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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, by providing practice-oriented knowledge, and by offering excellent networking opportunities.

More information: **ee.whu.edu**

Imprint

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Executive Education
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**Executive Education
Ranking 2019**



Certified in Programs

Finance & Accounting
Marketing & Sales
Strategy & Organization

**20
20**

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Erkrather Straße 224a
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Germany

WHU – Otto Beisheim
School of Management
Executive Education

Certificate Courses for high-potentials and young leaders

Exceptional learning
experiences

Today's professionals face new challenges every day, be it digitalization, corporate transformation, globalization or a generally increased competition in the market. That is why we aim at enhancing our participants' capabilities to lead successfully in a complex, disruptive and digitalized market environment. The WHU Certified in Programs allow you to enhance and deepen your knowledge in various management areas and obtain expertise in one of the following business fields:

- › Finance & Accounting
- › Marketing & Sales
- › Strategy & Organization



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

At a glance

All Courses are pitched at MBA level, 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 illustrate a highly interactive and hands-on program. Upon successful completion of a WHU Certified in Program, you will be awarded a certificate with 8 ECTS credits* (13% of an MBA). Each program consists of 4 courses of your choice with a compulsory attendance regulation of 75%.

*Dependent on your previous education you might be qualified to receive ECTS credits. If your pre-education allows you to enter an MBA program, you are eligible to receive ECTS credits. If you are unsure, please contact us on openprograms@whu.edu.

Participant Profile

The WHU Certified in Programs are specially designed to combine a professional schedule with a learning opportunity and are therefore highly suited to young or middle-management talents with at least two years of working experience. 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.

Program Format & Dates

The program consists of 4 courses, including 12 teaching days. The courses are held on Saturdays and Sundays at WHU Campus Düsseldorf. More information about the latest starting dates of the courses as well as details regarding the tuition fees can be found on the program website: ee.whu.edu/cip

Alternative dates can be requested directly.

Contents	Pages
Welcome / About WHU Executive Education	› 02
Overview of Certified in Programs	› 03
Certified in Finance & Accounting	› 04
Certified in Marketing & Sales	› 06
Certified in Strategy & Organization	› 08
FAQs	› 10

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 teaching days
Date	➤ detailed information online
Language	➤ English
Fee	➤ €6,950*
Certificate	➤ WHU Certificate
Website	➤ ee.whu.edu/cifa

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



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. Further topics are the cost of capital, 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

Examination*

- Case write-ups
- Group case study
- Take home exam

Financial Accounting

Accounting is “the language of business”. It is spoken by investors, financial analysts, 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 as well as corporate communication purposes.

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

Examination*

- Class group activities
- Individual written homework assignments
- Final exam

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. The focus will be set on the behavioral issues of management accounting instead and the real problems of management accounting in large corporations will be illustrated.

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

Examination*

- Group case study
- Final exam

Managerial Finance

This course covers the foundations of financial decision-making. The theoretical footing of the course is inspired by two major paradigms: neoclassical economic 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

Examination*

- Case study
- Class participation
- Take home exam

*Examination format and content may be subject to change.

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

Examination*

- Class participation
- Group project
- Final exam



**Choose 4 out of 5
courses for your
Certified in
Finance & Accounting
Program.**



Certified in Marketing & Sales Program

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	➤ 12 teaching days
Date	➤ detailed information online
Language	➤ English
Fee	➤ €6,950*
Certificate	➤ WHU Certificate
Website	➤ ee.whu.edu/cims

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



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 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 salesforce 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

Examination*

- Class participation
- Group case study
- Take home exam

B2B



Business to Business

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 is 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

Examination*

- Team case study presentation
- Final exam

Price Management

Pricing is the (only) one of the 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

Examination*

- Case study
- Final exam

*Examination format and content may be subject to change.

Strategic Brand Management

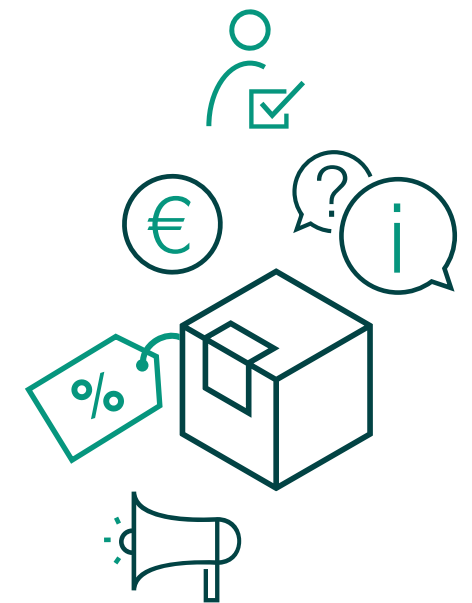
The course combines interactive lectures, guest speakers' presentations, exercises, and real-life cases. The cases are focused on consumer goods brands. However, this course is intended not only for those students interested in branding and marketing, but also for those students interested in consulting,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

Course benefits

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

Examination*

- Class participation
- Two case studies
- Final exam



Certified in Strategy & Organization Program

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
Format	➤ 12 teaching days
Date	➤ detailed information online
Language	➤ English
Fee	➤ € 6,950*
Certificate	➤ WHU Certificate
Website	➤ ee.whu.edu/ciso

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



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 how changes in economic or industry conditions affect business strategy

Examination*

- Class participation
- Assignments
- Final exam

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 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

Examination*

- Assignments
- Final exam

Operations Management

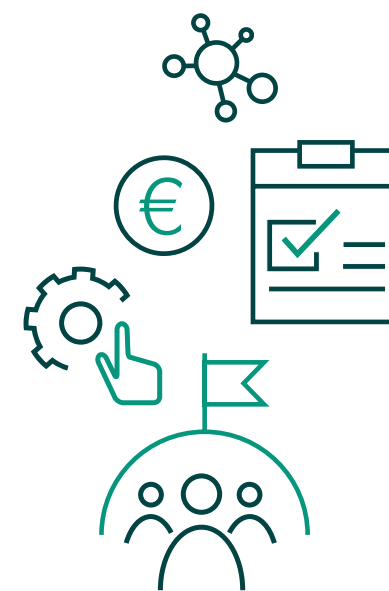
This course provides an introduction to Production and Service Operations Management. Overall, it's about adopting a process view. The first part of the course highlights the importance of keeping manufacturing jobs in Europe and to constantly raise the firm's productivity. The second part of the course 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

Examination*

- Case study
- Simulation game
- Case analysis
- Final exam



*Examination format and content may be subject to change.

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 people 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

Examination*

- Group assignments
- Individual reflection
- Class participation
- Open book exam

Strategic Sourcing

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

Examination*

- Class participation
- Case studies
- Final exam

“The concepts and topics covered in the Certified in Program were extremely valuable and cutting edge and 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



Parental leave: Take the chance to enhance your professional skillset

WHU Executive Education is supporting parents on parental leave who are on the outlook 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.

FAQ

Nº 1

How does the admissions process work?

Your completely filled-out and signed application form 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 website. As soon as you are accepted into the program, you will receive an official confirmation email.

Nº 2

How can I book a program?

To apply for one of our Certified in Programs please visit our website (ee.whu.edu/cip) and choose the corresponding program page.

Nº 3

Is there an application deadline?

It is possible to enter the program at any stage of the program duration with the course of your preference. Nevertheless, applications can only be accepted 4 weeks before a course starts.

Nº 4

What is the target group of WHU's Certified in Programs?

The Certified in Programs are targeted at young managers who have gained 2–5 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.

Nº 5

How long does it take to process my application?

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

Nº 6

When do the programs start?

Our Certified in 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 (ee.whu.edu/cip). 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?

The program needs to be completed within two years. In certain cases it is possible to reschedule specific courses. As soon as there are later dates scheduled, they will be published on the respective website.

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

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