developments, providing practice-oriented knowledge, and offering excellent networking opportunities.

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