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About WHU

WHU – Otto Beisheim School of Management is an internationally oriented and privately financed business school based in Vallendar and Düsseldorf. Founded in 1984, WHU is now one of the most renowned German business schools with an exceptional national and 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.

More information: ee.whu.edu

WHU – Otto Beisheim
School of Management
Executive Education

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Open
Programs

Open Programs: Development programs for professionals and executives.

WHU – Otto Beisheim
School of Management
Executive Education



EXECUTIVE
EDUCATION

Welcome to WHU

Executive Education:

Leading Leading Minds.



Executive Education Programs at one of Germany's leading Business Schools

“We prepare the leaders of today and tomorrow for the upcoming economic and social challenges.”

We are convinced that preparing leaders for today's challenges and the ones yet to come is of the utmost importance. Now is the time to master change, lead transformation, rethink business models and enhance the entrepreneurial mindset. We are delighted to present our Open Programs Portfolio for the year 2023 in this brochure. We have again added new development opportunities on high-potential, middle management and executive level. We are looking forward to welcoming you to our in-class and online programs!

Dr. Rebecca Winkelmann



Dr. Rebecca Winkelmann
Managing Director, Executive Education

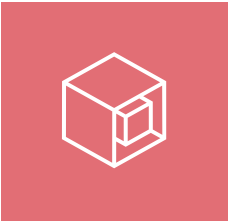


Professor Dr. Markus Rudolf
Dean WHU

Our Portfolio



Open
Programs



Customized
Programs



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Advanced Management for Senior Professionals Program

This advanced management program is specifically designed for senior professionals on their way up the corporate ladder within their organizations, or business owners who aim at preparing themselves to face future business challenges. In this intense 5-day program (2 modules à 2,5 days with additional short online sessions in between modules), you will sharpen your leadership personality, and interact with peers beyond your own industry background.

Short Facts	
Location	– Düsseldorf, Germany
Format	– 2 x 2,5 days & virtual sessions
Language	– English
Fee	– € 7,950*
Website	– ee.whu.edu/amsp

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

Participant Profile

- Senior professionals who have recently made a transition to an executive management position or board-level position, or who are preparing to do so in the near future
- Senior HR development professionals who are driving the development agenda for senior-level positions within their organization
- Participants should have more than ten years of leadership experience

Your Benefits

- Enhance your strategic impact and drive corporate transformation
- Reflect on inspirational leadership and the power of emotions
- Prepare to compete in market environments with disruptive innovators
- Excel in the execution of strategic or change initiatives
- Become part of an active network of peers and past program alumni

Advanced Management Programm für Ärztinnen / Ärzte

This intense and exclusive program addresses the daily challenges of medical doctors with regards to entrepreneurial decision-making in the face of the everyday struggle between reason and profit. A special focus is on the topics of finance, taxes, and digitalization. Further, participants will reflect on their leadership personalities and will learn to become more resilient toward challenges and setbacks.



Short Facts	
Location	– Düsseldorf, Heidelberg & Online
Format	– 4 days + short virtual sessions
Language	– German
Fee	– € 6,950*
Website	– ee.whu.edu/amp-aerzte

* including tuition, session materials, meals during the day.

Participant Profile

- Experienced clinical doctors, such as senior physicians who are working towards becoming chief physicians
- Non-hospital doctors in the outpatient sector who manage, or are in the process of setting up or restructuring, a large organization
- Experienced doctors who are interested in setting up on their own or are keen to learn more about economic issues

Your Benefits

- Gain a broader perspective on the changes in your market environment and learn about the impacts these will have on your working practice
- Learn about “best practices” in the field of digitalization – both in a practical and a clinical setting
- Reflect on your authenticity as an executive and decision-maker; learn how to motivate high-performance teams
- Expand your professional network and use the protected space to reflect on your own challenges and receive feedback
- Learn about relevant tools for better management of the economic aspects of your everyday work

CIO Leadership Excellence Program

Digital transformation is the key challenge for executives. WHU and IDG Business Media AG offer an advanced program for senior executives in IT and digitalization that enhances your capabilities to lead your organization into a digital, disruptive, and globalized economy. In cooperation with:



Short Facts	
Location	– Düsseldorf, Germany
Format	– 5 days
Language	– English
Fee	– € 4,700*
Website	– ee.whu.edu/cio-lep-basis

* including tuition, session materials, meals during the day.

Participant Profile

- Chief Information Officer (CIO)
- Chief Digitalization Officer (CDO)
- Head of IT Strategy
- Vice President IT
- Vice President Digital Transformation
- Director of Strategy

Your Benefits

- Connect to peers and expand your professional network
- Enhance your capabilities to lead your organization into a digital business environment
- Boost your ability to inspire your team(s) and lead transformational change
- Enrich your toolbox in agile management practices
- Broaden your scope on the global level of digital transformation
- Become a member among more than 250 program alumni who actively connect

High-Performance Board Member Program

This program is designed to give you pragmatic new insights and valuable tools to amplify your impact in the board room and secure your organization's future. Industry and academic experts from WHU and IESE Business School will accompany you to ensure you magnify your contribution in your particular role, create strategic value, and ensure a sustainable competitive advantage for your organization. In cooperation with:



Short Facts	
Location	– Germany & Spain
Format	– 7 days
Language	– English
Fee	– € 13,850*
Website	– ee.whu.edu/corporate-boards

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

Participant Profile

- C-suite executives currently serving on corporate boards
- Next-generation leaders preparing to transition to a board role
- Top-level public officers
- Senior managers seeking to shape and engage their board of directors

Your Benefits

- Pragmatic understanding of the roles, responsibilities and best practices of corporate boards and their influence on long-term success
- Frameworks for analyzing key organizational challenges in evolving institutional and disruptive digital environments
- Insights for encouraging an effective board culture, with strategies for managing conflicts and boardroom power dynamics
- Key competencies for cultivating strategic partnerships between board and senior management, advancing stakeholder interests

Management-Führungs- kräfteprogramm für Non-Profits

The Management Program for Executives in the Non-profit Sector (Management-Führungskräfteprogramm für Non-Profits) by WHU and DSA helps you expand your strategic toolkit and establish additional networks. During the program week, you will engage in discussions with our lecturers in interactive learning sessions, consider practical cases in small groups, and put agile methods into practice. In cooperation with:



Short Facts	
Location	– Düsseldorf, Germany
Format	– 5 days
Language	– German
Fee	– € 3,850*
Website	– ee.whu.edu/nonprofitamp

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

Participant Profile

- High-potentials and executives from the foundation and not-for-profit sector
- DSA and WHU alumni, as well as graduates of other programs in foundation management
- Participants should have at least five years experience in management, governance, or project management at non-profits

Your Benefits

- Management in the non-profit context: outlook on the latest management techniques and insights into new management approaches
- Context: strategic implications of new legal and fiscal/ financial frameworks
- Transformation: digitalization of civil society as an opportunity and challenge for non-profit actors
- Innovative business models: social enterprises as an innovative instrument for extensive and sustainable social impact
- Agile methods&ways of working: opportunities for deploying agile methods (e.g., design thinking) in the non-profit context

The Essence of Coaching for Senior Leaders Program

During this program, you will learn how to authentically add coaching to your leadership signature. You will primarily learn how coaching works from a practical perspective. Using the Leadership Choices coaching model, you will be given insights into powerful questions and levels of listening. Plenty of practical coaching work will take place in the classroom. You will also be asked to work with three real coachees, i.e., coaching clients during the program. In cooperation with:



Short Facts	
Location	– Düsseldorf, Germany & Online
Format	– 5 days & virtual sessions
Language	– English
Fee	– € 5,950*
Website	– ee.whu.edu/cesl

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

Participant Profile

- Experienced managers who want to reflect upon and improve their leadership portfolio
- Managers who want to prepare themselves for their next leadership challenge
- HR professionals who want to help their managers grow and want to create a coaching culture in their organizations

Your Benefits

- Enhance the impact and effectiveness of your leadership
- Ascertain your own leadership style portfolio
- Learn how to turn random interactions into powerful coaching conversations
- Unleash the creativity and accountability of the people you lead
- Maximize your potential as a senior leader through this unique learning experience with intensive, hands-on exercises

Brand Management Essentials Program

This program is an intensive seminar providing professionals and executives with the skills and tools to build and sustain powerful brands. During the 3-day interactive development program, you will explore the key elements and facets of branding. We will equip you with the knowledge, skills, frameworks, and tools to manage your brand strategically, differentiate it from the competition, and make it desirable for your customers.

Short Facts	
Location	– Düsseldorf, Germany
Format	– 3 days
Language	– English
Fee	– € 3,650*
Website	– ee.whu.edu/bme

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

Participant Profile

- Executives responsible for strategically managing or driving brands in their company
- Marketing and non-marketing managers
- Executives who have made a transition into a brand function
- Executives who plan a future career in brand marketing

Your Benefits

- Learn and reflect why brands matter and how they create value
- Learn how to craft a compelling and distinctive position for your brand
- Understand how to implement the brand internally and to create a unique brand experience externally
- Learn how to grow and leverage the brand's potential
- Enhance your branding knowledge and practices to create and sustain a desirable and strong brand

Data Science for Decision Makers

WHU's "Data Science for Decision Makers" program equips participants with the knowledge they need to successfully work with data scientists. The aim is not to train participants to become data scientists themselves, but rather to develop a level of data science understanding that reduces the communication barriers between decision makers and data scientists. You will learn how to make sense of data using machine learning tools and how to critically evaluate the merit of data science project proposals.

Short Facts	
Location	– Düsseldorf, Germany
Format	– 3 days
Language	– English
Fee	– € 3,650*
Website	– ee.whu.edu/dsp

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

Participant Profile

- Professionals who want to ...
- gain a thorough understanding of the essential frameworks of data collection and data analysis
 - leverage data-driven insights for decision-making
 - enhance their knowledge of machine learning and artificial intelligence
 - improve their ability to critically assess data science project proposals and to interact with data scientists in or outside their organization.

Your Benefits

- Enhance your skills to successfully collaborate with data scientists
- Enrich your ability to strategically leverage data-driven insights
- Get a good understanding of how machine learning and artificial intelligence can drive competitive advantage
- Acquire the knowledge of how to use the analysis of big data to make effective decisions
- Learn how to contribute to the digital transformation in your organization

Financial Literacy Program

Understand the basics of financial data and its impact on decision-making processes within a company. This program enables you to make informed and effective decisions that create value for your company. It is targeted at managers who are not financial specialists but want to develop an understanding of the “numbers side” of business.

Short Facts	
Location	– Düsseldorf, Germany
Format	– 3 days
Language	– English
Fee	– € 3,650*
Website	– ee.whu.edu/flp

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

Participant Profile

- Participants who have an educational background in a field other than finance
- Participants who are in transition into a leadership position and would like a compact overview of the “numbers side” of business
- Participants who want to learn the impact of financial statements on a company's strategy

Your Benefits

- Learn to read, understand, and derive conclusions from financial statements
- Understand fundamental concepts in finance & accounting
- Get the necessary practical skills to estimate the cost of capital of a single project or a firm
- Understand the main characteristics of different financing sources

Innovation & Corporate Entrepreneurship Essentials Program

The Innovation & Corporate Entrepreneurship Essentials Program will equip you with insights, skills, and tools to generate game-changing innovations and create an innovation powerhouse. You will experience learning in different formats: lectures, group work, case studies, and simulations. Be a leader in a digital, disruptive environment and power your future growth!

Short Facts	
Location	– Düsseldorf, Germany
Format	– 3 days
Language	– English
Fee	– € 3,650*
Website	– ee.whu.edu/ice

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

Participant Profile

- Professionals who want to expand their ability to ...
- foster and drive innovation
 - better understand and serve customer needs, accelerating the time from idea to market
 - initiate and lead innovation-driven organizational transformation

Your Benefits

- Learn why most companies struggle with innovation, why most innovations fail and how breakthrough innovations really happen in leading companies
- Understand how to make a compelling case for innovation, and lead the charge for innovation in your organization
- Learn how to deal with creative destruction and disruption to establish an entrepreneurship spirit within your company

Leadership Essentials Program

Transition from a crucial team contributor into an inspiring team leader so that others follow you. Explore the key elements of leadership by focusing on your personal situation and learn about the difficulties of taking action and responsibility. Prepare yourself for the next career level!

Short Facts	
Location	– Düsseldorf, Germany
Format	– 3 days
Language	– English
Fee	– € 3,650*
Website	– ee.whu.edu/lep

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

Participant Profile

- Participants who are transitioning into a leadership position, or have done so in the past few years
- Participants moving from an operational into a strategic position
- Participants seeking to enhance their management skills

Your Benefits

- Understand the importance of leadership
- Reflect on your own leadership purpose and values
- Consider the limitations of leadership
- Understand the do's and don'ts when motivating teams
- Learn to deal with negative feedback and conflict

Strategy Essentials Program

WHU's Strategy Essentials Program is a fast-paced program providing you with the skills and tools to develop and execute a strong business strategy. By analyzing and discussing the different facets of business strategy formulation, you will gain an understanding of the importance of a company's resources, capabilities, and limitations.

Short Facts	
Location	– Düsseldorf, Germany
Format	– 3 days
Language	– English
Fee	– € 3,650*
Website	– ee.whu.edu/step

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

Participant Profile

- Participants who are responsible for the formulation and implementation of corporate strategy
- Participants who are in transition into a leadership position
- Professionals who have recently made a transition from a functional level to a general management level
- Professionals who are contributing to company performance

Your Benefits

- Learn to formulate a business (unit) strategy that suits the needs and visions of your organization
- Understand the concept of corporate strategy and why a strong strategy is essential for a company's success
- Learn how to implement a strategy successfully
- Learn how to manage change and overcome (emotional) resistance to change

Why WHU Executive Education?

No 1 State-of-the-art programs



No 2 Best fit for your level of expertise



No 3 Practice-oriented knowledge



No 4 Innovative teaching methods



No 5 Individual and dedicated support



No 6 In State-of-the-art learning facilities



No 7 Cooperation with renowned companies



No 8 Exceptional networking opportunities



Management Essentials Program

This program provides participants who are transitioning into a leadership position, or have done so recently, with the fundamental skills of General Management. You can choose three out of six programs according to your needs and interests: Leadership Essentials, Strategy Essentials, Financial Literacy, Innovation, Brand Management, and Data Science. Each of these programs focuses on different skills that are essential for successful leadership. In combination with a personality profile, the programs can be scheduled flexibly.

Short Facts	
Location	– Düsseldorf, Germany
Format	– 9 days
Language	– English
Fee	– € 9,750*
Website	– ee.whu.edu/me

* including tuition, session materials, meals during the day.

Participant Profile

- Participants who are in transition into a leadership position, or have done so in the past few years
- Participants seeking to enhance their management skills
- Participants who want to develop and sharpen their leadership personality
- Participants moving from an operational into a strategic position

Your Benefits

- Enhance your general management knowledge in strategy, leadership, finance, innovation, brand management, and data science
- Reflect your own leadership style and role in an individual personality profile
- Profit from flexible time management (you can complete the programs in 24 months)
- Expand your professional network at one of the most renowned German business schools
- Get insights into all relevant knowledge from different business sectors to transform into a successful leader

General Management Plus Program (Mini MBA)

Transform yourself into an entrepreneurial thinker and responsible leader! You will learn the basics of leadership, strategy and finance, and at the same time establish a social business in Asia. Receive a Mini MBA Certificate (15 ECTS) in an intensive program. In cooperation with:



Short Facts	
Location	– Germany, Switzerland & Asia
Format	– 25 days & virtual teamwork
Language	– English
Fee	– € 21,950*
Website	– ee.whu.edu/gmp

* including tuition, session materials, meals during the day.

Participant Profile

- Managers who are in transition into a leadership position
- Team leaders who have an educational background in a field other than business administration
- Top-talents who wish to hone their intercultural competences and leadership skills
- Managers and executives who are interested in entrepreneurial thinking and acting as well as working in intercultural and challenging environments

Your Benefits

- Enhance your general management knowledge in strategy, leadership, finance, change management, and entrepreneurship
- Think and act as a real entrepreneur by setting up a tangible business
- Lead an international team in a virtual setting
- Reflect on your own leadership style and role
- Bring education to a rural area
- Obtain 15 ECTS credits upon successful program completion

General Management Program in Sports Business

The General Management Program in Sports Business is a development program for future leaders in the sports business industry. The program content and selection of faculty are based on the latest scientific findings and most current industry trends. In cooperation with:



Short Facts	
Location	– Germany, China & USA
Format	– 24 days spread over 12 months
Language	– English
Fee	– € 25,000*
Website	– ee.whu.edu/spoac

* including tuition, session materials, meals during the day.

Participant Profile

- Future executives and high potentials from the sports business industry and related industries

Your Benefits

- Gain knowledge in strategy, finance, leadership, sales, entrepreneurship, and marketing applied to the sports industry
- Extend your personal network
- Grow as a leader
- Obtain 15 ECTS credits upon successful program completion

Executing Strategy for Organizational Growth

How good is our strategy? Which markets are profitable for us? How valuable is our market positioning? How can we achieve operational excellence? WHU's Executing Strategy for Organizational Growth Program will help you find answers to these questions. Test your strategic mind, implement a business strategy and execute it in a competitive environment. WHU's Executing Strategy for Organizational Growth Program challenges experienced professionals to enhance their strategy implementation skills.

Short Facts	
Location	– Düsseldorf, Germany
Format	– 3 days
Language	– English
Fee	– €3,650*
Website	– ee.whu.edu/stex

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

Participant Profile

- Experienced professionals from all business functions, general managers, and business owners who are interested in strategy implementation
- Participants should have at least 8 years of professional experience and 2 years of experience making strategic or tactical decisions
- Business background is not required

Your Benefits

- Enhance your ability to formulate and execute a business strategy in a highly competitive, complex market environment
- This program enables you to use tools of economic analysis to anticipate competitors' actions, understand the consequences of environmental changes and make investment decisions
- The program prompts you to use financing tools to leverage your business and use cost and productivity analyses to optimize operational performance
- Challenge your leadership and management skills to deal with the increasing complexity of your firm (interrelated business functions) and accomplish multiple tasks under severe time pressure

Strategic Decision Making Program

This program is designed for experienced professionals who aim at learning and employing the art of strategy to improve decision making. Over the course of this intensive program which is designed as a “training camp,” participants will be engaging in experiments, role plays (e.g., war gaming), and AI-based computer simulations to experience how thinking, deciding, and acting strategically can help achieve desired outcomes.

Short Facts	
Location	– Düsseldorf, Germany
Format	– 3 days
Language	– English
Fee	– € 3,650*
Website	– ee.whu.edu/sdm

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

Participant Profile

- Experienced managers, executives, and entrepreneurs – interested in strategic thinking and acting
- Participants should have at least 8 years of professional experience and 2 years experience in making decisions of strategic or tactical relevance
- Business background is not required

Your Benefits

- Test your strategic thinking and acting skills in an immersive and interactive learning environment
- Take home a toolkit for strategic and tactical decisionmaking
- Reflect on your decision-making processes during the program
- Advance your capability to master difficult decision situations
- Share your experiences with your program peers and learn from theirs
- Join an active network of program alumni

CIMA CFO Program

The CIMA CFO Program will complement your experience and put you on a fast track to gaining the globally trusted and highly valued Chartered Global Management Accountant (CGMA) qualification. After successfully completing this fast-track program and passing the Strategic Case Study exam, you will qualify as a Chartered Global Management Accountant. In cooperation with:



Short Facts	
Location	– Düsseldorf, Germany & Online
Format	– 7 days
Language	– English
Fee	– € 7,700*
Website	– ee.whu.edu/cima-cfo

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

Participant Profile

- CFOs, CEOs, and senior management who have previously worked in finance
- Candidates who hold membership of a recognized professional accounting body, a finance related degree, or an MBA/Masters in Accounting
- With at least ten years’ experience in finance or business functions

Your Benefits

- Deepen your knowledge in three areas: Strategic Management, Risk Management, and Financial Management

Digital Controlling Program

This program is designed for professionals in Controlling & Finance who aspire to drive digital transformation in their organizations. This intense and highly practical development program focuses on fostering an entrepreneurial, agile, and customer-centric mindset during periods of corporate transformation. In cooperation with:



Short Facts	
Location	– Düsseldorf, Germany
Format	– 2 x 3 days
Language	– English
Fee	– € 6,950*
Website	– ee.whu.edu/dcp

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

Participant Profile

- Professionals who aspire to gain an understanding of how digitalization will impact the future of Controlling
- Professionals who want to broaden and deepen their understanding of how to drive digital transformation from the Controlling function
- Professionals who are in charge of the digitalization of Controlling
- Professionals who seek to gain insights into how they can have a strategic impact on digital transformation of their organizations

Your Benefits

- Enhance your impact within the organization
- Develop your strategic understanding and your expertise in digitalization, data science, and digital leadership
- Foster an entrepreneurial, agile, and customer-centric mindset
- Become part of an active network of peers and program alumni
- Get a certificate by WHU and The Association/CIMA
- Benefit from dedicated e-learning courses on a wide range of topics from The Association/CIMA

Digitalizing the Finance Function: The CFO Perspective

This Executive Program focuses on the changes to the CFO’s operating landscape and the responsibilities and tasks of the future Finance Function. Further, we will discuss the increasingly blurred borders between finance departments and how CFOs will be able to fill the Business Partner role through emerging technologies and lean processes. In cooperation with:



Short Facts	
Location	– Düsseldorf, Germany
Format	– 2 x 2 days
Language	– English
Fee	– € 4,950*
Website	– ee.whu.edu/digital-cfo

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

Participant Profile

- CFOs, or senior Finance executives aspiring to become CFOs
- Senior executives from the Finance Function (all sizes of businesses, all industries)
- Senior executives from the Finance Function aiming to implement digital transformation
- Participants are expected to have a minimum of ten years of professional experience

Your Benefits

- Enhance your strategic impact and drive digital transformation of the Finance Function
- Discuss your strategic digitalization challenges with renowned experts from academia and practice
- Benefit from hands-on knowledge and tools tailored for application to your work environment
- Become part of an active network of peers and program alumni

Negotiations Program

Manage negotiations successfully, even in the most challenging situations with this highly interactive and hands-on program. Learn how to encounter situational, cultural and personal challenges. You will get to know strategies, techniques and tools to succeed in your next negotiation.

Short Facts	
Location	– Düsseldorf
Format	– 2 days
Language	– English
Fee	– € 2,350*
Website	– ee.whu.edu/negotiations

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

Participant Profile

- Managers who are or will be in leadership positions
- Managers who regularly negotiate on behalf of their organization or clients
- Managers who want to learn state-of-the-art negotiation tools and techniques

Your Benefits

- Acquire the mindset and toolkit to negotiate effectively
- Become aware of –and avoid– tactical and psychological pitfalls
- Gain confidence in navigating complex, stressful situations
- Practice the new skills in group work sessions

Beratung von Familienunternehmen: The most trusted adviser

This Online Workshop is targeted at current and future advisers who deal with family businesses and families in business in their professional context. As a participant, you will learn everything about the specific requirements of these companies and will be equipped with the important “tools” to advise family businesses successfully. In particular, you deep-dive into the specific challenges family offices face, such as succession, emotions, and involvement of family members in decisions.

Short Facts	
Location	– Online
Format	– 5 hours
Language	– German
Fee	– € 750
Website	– ee.whu.edu/ow-bfu

Participant Profile

- Current and future advisers who deal with family businesses and families in business in their professional context
- Including the following professional fields (non-exhaustive list): strategy advice, conflict advice, tax advice, legal matters, auditing, finance, succession advice, innovation advice
- Interest in multidisciplinary approaches

Your Benefits

- Enhanced understanding of the specific features of family businesses and families in business
- Awareness of the pitfalls makes it easier to approach family businesses
- Familiarization with best practices for dealing with family businesses
- Cross-disciplinary discussion of experience with family businesses
- Consolidation of learning outcomes by working through a prototypical case study
- Gain enhanced expertise in the area of family businesses, and learn how to deal with family businesses as clients

Transformational Technologies: Applied Lessons from Sports

Learn about game-changing technologies in a digestible, engaging, asynchronous online format, illustrated through first-hand examples from the fascinating world of sports. Explore how you can apply these technologies to your own context and industry as part of a (digital) transformation process – the WHU and MIT xPRO way. This program is particularly suited for professionals interested in learning about emerging technologies and applying insights from professional sports to their respective industry.

Short Facts	
Location	– Online
Format	– 20 hours, self-paced
Language	– English
Fee	– € 1,450
Website	– ee.whu.edu/transformational-technologies

Participant Profile

- Business professionals from different industries looking to better understand game-changing technologies like artificial intelligence, blockchain, internet of things (IoT), robotics, and web 3.0
- Business professionals eager to discover new opportunities in technology through examples from the sports industry to generate a competitive advantage within their industry
- Sports business professionals seeking to strengthen knowledge on implementing the latest technologies

Your Benefits

- Understand the fundamentals of physical, information processing, and human interaction technologies and how they change existing business models and consumer behavior in your industry
- Identify opportunities and threats associated with technological changes in your industry
- Apply technology use cases and articulate key success factors for implementing them in your organization
- Design a process to identify relevant technology trends and effective responses to stay ahead of your competitors
- Understand the fundamentals of emerging technologies and how these technologies create opportunities in your respective industry
- Identify key factors for transferring and implementing successful use cases into your organization

Scholarships & special offers

Education is an investment in time and money, especially when you want to deepen your knowledge in a certain professional field or if you are aiming for a leadership position. Please check our special financing options for women and high-potentials:

For most of our Open Programs, we offer scholarships for ambitious women and emerging market leaders (ee.whu.edu/scholarships).

Young leaders may check out our **Management Essentials Program**, which combines three select Management Programs at a special fee (ee.whu.edu/me).



For more savings, check out our **Early Bird Specials** on the website: ee.whu.edu



Tailored to Your Strategy. Jointly Developed. Customized Programs for Companies

Our Customized Programs are tailor-made for companies that would like to train their executives and managers in general management or specific management topics. Both topics and methodology will be adjusted to the individual needs of program participants and the company's culture and strategy. **This approach generates a measurable, relevant, and long-term learning experience.**

When working with us for a Customized Program you will benefit from:

- Many years of experience in Management Education
- Close collaboration with our clients in regards to the development, execution, and adaptation of the program
- A broad range of topics
- Renowned WHU professors and adjunct faculty members with several years of experience



Special offer for small groups

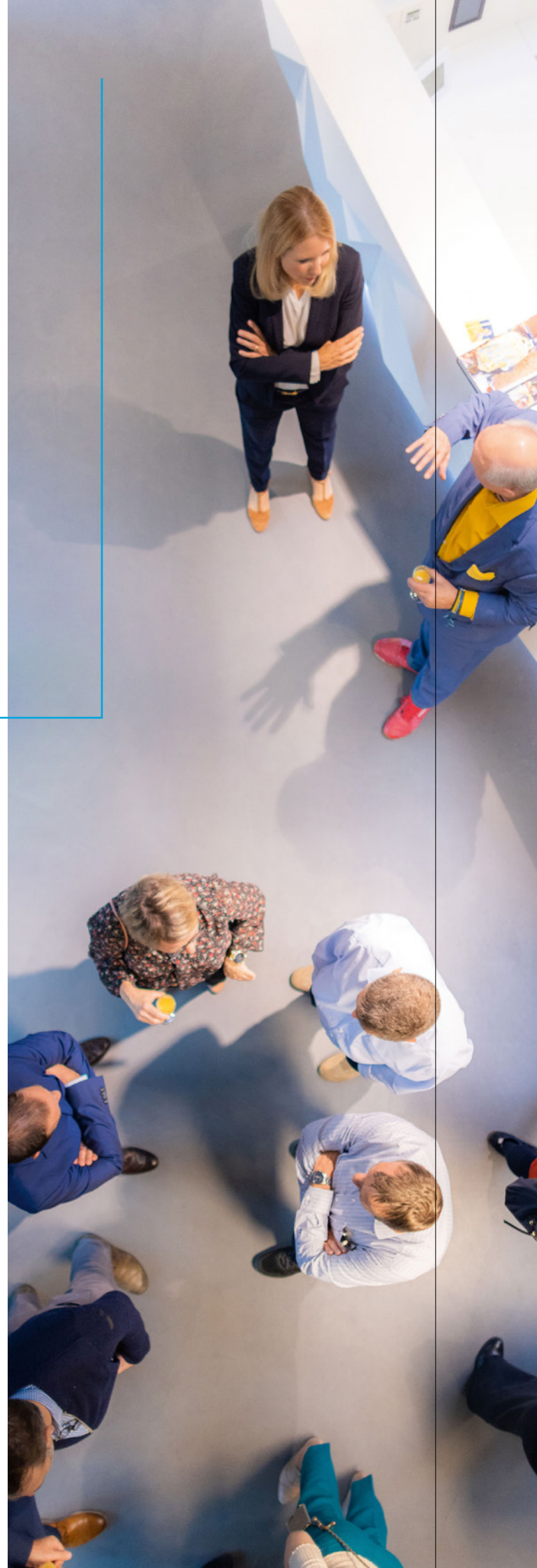
Teamwork is often more efficient than entrusting tasks or large projects to single managers. We believe in team effort and in a joint learning experience. Therefore, we offer special conditions for companies who would like multiple employees to participate in one of our Open Programs.

“You think your company is too small for a unique customized program? Let us know and we will aim at grouping **a small consortium of companies that face the same challenges, but do not compete with each other.**”



Dr. Heike Brost-Steffens, Director Customized Programs

More information:
Heike.Brost-Steffens@whu.edu
+49 261 6509 870



Certified in Finance & Accounting Program

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 on 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
Format	– 12 days, during weekends
Language	– English
Fee	– € 6,950*
Website	– ee.whu.edu/cifa

* including tuition, session materials, meals during the day.

Participant Profile

- Young and middle management talents who would like to acquire a solid knowledge in the areas of finance and accounting
- Participants should be willing and able to engage fully during the courses, as teamwork makes up a substantial part of the programs and course gradings
- Participants are expected to have a minimum of two years of professional experience
- For ECTS credits to be granted, proof of a Bachelor or equivalent first degree is necessary

Your Benefits

- Get a comprehensive overview of financial decision-making with a focus on the following topics (courses): **Managerial Finance, Financial Accounting, The World Economy, Corporate Finance, Management Accounting**
- Courses are pitched at the MBA level, which means that relevance and applicability to your job are at their core
- You will receive a WHU Executive Education Certificate (incl. 8 ECTS) after successfully completing the program

Certified in Marketing & Sales Program

The WHU Certified in Marketing & Sales Program 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.

Short Facts	
Location	– Düsseldorf, Germany
Format	– 12 days, during weekends
Language	– English
Fee	– € 6,950*
Website	– ee.whu.edu/cims

* including tuition, session materials, meals during the day.

Participant Profile

- Young and middle management talents who have taken a new job in a B2B, B2C, or sales function
- Participants should be willing and able to engage fully during the courses, as teamwork makes up a substantial part of the programs and course gradings
- Participants are expected to have a minimum of two years of professional experience
- For ECTS credits to be granted, proof of a Bachelor or equivalent first degree is necessary

Your Benefits

- Enhance your marketing knowledge with a special focus on the following topics (courses): **B2B Sales Management, Marketing, Price Management, Strategy Brand Management**
- Courses are pitched at the MBA level, which means that relevance and applicability to your job are at their core
- You will receive a WHU Executive Education Certificate (incl. 8 ECTS) after successfully completing the program

Certified in Strategy & Organization Program

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

Short Facts	
Location	– Düsseldorf, Germany
Format	– 12 days, during weekends
Language	– English
Fee	– € 6,950*
Website	– ee.whu.edu/ciso

* including tuition, session materials, meals during the day.

Participant Profile

- Young and middle management talents who would like to get to know the basics of business administration
- Participants should be willing and able to engage fully during the courses, as teamwork makes up a substantial part of the programs and course gradings
- Participants are expected to have a minimum of two years of professional experience
- For ECTS credits to be granted, proof of a Bachelor or equivalent first degree is necessary

Your Benefits

- Gain a comprehensive overview of strategy at both a company and a competitive level and get familiarized with the important functions within an enterprise
- You will deep-dive into the following topics (courses): **Economics of Corporate & Competitive Strategy, Operations Management, Strategic Sourcing, Organizational Behavior, Innovation Management**
- Courses are pitched at the MBA level, which means that relevance and applicability to your job are at their core
- You will receive a WHU Executive Education Certificate (incl. 8 ECTS) after successfully completing the program

FAQ

No 1 | What is a “WHU Certified in Program?”

WHU Certified in Programs are short courses at the MBA level specializing in management topics. Upon successful completion of a “WHU Certified in Program,” participants will be awarded a WHU certificate with 8 ECTS which are valid when pursuing an MBA at WHU.

No 2 | 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.

Participants should be willing and able to engage fully 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.

No 3 | Do I get a certification?

Yes, upon successful completion of a WHU Certified in Program, you will be awarded a certificate with 8 ECTS credits. To receive a certificate with ECTS credits*, you are obliged to participate in 4 courses of your choice and successfully pass each course’s examination. An attendance of 75% is mandatory. The certificate grants 8 ECTS credits (13% of an MBA). A Certificate of Participation without 8 ECTS credits will be granted for each taken course.

*For ECTS credits to be granted, a proof of a Bachelor or equivalent first degree is necessary.

No 4 | What is the format and when do the courses take place?

The program consists of 4 courses, including 12 teaching days. The courses are held on Saturdays and Sundays at WHU Campus Düsseldorf. Program dates are updated regularly and will be published on the website.

More information:
ee.whu.edu/ects-granting-programs

Online 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 will equip you with the necessary insights, skills, and tools. You will benefit from innovative teaching methods and a virtual but collaborative learning experience.

Short Facts	
Location	– Online
Format	– Distance-learning (part-time)
Language	– English
Fee	– € 6,950
Website	– ee.whu.edu/cife

Participant Profile

- Young and middle management talents who would like to acquire a solid knowledge in the areas of finance and economics
- Participants should be willing and able to engage fully during the courses, as teamwork makes up a substantial part of the programs and course gradings
- Participants are expected to have a minimum of two years of professional experience
- For ECTS credits to be granted, proof of a Bachelor or equivalent first degree is necessary

Your Benefits

- Get a comprehensive overview of financial decision-making with a focus on the following topics (courses):
Managerial Finance, Financial & Management Accounting, The World Economy, Corporate Finance, Economics of Corporate & Competitive Strategy
- Courses are pitched at the MBA level, which means that relevance and applicability to your job are at their core
- You will receive a WHU Executive Education Certificate (incl. 10 ECTS) after successfully completing the program

Online 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 will introduce you to the fundamentals of both topics and will equip you with the necessary insights, skills, and tools. You will benefit from innovative teaching methods and a virtual but collaborative learning experience.

Short Facts	
Location	– Online
Format	– Distance-learning (part-time)
Language	– English
Fee	– € 6,950
Website	– ee.whu.edu/cisd

Participant Profile

- Young and middle management talents who would like to acquire a solid knowledge in the areas of strategy and digitalization
- Participants should be willing and able to engage fully during the courses, as teamwork makes up a substantial part of the programs and course gradings
- Participants are expected to have a minimum of two years of professional experience
- For ECTS credits to be granted, proof of a Bachelor or equivalent first degree is necessary

Your Benefits

- Get a comprehensive overview of strategy and digitalization with a focus on the following topics (courses):
Strategy Execution, Strategic Management, Organizational Behavior, Entrepreneurial Tools, Omnichannel Business, Transformation & Innovation in the Digital Age
- Courses are pitched at the MBA level, which means that relevance and applicability to your job are at their core
- You will receive a WHU Executive Education Certificate (incl. 10 ECTS) after successfully completing the program

Online Certified in Value Chain Management

The Online Certified in Value Chain Management Program is a virtual Executive Education Program, focusing on Value Chain Management. This program will introduce you to the fundamentals of Value Chain Management and will equip you with the necessary insights, skills, and tools. You will benefit from innovative teaching methods and a virtual but collaborative learning experience.

Short Facts	
Location	– Online
Format	– Distance-learning (part-time)
Language	– English
Fee	– € 6,950
Website	– ee.whu.edu/civcm

Participant Profile

- Young and middle management talents who would like to acquire a solid knowledge in Value Chain Management
- Participants should be willing and able to engage fully during the courses, as teamwork makes up a substantial part of the programs and course gradings
- Participants are expected to have a minimum of two years of professional experience
- For ECTS credits to be granted, proof of a Bachelor or equivalent first degree is necessary

Your Benefits

- Get a comprehensive overview of value chain management with a focus on the following topics (courses):
Strategic Sourcing, Logistics & Supply Chain Management, Marketing in a Digital World & Operations Management
- Courses are pitched at the MBA level, which means that relevance and applicability to your job are at their core
- You will receive a WHU Executive Education Certificate (incl. 10 ECTS) after successfully completing the program

About WHU’s Online Certified in Programs

WHU’s Online Certified in Programs are short courses at the MBA level specializing in management topics. Upon successful completion of a “WHU Online Certified in Program,” participants will be awarded a WHU certificate with 10 ECTS credits which are valid when pursuing an (Online) MBA at WHU.

Target Group

The Online 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 (Online) MBA, or those who do not have the time or resources to attend a full (Online) MBA program. The courses are taught fully online, which gives participants the opportunity to learn at their own pace.

Teaching Format

The Online Certified in Programs entail two learning formats: During live-teaching sessions, you will meet our renowned WHU faculty, and you will have the possibility to interact with your fellow students. The live-teaching sessions take place on Saturdays at 1.00 pm (CEST). Next to that, you will work through self-paced online modules in our e-learning platform. All courses last 4 weeks and include a final examination. The exams take place fully online (e.g., take-home assignments, presentations, case studies).

Pursue an Online MBA at WHU

If you are interested in pursuing the Global Online MBA at WHU at a later point in time, you may choose to participate in all three Online Certified in Programs. You will be granted 10 ECTS (16% of an MBA at WHU) per Online Certified in Program which can be accredited to the Global Online MBA at WHU. Please contact us via openprograms@whu.edu for further information.

More information:
ee.whu.edu/ects-granting-programs