

**Framework Certificate Regulations of the Otto Beisheim School of Management (Otto-Beisheim-Hochschule, WHU) –**

**for Executive Education Programs**

**dated June 17, 2022**

The Senate of the Otto Beisheim School of Management (Otto-Beisheim-Hochschule, WHU) adopted the following Framework Certificate Regulations for Executive Education Programs at the Otto Beisheim School of Management (Otto-Beisheim-Hochschule, WHU) on June 15, 2022 following the approval of its funding body. These framework certificate regulations were authorized by the Dean of WHU in a letter dated June 17, 2022 on the basis of section 119(1) Higher Education Act (*Hochschulgesetz*, HochSchG) in the version dated September 23, 2020 (Law and Ordinance Gazette (GVBl), p. 461), last amended by act of law on July 22, 2021 (GVBl. p. 453), BS 223-41. They are hereby made public.

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### 1. Scope of validity

These framework certificate regulations govern the assessments within the executive education programs at the Otto Beisheim School of Management (Otto-Beisheim-Hochschule, WHU), hereinafter referred to as “WHU”. Executive education programs without ECTS credits are governed solely by section 1, section 2 paras. 1 and 6, section 3 paras. 1 and 5 and section 18.

Any additional stipulations – if applicable – can be found as annexes to the specific subject-specific certificate regulations.

### 2. Admission requirements to the executive education program

- (1) Admission to the executive education programs without ECTS credits at WHU is open to anyone who satisfies the participant profile of the program in question. This can be found on the program website.
- (2) Admission to the executive education programs with ECTS credits at WHU is open to anyone who
  1. holds a general or subject-specific higher education entrance qualification (*Hochschulreife*) or an equivalent foreign school leavers' qualification,
  2. has successfully completed the final examinations in a degree program at a university in Germany or an equivalent final examination overseas. Pursuant to section 35(2) in conjunction with section 65(1)-(2) HochSchG, applicants may be admitted on the basis of their professional aptitude without a first degree; and
  3. can demonstrate at least two years of postgraduate study or professional experience acquired as part of a dual study program; and
  4. submits a detailed resumé along with the application form; and
  5. has adequate written and spoken English-language skills at C1 level (or equivalent).
- (3) Applicants who have not successfully completed a university degree may be admitted to the executive education program subject to prior consultation. The Examination Committee is responsible for ensuring compliance with the applicable special admission requirements as set out in section 35(2) HochSchG and the procedure for assessing these requirements. The provisions set out in these certificate regulations apply accordingly to the process of verifying the special admission requirements. This is without prejudice to the further regulations set out in para. 1.
- (4) The applicant shall present suitable documents (resumé, transcripts of records, certificates etc.) to demonstrate that they satisfy the requirements pursuant to para. 1 or 2 no. 1-6, as the case may be.
- (5) Admission may be rejected if
  1. the requirements set out in para. 1 are not satisfied or
  2. the documents are incomplete.
- (6) The Program Director decides on admission to the respective executive education programs. The Program Director may involve an advisory committee in decisions on admission.
- (7) By taking the initial module assessment, the application for admission to the certificate assessment is deemed made.

### **3. Objective, scope, and structure of the certificate program**

- (1) The executive education programs provide participants with the knowledge and skills needed to fulfill demanding international management roles. Participants are expected to have an overview of the interrelationships within their subject and be able to autonomously apply scientific methods and lessons learned to solving practical problems.
- (2) Each course will be awarded credit points in accordance with the European Credit Transfer System (ECTS credits), which correspond to the time input that is usually required to attend the course, for preparation and follow-up of the teaching materials, examination preparation, and completion of assessed elements. The participants at WHU must assume a workload of 30 hours for each ECTS credit.
- (3) The courses are provided in the form of modules. "Module" refers to discrete teaching units that are coordinated in terms of subject matter and timing. The ECTS credits for a module are only awarded after all mandatory assessed elements required for the respective module grade are completed.
- (4) Further details on the number of ECTS credits and the hours of work as well as the program duration, content, and structure are governed by the subject-specific certificate regulations.
- (5) The tuition language is German or English, and the details are governed by the subject-specific certificate regulations, if applicable.

### **4. Structure and objective of the certificate assessment**

- (1) The certificate assessment is completed in parallel to the certificate program and comprises assessments on the respective modules.
- (2) The certificate assessment is deemed passed once the ECTS credits from the module(s) in question have been attained. Details are governed by the subject-specific certificate regulations.
- (3) In the assessed elements, participants are required to demonstrate that they are able to identify issues from the examined area using methods learned during the course and can identify approaches to a solution with no significant deficiencies within a limited time and with limited materials. Particular emphasis should be placed on using scientific methods to solve practical issues.

### **5. Examination Committee**

- (1) An Examination Committee will be convened by the WHU Senate to organize the certificate assessment and perform the duties arising under these certificate regulations. The Examination Committee is made up of the chair and deputy chair, both of whom must be full-time teaching staff at WHU, at least one academic WHU employee, at least one non-academic WHU employee, and one course participant in a WHU executive education program. The course participant takes part in the meetings in an advisory role. At the recommendation of the chair of the Examination Committee, associate lecturers and experts may take part in the meetings in an advisory capacity.
- (2) The Examination Committee reaches decisions by a majority of its members who are entitled to vote. In the event of an equal number of votes, the chair will have the casting vote. The members of the Examination Committee have the right to observe the conduct of examinations.
- (3) The members of the Examination Committee and authorized advisory participants are obliged to secrecy, including after their membership of the Committee comes to an end. The meetings of the Examination Committee take place behind closed doors.

- (4) The Examination Committee shall be deployed by the Senate. The term of office of the members of the Examination Committee is two years, unless otherwise stipulated in the basic regulations. Re-election is permissible.
- (5) The members of the Examination Committee will be announced via the standard university channels.

#### **6. Examiners and observers**

- (1) Assessments may be conducted by all university lecturers, emeritus professors, assistant professors, honorary professors, supernumerary professors, adjunct professors, visiting professors and visiting scholars, junior professors after they have ceased to hold office, habilitated academics, academic assistants, teaching staff for special requirements, associate lecturers as well as persons with practical vocational experience who are commissioned by WHU with the conduct of courses in the certificate program.
- (2) Assessed elements may only be evaluated by persons who are themselves qualified to at least the level being determined by the assessment or who hold an equivalent qualification. Examiners should have taught during the certificate section preceding the examination.
- (3) Only persons who themselves are qualified to at least the level being assessed for the relevant examination field or hold an equivalent qualification may act as observers. The observers in each case are appointed by the examiners.
- (4) As a rule, examinations are conducted by the examiners who have delivered the corresponding courses. In all other cases, the Examination Committee decides who will be deployed as examiners in the examination process for the program in question.
- (5) The Program Director agrees the learning outcomes, examination types, and examination grades of the module with the respective teaching staff.

#### **7. Examination periods, examination dates, and registration for examinations**

- (1) All assessed elements to be completed must be finalized promptly by the end of the program.
- (2) The assessment dates are stipulated by the Program Office and announced via the standard university channels.
- (3) Registration for the examination takes place automatically at the start of the respective module or course.

#### **8. Assessment areas and type of certificate assessment**

- (1) The respective areas of assessment are governed by the specialist certificate regulations of the respective program.
- (2) Depending on the program, the certificate assessment covers the certificate elements specified in the annexes to the respective subject-specific certificate regulations. The courses specified there form the subject matter of the module assessments and are a component of the module grade.
- (3) If courses cannot be held due to the absence of teaching staff, they must be made up for in an adequate manner that is reasonable for the participants.
- (4) Module assessments may also consist of combinations of several different sub-assessments that together must be equivalent to the requirements of an assessed element pursuant to section 4 para. 3. The content that is relevant to each individual sub-assessment must be clearly defined.

The type and weighting of the individual (sub-)assessments are based on the type of the respective course, specified by the respective tutor in consultation with the Program Director of the program in question, and publicized via the standard university channels in good time prior to the start of the course. The knowledge acquired by the course participants from the module courses shall be tested via an individual assessment at the end of a module. This individual assessment must make up at least 50 percent of the module points achievable in the respective module – refer to the respective subject-specific certificate regulations for information on the number of achievable module points. See section 9 para. 1 for general information on the module points.

Certain assessment forms such as project papers, seminar papers, team papers, or case studies or assessed elements equivalent to case studies may also be assigned as group work. Where group work is performed, the interaction of a group is evaluated using the outcomes obtained for assessed sub-elements. In such a case, it must be guaranteed that, despite the joint effort, it is possible to assess with adequate certainty whether the individual candidate has attained the respective course objective.

- (5) The attainment of the learning objectives can be assessed via the following forms of assessment, which may also be conducted as an online assessment:

1. Individual assessment

As a rule, the individual assessment is performed in the form of a written examination. The time required for the examination derives from the number of courses that make up a module. 60 minutes are usually specified for each course of a module. If additional sub-assessments are included in the module assessment, the time required for the individual assessment is reduced accordingly, subject, however, to a minimum of 120 minutes per module.

2. Other forms of assessment

These are specified by the course examiners in consultation with the Program Director pursuant to section 6 para. 5 and may comprise for example:

- Active teamwork / project work / seminar papers

The percentage weighting for a project paper or seminar paper (both as individual or group assessments) will be specified by the examiner and communicated to the student when the topic is assigned. Project papers and seminar papers may also be issued as group tasks. The course leader decides on the selection, the combination form, and the scope of the assessed elements and their evaluation in conjunction with the Program Director.

- Case studies or assessed elements equivalent to case studies (assignment)

The period for preparing the case study will be determined by the course examiner. The preparation may be undertaken individually or in a group. Written papers may be checked for plagiarism.

- Oral examination

Oral examinations should not exceed five minutes per ECTS credit of the respective courses for each certificate participant and must not exceed 45 minutes. The examiner will include an observer in the oral examination pursuant to section 6 para. 3.

The examiner shall decide the grade for an oral examination in agreement with the observer. The key subject matter and the outcome of the examination must be recorded in a transcript. The transcript must be placed on the certificate participants' examination file. Certificate participants taking oral examinations may be grouped together in examination groups of a maximum of five persons. At the request of the certificate

participant, WHU's equal opportunities officer will attend the examination. Additionally, at the request of a certificate participant with a disability or a chronic medical condition, the officer pursuant to section 72(4) HochSchG will take part in the examination.

In the case of oral assessments, the certificate participants of the specific program are permitted to attend as spectators if the certificate participant does not object. Certificate participants taking the same examination are not permitted. If a proper examination procedure cannot be guaranteed, the number of spectators may be limited, or they may be entirely excluded from the examination.

- (6) Further forms of performance assessment may be permitted at the lecturer's request. Any such application must be submitted to the Program Director prior to the start of the module. The Examination Committee will decide in the event of a dispute.
- (7) Within a module, assessed elements not successfully completed under para. 5 no. 2 may be credited against successfully completed assessed elements pursuant to para. 5 no. 2. Individual assessments not successfully completed under para. 5 no. 1 may only be credited against successfully completed individual assessments under para. 5 no. 1 within a module.

#### **9. Assessment results, calculation of module grades, overall grade, and the ECTS grade**

- (1) A specific maximum number of points (module points/performance points) may be acquired in each module. The number of points that can be achieved is based on the available number of ECTS credits of the module.
- (2) The candidates should be notified of their grades within eight weeks of completing the respective assessed element.
- (3) A module will be deemed successfully completed if
  1. at least 50 percent of the total points achievable in the module are attained and
  2. at least 50 percent of the points possible for the individual assessments for the module are attained.
- (4) The overall grades are as follows as per the calculation method:

for an average up to 1.5	=	very good
for an average above 1.5 up to 2.5	=	good
for an average above 2.5 up to 3.5	=	satisfactory
for an average above 3.5 up to 4.0	=	adequate
for an average above 4.0	=	inadequate

The overall grade for the certificate is derived from the total of the module points attained in the respective certificate elements. The calculation is based on the evaluation scales set out in respective subject-specific certificate regulations.

#### **10. Repeating module assessments**

- (1) If a module is not completed successfully, a retest must be taken. Successfully completed module assessments may not be retaken. Retests are conducted in the form of written tests and consist solely of the sub-assessments of the module in which less than 50 percent of the points attainable in the respective sub-assessment were scored. The Program Director shall specify the dates of the retests. If the participant raises no objection within a week of announcement of the date, the participant will be deemed registered for the retake. The deadline for the assessment retakes should not exceed two months.

- (2) During the certificate period, participants will have one opportunity for a second retake of the assessment pursuant to para. 1. The application to sit a second retake of an assessment must be submitted to the Program Director in writing without delay following announcement of the unsuccessful attempt at the first retake of the assessment.
- (3) A module assessment, and consequently the certificate, will be deemed conclusively failed if the participant
  1. does not attain an examination result pursuant to section 9 para. 3 in the assessment and does not take timely advantage of the retake option pursuant to para. 1, or
  2. does not attain an examination result pursuant to section 9 para. 3 in the first retake pursuant to para. 1 and is not admitted to a further retake pursuant to para. 2, or
  3. is admitted to the second retake pursuant to para. 2, but does not take timely advantage thereof, or
  4. does not attain an examination result pursuant to section 9 para. 3 in the second retake.
- (4) See section 15 para. 3 for information on a conclusive failure to pass the examination.

#### **11. Absence, withdrawal, cheating, disruption**

- (1) An assessed element may be taken at a later stage if the participant asserts valid reasons for not being able to take the assessment within the period specified by the lecturer. The same applies if the participant asserts valid reasons for not being able to attend on an examination date. In order to take an assessed element at a later stage, the participant must obtain the consent of the lecturer and Program Director prior to expiry of the deadline up to which the assessment is to be taken. If the participant is able to take the assessment at a later stage, the Program Director may, in consultation with the lecturer, determine the period within which the missing assessment or any substitute performance set by the lecturer must be completed.
- (2) Under the applicable evaluation scales (see subject-specific certificate regulations), an assessed element will be graded "inadequate" (5.0) if the participant fails to attend on an examination date without valid reasons or if they withdraw after the start of the examination without valid reasons or the Program Director does not acknowledge reasons for the withdrawal from the examination. The same applies if an assessed element is not completed within the specified time allowed.
- (3) The reasons asserted for the withdrawal or absence must be communicated and demonstrated to the Program Director without delay in writing prior to the start of the assessed element. In the event of illness of the participant, a medical certificate must be provided. The illness of a child or family member for whom the participant is primarily the sole caregiver is deemed equivalent to the illness of the participant. If a participant aborts a commenced assessment on health grounds, he or she must obtain a medical certificate without delay and submit this to the Program Director. If the reasons are acknowledged, a new date will be agreed. In the event of a repeat occurrence, the Program Director may demand that a medical certificate is presented.
- (4) Any adverse decisions by the Program Director in the cases set out in paras. 1-3 shall be communicated to the certificate participant without delay. The chair of the Examination Committee shall decide on any appeal.
- (5) If cheating (e.g. use of unauthorized aids, plagiarism) is identified during an assessed element, the entire module will be graded 5.0. Cheating may also be established retrospectively. Students who disrupt the orderly conduct of the assessment may be excluded from continuing the assessment by the invigilator. In this case, the assessed element in question will be graded 5.0. The conduct of the assessment shall be deemed to have been disrupted in particular if
  - a. a student's own work is made available to other examination participants in module sub-assessments such as written papers; or
  - b. the conduct of the assessment is impaired due to unreasonable conduct.

Retakes of assessed elements pursuant to section 10 are permissible.

- (6) In repeated and serious cases under para. 5, the Examination Committee may exclude the participant from completing further assessments and thus from the program as a whole. Participants may appeal the decision in writing to the Examination Committee within one month.
- (7) In cases covered by para. 5, participants may request a review of the decision by the Examination Committee within one month of the announcement of the decision. The Examination Committee's decision shall be communicated to the participant without delay. Participants may lodge a written appeal against the decision with the Examination Committee within one month.

## 12. Deadlines

- (1) If a prescribed deadline for registering for or taking an examination depends on the performance times of the respective program, extensions and interruptions will not be taken into account if they were due to
  1. illness, a disability, or other reasons for which the participant is not at fault or
  2. pregnancy or child-rearing; in these cases, it must be possible at least to take advantage of the periods in accordance with sections 3, 4, 6 and 8 of the German Maternity Protection Act (*Mutterschutzgesetz*) as well as in accordance with the German Child Benefits Act (*Bundeserziehungsgeldgesetz*) during parental leave;
  3. care for a family member who requires care.
- (2) The participant is responsible for providing any relevant evidence.

## 13. Recognition or crediting of study periods, course achievements and assessed elements

- (1) Course achievements and assessed elements attained at a university, including unsuccessful attempts and practical vocational activities, shall be recognized on request, provided there are no material differences in the learning outcomes obtained in terms of quality, qualification level, and profile compared to those of the respective certificate program at WHU. An overall evaluation of the relevance of the assessed elements to the attainment of the program objectives and the purpose of the assessments pursuant to section 4 para. 3 shall be performed. A material difference in this sense shall be deemed to exist the applicant is likely to have difficulty in successfully completing the program. Information may be obtained from the Central Office for Foreign Education<sup>1</sup> in order to provide clarity on the circumstances and legal position. This is without prejudice to any varying recognition provisions based on agreements with overseas universities. The burden of proof for claiming material differences exist shall be incumbent on the university. Recognition presupposes that at least one further assessed element is to be taken in the certificate program of the receiving university following successful enrolment.

If an identical unit has already been passed in a different WHU study or certificate program, automatic recognition shall apply. A repetition of this assessed element is excluded pursuant to section 10 para. 1 of these regulations.

- (2) Proven knowledge, skills, and competences acquired outside the university may be credited up to a maximum of half of the certificate program, provided the content and level of such substantially correspond to the module assessments of the certificate program and equivalence is given. Crediting in the individual case will be performed on the basis of the learning objectives / competences of the respective certificate program that are set forth in the course or module descriptions, as well as on the basis of the documents submitted with the application.

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<sup>1</sup> Information portal on the recognition of foreign educational qualifications (anabin).

- (3) The chair of the Examination Committee shall decide on any recognition or crediting under para. 1 and 2. The certificate participants shall submit to the chair of the Examination Committee any documents required for the recognition or crediting with the application for admission to participation.
- (4) Applications for recognition pursuant to para. 1 and crediting pursuant to para. 2 shall be processed within four weeks.
- (5) Recognition pursuant to para. 1 and crediting pursuant to para. 2 may also entail partial recognition and crediting.
- (6) If assessed elements are recognized or credited, grades may be adopted and included in the calculation of overall grade, provided that grading systems are comparable. This shall entail points (module points/performance points) in accordance with the points scales set out in the subject-specific certificate regulations being awarded in addition to the adopted grade. These shall be based on the highest score for which this grade is awarded. The remark "passed" shall be recorded for incomparable grading systems. The requisite number of credits shall be attributed to the recognized or credited course achievements and assessed elements. A remark on the recognition or crediting will be made in the Transcript of Records.

#### **14. Provisions for people with disabilities or chronic health conditions (equality measures)**

- (1) If the participant demonstrates that, due to a chronic condition or disability as defined in section 2 para. 1 German Social Code IX (SGB IX), they are not able to complete the assessed element in full or in part in the envisaged form or within the assessment periods set down in these regulations, the chair of the Examination Committee will, on application, decide on whether to permit a suitable equality measure. The same shall apply to course achievements and selection procedures.
- (2) The officer for people with disabilities or chronic medical conditions or another competent person may be involved on request.
- (3) The submission of suitable evidence may be requested to substantiate a claim of a chronic condition or disability. The doctor's certificate should list suggestions of potential equality measures.

#### **15. Certificate and transcript of records**

- (1) Participants who have successfully completed the certificate assessment will be given a transcript of records in German and English and a certificate that confirms their successful participation in the program in question. The transcript of records contains the grades of the module assessments and the overall grade as a US letter grade and German decimal grade. The transcript of records and the certificate bear the date of the day on which the last assessed element was completed. The documents are signed by the Dean of the WHU and the Program Director of the respective program.
- (2) The university will issue a Certificate Supplement (CS) in German and English, similar to the "Diploma Supplement (DS)" model developed by the European Union/Council of Europe/UNESCO. This contains in particular information about the university, type of the qualification, certificate program, admission requirements, certificate requirements, certificate procedure, grading system, and the German study system. The text agreed between KMK and HRK as amended from time to time is used for the presentation of the national education system (DS section 8).<sup>2</sup>
- (3) If the certificate assessment is conclusively failed, the chair of the Examination Committee will issue a written notification to the participant to that effect. The Examination Committee will rule on any objections raised.

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<sup>2</sup>The current valid version is listed at: <http://www.hrk.de> (keyword: Diploma supplement).

- (4) Participants who leave the university without a certificate will be provided on request with a summary certification of all completed certificate and assessed elements or a certificate of participation from the Program Director.

#### **16. Invalidity of the certificate assessment**

- (1) If the participant has cheated during an examination and if this fact becomes known following the issue of the transcript of records, the Examination Committee may retrospectively correct the grades for the assessed element that the participant cheated in and declare the assessment to be failed in full or in part. The assessed element may not be retaken.
- (2) If the preconditions for admission to an assessment were not satisfied without the participant seeking to conceal such, and if this fact only becomes known following issue of the transcript of records, this defect will be rectified by the assessment being successfully completed. If the participant intentionally obtained admission by wrongful means, the Examination Committee shall rule accordingly. The burden of proof regarding such intentional conduct is incumbent on the Examination Committee.
- (3) The participant must be given the opportunity to speak prior to the ruling.
- (4) The incorrect certificate and the transcript of records must be withdrawn and a new one issued where necessary. A decision pursuant to para. 2 sentence 2 is not permissible after a period of five years following the date of the certificate.

#### **17. Right to information**

- (1) On request, participants will be notified of the partial results of an assessment prior to its conclusion.
- (2) The grading of all assessed elements must be documented in writing. Following completion of an assessment, participants have a right to view their own corrected examination papers, examination protocols for oral examinations, evaluations of written papers, and other documentation that serve to evaluate their certificate performance completed in the course of their participation in the certificate program at WHU. If participants object to a grade, they may communicate such to the examiner and request justification for their grading. If the examiner does not provide a justification, the participants may apply to the chair of the Examination Committee for such justification to be provided within four weeks with a written reasoning of the disputed points.

#### **18. Entry into force**

These regulations for the executive education programs at the Otto Beisheim School of Management (Otto-Beisheim-Hochschule, WHU) will take effect on the day following publication in the WHU's gazette. They apply to all participants enrolled in the executive education programs at WHU and who have started after July 1, 2022.

Vallendar, June 2022

Prof. Dr. Markus Rudolf

Dean of Otto Beisheim School of Management

Annex 1: Subject-specific certificate regulations for “SPOAC – General Management Program in Sports Business”

### **1. Scope of validity**

These subject-specific certificate regulations, in conjunction with the framework certificate regulations as amended from time to time, govern the examinations within the “SPOAC – General Management Program in Sports Business” executive education program (hereinafter referred to as: GMPSB) at the Otto Beisheim School of Management (Otto-Beisheim-Hochschule, WHU), hereinafter referred to as “WHU”, as well as the prerequisites for the award of the certificate.

### **2. Objective, scope, and structure of the GMPSB**

- (1) The GMPSB executive education program provides its participants with the knowledge and skills needed to engage in demanding international management tasks in the field of sports business. Participants are expected to have an overview of the interrelationships within their subject and be able to autonomously apply scientific methods and lessons learned to solving practical problems.
- (2) The 15 ECTS credits of the GMPSB entail 450 hours of work.
- (3) A total of 15 ECTS credits are acquired for the GMPSB. The executive education program comprises the modules set out in the annex to section 3.
- (4) The duration of the GMPSB program is 12-24 months.
- (5) The tuition language is English.

### **3. Assessment areas**

The certificate assessment covers the certificate elements set out in the current version of the annex: The courses specified in the certificate regulations form the subject matter of the module assessments and are a component of the module grades. Any certificate assessments completed as part of courses taken at partner universities overseas will be mentored in situ by WHU teaching staff and exclusively assessed by them.

### **4. Assessment results, calculation of module grades, the overall grade and the ECTS grade**

- (1) A specific maximum number of points (module points/performance points) may be acquired in each module. The number of points that can be achieved is based on the available number of ECTS credits of the module.
- (2) The grade for a module then results from the points obtained on the basis of a points scale stipulated by the Examination Committee. The percentage distribution of points and their grade equivalents are set out in the following table:

### Calculation of the module grades

Decimal grade	Points in %	US grade
1.0	98.0-100	A
1.1	96.4-97.9	A
1.2	94.8-96.3	A
<b>1.3</b>	<b>93.2-94.7</b>	<b>A-</b>
1.4	91.6-93.1	A-
1.5	90.0-91.5	A-
<b>1.6</b>	<b>88.4-89.9</b>	<b>B+</b>
1.7	86.8-88.3	B+
1.8	85.2-86.7	B+
1.9	83.6-85.1	B+
<b>2.0</b>	<b>82.0-83.5</b>	<b>B</b>
2.1	80.4-81.9	B
2.2	78.8-80.3	B
<b>2.3</b>	<b>77.2-78.7</b>	<b>B-</b>
2.4	75.6-77.1	B-
2.5	74.0-75.5	B-

Decimal grade	Points in %	US grade
<b>2.6</b>	<b>72.4-73.9</b>	<b>C+</b>
2.7	70.8-72.3	C+
2.8	69.2-70.7	C+
2.9	67.6-69.1	C+
<b>3.0</b>	<b>66.0-67.5</b>	<b>C</b>
3.1	64.4-65.9	C
3.2	62.8-64.3	C
<b>3.3</b>	<b>61.2-62.7</b>	<b>C-</b>
3.4	59.6-61.1	C-
3.5	58.0-59.5	C-
<b>3.6</b>	<b>56.4-57.9</b>	<b>D+</b>
3.7	54.8-56.3	D+
3.8	53.2-54.7	D+
3.9	51.6-53.1	D+
<b>4.0</b>	<b>50.0-51.5</b>	<b>D</b>
<b>5.0</b>	<b>&lt;50.0</b>	<b>F</b>

- (3) The overall grade for the certificate is derived from the total of the module points attained in the certificate elements set out in the annex to section 3 on the basis of the following evaluation scale specified by the Examination Committee:

Decimal grade	US grade	Points in %	Credit points
1.0	A	100.00	750
1.0	A	99.00	742.5
<b>1.0</b>	<b>A</b>	<b>98.00</b>	<b>735</b>
1.1	A	97.00	727.5
<b>1.1</b>	<b>A</b>	<b>96.40</b>	<b>723</b>
1.2	A	96.00	720
1.2	A	95.00	712.5
<b>1.2</b>	<b>A</b>	<b>94.80</b>	<b>711</b>
1.3	A-	94.00	705
<b>1.3</b>	<b>A-</b>	<b>93.20</b>	<b>699</b>
1.4	A-	93.00	697.5
1.4	A-	92.00	690
<b>1.4</b>	<b>A-</b>	<b>91.60</b>	<b>687</b>
1.5	A-	91.00	682.5
<b>1.5</b>	<b>A-</b>	<b>90.00</b>	<b>675</b>
1.6	B+	89.00	667.5
<b>1.6</b>	<b>B+</b>	<b>88.40</b>	<b>663</b>
1.7	B+	88.00	660
1.7	B+	87.00	652.5
<b>1.7</b>	<b>B+</b>	<b>86.80</b>	<b>651</b>
1.8	B+	86.00	645
<b>1.8</b>	<b>B+</b>	<b>85.20</b>	<b>639</b>
1.9	B+	85.00	637.5
1.9	B+	84.00	630

Decimal grade	US grade	Points in %	Credit points
2.7	C+	72.00	540
2.7	C+	71.00	532.5
<b>2.7</b>	<b>C+</b>	<b>70.80</b>	<b>531</b>
2.8	C+	70.00	525
<b>2.8</b>	<b>C+</b>	<b>69.20</b>	<b>519</b>
2.9	C+	69.00	517.5
2.9	C+	68.00	510
<b>2.9</b>	<b>C+</b>	<b>67.60</b>	<b>507</b>
3.0	C	67.00	502.5
<b>3.0</b>	<b>C</b>	<b>66.00</b>	<b>495</b>
3.1	C	65.00	487.5
<b>3.1</b>	<b>C</b>	<b>64.40</b>	<b>483</b>
3.2	C	64.00	480
3.2	C	63.00	472.5
<b>3.2</b>	<b>C</b>	<b>62.80</b>	<b>471</b>
3.3	C-	62.00	465
<b>3.3</b>	<b>C-</b>	<b>61.20</b>	<b>459</b>
3.4	C-	61.00	457.5
3.4	C-	60.00	450
<b>3.4</b>	<b>C-</b>	<b>59.60</b>	<b>447</b>
3.5	C-	59.00	442.5
<b>3.5</b>	<b>C-</b>	<b>58.00</b>	<b>435</b>
3.6	D+	57.00	427.5
<b>3.6</b>	<b>D+</b>	<b>56.40</b>	<b>423</b>

1.9	B+	83.60	627
2.0	B	83.00	622.5
<b>2.0</b>	<b>B</b>	<b>82.00</b>	<b>615</b>
2.1	B	81.00	607.5
<b>2.1</b>	<b>B</b>	<b>80.40</b>	<b>603</b>
2.2	B	80.00	600
2.2	B	79.00	592.5
<b>2.2</b>	<b>B</b>	<b>78.80</b>	<b>591</b>
2.3	B-	78.00	585
<b>2.3</b>	<b>B-</b>	<b>77.20</b>	<b>579</b>
2.4	B-	77.00	577.5
2.4	B-	76.00	570
<b>2.4</b>	<b>B-</b>	<b>75.60</b>	<b>567</b>
2.5	B-	75.00	562.5
<b>2.5</b>	<b>B-</b>	<b>74.00</b>	<b>555</b>
2.6	C+	73.00	547.5
<b>2.6</b>	<b>C+</b>	<b>72.40</b>	<b>543</b>

3.7	D+	56.00	420
3.7	D+	55.00	412.5
<b>3.7</b>	<b>D+</b>	<b>54.80</b>	<b>411</b>
3.8	D+	54.00	405
<b>3.8</b>	<b>D+</b>	<b>53.20</b>	<b>399</b>
3.9	D+	53.00	397.5
3.9	D+	52.00	390
<b>3.9</b>	<b>D+</b>	<b>51.60</b>	<b>387</b>
4.0	D	51.00	382.5
<b>4.0</b>	<b>D</b>	<b>50.00</b>	<b>375</b>
		<b>&lt; 50</b>	<b>&lt;375</b>

## 5. Entry into force

These regulations for the certificate assessment of the “SPOAC – General Management Program in Sports Business” executive education program at the Otto Beisheim School of Management (Otto-Beisheim-Hochschule, WHU) will take effect on the day following publication in the WHU’s gazette and shall apply in conjunction with the framework certificate regulations as amended from time to time. They apply to all participants enrolled on the GMPSB at WHU and who have commenced the GMPSB after July 1, 2022.

## Annex

### A. Module 1: “Business Fundamentals in Sports Business” (7 ECTS credits)

1. Strategy in Action (2 ECTS credits)
2. Financial Valuation & Business Model Funding (2 ECTS credits)
3. Leadership in Sports Business (2 ECTS credits)
4. Internationalization of Sports Business (1 ECTS credit)

### B. Module 2: “Impact Creation in Sports Business” (8 ECTS credits)

1. From Idea to Impact (1 ECTS credit)
3. Consulting Field Study (1 ECTS credit)
4. Sports Marketing (1 ECTS credit)
5. Selling Sports Rights (1 ECTS credit)
6. Digital & Design Thinking (1 ECTS credit)
7. Personal Mastery Project (3 ECTS credits)

## Annex 2: Subject-specific certificate regulations for “Management Essentials Program”

### **1. Scope of validity**

These subject-specific certificate regulations, in conjunction with the framework certificate regulations as amended from time to time, govern the examinations within the “Management Essentials Program” executive education program (hereinafter referred to as: MEP) at the Otto Beisheim School of Management (Otto-Beisheim-Hochschule, WHU), hereinafter referred to as “WHU”, as well as the prerequisites for the award of the certificate.

### **2. Objective, scope, and structure of the MEP**

- (1) The MEP executive education program provides its participants with the knowledge and skills needed to engage in demanding international management tasks in the field of general management. Participants are expected to have an overview of the interrelationships within their subject and be able to autonomously apply scientific methods and lessons learned to solving practical problems.
- (2) The six ECTS credits of the MEP entail 180 hours of work.
- (3) A total of six ECTS credits are acquired for the MEP. The executive education program comprises the modules set out in the annex to section 3.
- (4) The duration of the MEP program is a maximum of 24 months. During this period the individual courses are run as compact face-to-face units. See the overview in the annex for details of the program components.
- (5) The tuition language is English.

### **3. Assessment areas**

The certificate assessment covers the certificate elements set out in the current version of the annex.

### **4. Assessment results, calculation of module grades, the overall grade and the ECTS grade**

- (1) A specific maximum number of points (module points/performance points) may be acquired in each module. The number of points that can be achieved is based on the available number of ECTS credits of the module.
- (2) The grade for a module then results from the points obtained on the basis of a points scale stipulated by the Examination Committee. The percentage distribution of points and their grade equivalents are set out in the following table:

### Calculation of the module grades

Decimal grade	Points in %	US grade
1.0	98.0-100	A
1.1	96.4-97.9	A
1.2	94.8-96.3	A
<b>1.3</b>	<b>93.2-94.7</b>	<b>A-</b>
1.4	91.6-93.1	A-
1.5	90.0-91.5	A-
<b>1.6</b>	<b>88.4-89.9</b>	<b>B+</b>
1.7	86.8-88.3	B+
1.8	85.2-86.7	B+
1.9	83.6-85.1	B+
<b>2.0</b>	<b>82.0-83.5</b>	<b>B</b>
2.1	80.4-81.9	B
2.2	78.8-80.3	B
<b>2.3</b>	<b>77.2-78.7</b>	<b>B-</b>
2.4	75.6-77.1	B-
2.5	74.0-75.5	B-

Decimal grade	Points in %	US grade
<b>2.6</b>	<b>72.4-73.9</b>	<b>C+</b>
2.7	70.8-72.3	C+
2.8	69.2-70.7	C+
2.9	67.6-69.1	C+
<b>3.0</b>	<b>66.0-67.5</b>	<b>C</b>
3.1	64.4-65.9	C
3.2	62.8-64.3	C
<b>3.3</b>	<b>61.2-62.7</b>	<b>C-</b>
3.4	59.6-61.1	C-
3.5	58.0-59.5	C-
<b>3.6</b>	<b>56.4-57.9</b>	<b>D+</b>
3.7	54.8-56.3	D+
3.8	53.2-54.7	D+
3.9	51.6-53.1	D+
<b>4.0</b>	<b>50.0-51.5</b>	<b>D</b>
<b>5.0</b>	<b>&lt;50.0</b>	<b>F</b>

- (3) The overall grade for the certificate is derived from the total of the module points attained in the certificate elements set out in the annex to section 3 on the basis of the following evaluation scale specified by the Examination Committee:

Decimal grade	US grade	Points in %	Credit points
1	A	100.00%	300
1	A	99.00%	297
<b>1</b>	<b>A</b>	<b>98.00%</b>	<b>294</b>
1.1	A	97.00%	291
<b>1.1</b>	<b>A</b>	<b>96.40%</b>	<b>289.2</b>
1.2	A	96.00%	288
1.2	A	95.00%	285
<b>1.2</b>	<b>A</b>	<b>94.80%</b>	<b>284.4</b>
1.3	A-	94.00%	282
<b>1.3</b>	<b>A-</b>	<b>93.20%</b>	<b>279.6</b>
1.4	A-	93.00%	279
1.4	A-	92.00%	276
<b>1.4</b>	<b>A-</b>	<b>91.60%</b>	<b>274.8</b>
1.5	A-	91.00%	273
<b>1.5</b>	<b>A-</b>	<b>90.00%</b>	<b>270</b>

Decimal grade	US grade	Points in %	Credit points
2.7	C+	72	216
2.7	C+	71	213
<b>2.7</b>	<b>C+</b>	<b>70.8</b>	<b>212.4</b>
2.8	C+	70	210
<b>2.8</b>	<b>C+</b>	<b>69.2</b>	<b>207.6</b>
2.9	C+	69	207
2.9	C+	68	204
<b>2.9</b>	<b>C+</b>	<b>67.6</b>	<b>202.8</b>
3	C	67	201
<b>3</b>	<b>C</b>	<b>66</b>	<b>198</b>
3.1	C	65	195
<b>3.1</b>	<b>C</b>	<b>64.4</b>	<b>193.2</b>
3.2	C	64	192
3.2	C	63	189
<b>3.2</b>	<b>C</b>	<b>62.8</b>	<b>188.4</b>

1.6	B+	89.00%	267
<b>1.6</b>	<b>B+</b>	<b>88.40%</b>	<b>265.2</b>
1.7	B+	88.00%	264
1.7	B+	87.00%	261
<b>1.7</b>	<b>B+</b>	<b>86.80%</b>	<b>260.4</b>
1.8	B+	86.00%	258
<b>1.8</b>	<b>B+</b>	<b>85.20%</b>	<b>255.6</b>
1.9	B+	85.00%	255
1.9	B+	84.00%	252
<b>1.9</b>	<b>B+</b>	<b>83.60%</b>	<b>250.8</b>
2	B	83.00%	249
<b>2</b>	<b>B</b>	<b>82.00%</b>	<b>246</b>
2.1	B	81.00%	243
<b>2.1</b>	<b>B</b>	<b>80.40%</b>	<b>241.2</b>
2.2	B	80.00%	240
2.2	B	79.00%	237
<b>2.2</b>	<b>B</b>	<b>78.80%</b>	<b>236.4</b>
2.3	B-	78.00%	234
<b>2.3</b>	<b>B-</b>	<b>77.20%</b>	<b>231.6</b>
2.4	B-	77.00%	231
2.4	B-	76.00%	228
<b>2.4</b>	<b>B-</b>	<b>75.60%</b>	<b>226.8</b>
2.5	B-	75.00%	225
<b>2.5</b>	<b>B-</b>	<b>74.00%</b>	<b>222</b>
2.6	C+	73.00%	219
<b>2.6</b>	<b>C+</b>	<b>72.40%</b>	<b>217.2</b>

3.3	C-	62	186
<b>3.3</b>	<b>C-</b>	<b>61.2</b>	<b>183.6</b>
3.4	C-	61	183
3.4	C-	60	180
<b>3.4</b>	<b>C-</b>	<b>59.6</b>	<b>178.8</b>
3.5	C-	59	177
<b>3.5</b>	<b>C-</b>	<b>58</b>	<b>174</b>
3.6	D+	57	171
<b>3.6</b>	<b>D+</b>	<b>56.4</b>	<b>169.2</b>
3.7	D+	56	168
3.7	D+	55	165
<b>3.7</b>	<b>D+</b>	<b>54.8</b>	<b>164.4</b>
3.8	D+	54	162
<b>3.8</b>	<b>D+</b>	<b>53.2</b>	<b>159.6</b>
3.9	D+	53	159
3.9	D+	52	156
<b>3.9</b>	<b>D+</b>	<b>51.6</b>	<b>154.8</b>
4	D	51	153
<b>4</b>	<b>D</b>	<b>50</b>	<b>150</b>
		<b>&lt; 50</b>	<b>&lt;150</b>

## 5. Entry into force

These regulations for the certificate assessment of the “Management Essentials Program” executive education program at the Otto Beisheim School of Management (Otto-Beisheim-Hochschule, WHU) will take effect on the day following publication in the WHU’s gazette and shall apply in conjunction with the framework certificate regulations as amended from time to time. They apply to all participants enrolled on the MEP at WHU and who have commenced the MEP after July 1, 2022.

## Annex

### A. Module 1: “Management Essentials” (6 ECTS credits)

Choice of three out of six mandatory courses:

1. Strategy Essentials (2 ECTS credits)
2. Financial Literacy (2 ECTS credits)
3. Leadership Essentials (2 ECTS credits)
4. Innovation & Corporate Entrepreneurship Essentials (2 ECTS credits)
5. Brand Management Essentials (2 ECTS credits)
6. Data Science Essentials (2 ECTS credits)

## Annex 3: Subject-specific certificate regulations for “Capability Program”

### 1. Scope of validity

These subject-specific certificate regulations, in conjunction with the framework certificate regulations as amended from time to time, govern the examinations within the “Capability Program” executive education program (hereinafter referred to as: CAP) at the Otto Beisheim School of Management (Otto-Beisheim-Hochschule, WHU), hereinafter referred to as “WHU”, as well as the prerequisites for the award of the certificate.

### 2. Objective, scope, and structure of the CAP

- (1) The CAP executive education program provides its participants with the knowledge and skills needed to engage in demanding international management tasks in the field of general management. Participants are expected to have an overview of the interrelationships within their subject and be able to autonomously apply scientific methods and lessons learned to solving practical problems.
- (2) The nine ECTS credits of the CAP entail 270 hours of work.
- (3) A total of nine ECTS credits are acquired for the Capability Program. The executive education program comprises the modules set out in the annex to section 3.
- (4) The duration of the CAP program is six months.
- (5) The tuition language is English.

### 3. Assessment areas

The certificate assessment covers the certificate elements set out in the current version of the annex.

### 4. Assessment results, calculation of module grades, the overall grade and the ECTS grade

- (1) A specific maximum number of points (module points/performance points) may be acquired in each module. The number of points that can be achieved is based on the available number of ECTS credits of the module.
- (2) The grade for a module then results from the points obtained on the basis of a points scale stipulated by the Examination Committee. The percentage distribution of points and their grade equivalents are set out in the following table:

#### Calculation of the module grades

Decimal grade	Points in %	US grade
1.0	98.0-100	A
1.1	96.4-97.9	A
1.2	94.8-96.3	A
<b>1.3</b>	<b>93.2-94.7</b>	<b>A-</b>
1.4	91.6-93.1	A-
1.5	90.0-91.5	A-
<b>1.6</b>	<b>88.4-89.9</b>	<b>B+</b>
1.7	86.8-88.3	B+
1.8	85.2-86.7	B+

Decimal grade	Points in %	US grade
<b>2.6</b>	<b>72.4-73.9</b>	<b>C+</b>
2.7	70.8-72.3	C+
2.8	69.2-70.7	C+
2.9	67.6-69.1	C+
<b>3.0</b>	<b>66.0-67.5</b>	<b>C</b>
3.1	64.4-65.9	C
3.2	62.8-64.3	C
<b>3.3</b>	<b>61.2-62.7</b>	<b>C-</b>
3.4	59.6-61.1	C-

1.9	83.6-85.1	B+
<b>2.0</b>	<b>82.0-83.5</b>	<b>B</b>
2.1	80.4-81.9	B
2.2	78.8-80.3	B
<b>2.3</b>	<b>77.2-78.7</b>	<b>B-</b>
2.4	75.6-77.1	B-
2.5	74.0-75.5	B-

3.5	58.0-59.5	C-
<b>3.6</b>	<b>56.4-57.9</b>	<b>D+</b>
3.7	54.8-56.3	D+
3.8	53.2-54.7	D+
3.9	51.6-53.1	D+
<b>4.0</b>	<b>50.0-51.5</b>	<b>D</b>
<b>5.0</b>	<b>&lt;50.0</b>	<b>F</b>

(3) The overall grade for the certificate is derived from the total of the module points attained in the certificate elements set out in the annex to section 3 on the basis of the following evaluation scale specified by the Examination Committee:

Decimal grade	US grade	Points in %	Credit points
1.0	A	100	450
1.0	A	99	445.5
<b>1.0</b>	<b>A</b>	<b>98</b>	<b>441</b>
1.1	A	97	436.5
<b>1.1</b>	<b>A</b>	<b>96.4</b>	<b>433.8</b>
1.2	A	96	432
1.2	A	95	427.5
<b>1.2</b>	<b>A</b>	<b>94.8</b>	<b>426.6</b>
1.3	A-	94	423
<b>1.3</b>	<b>A-</b>	<b>93.2</b>	<b>419.4</b>
1.4	A-	93	418.5
1.4	A-	92	414
<b>1.4</b>	<b>A-</b>	<b>91.6</b>	<b>412.2</b>
1.5	A-	91	409.5
<b>1.5</b>	<b>A-</b>	<b>90</b>	<b>405</b>
1.6	B+	89	400.5
<b>1.6</b>	<b>B+</b>	<b>88.4</b>	<b>397.8</b>
1.7	B+	88	396
1.7	B+	87	391.5
<b>1.7</b>	<b>B+</b>	<b>86.8</b>	<b>390.6</b>
1.8	B+	86	387
<b>1.8</b>	<b>B+</b>	<b>85.2</b>	<b>383.4</b>
1.9	B+	85	382.5
1.9	B+	84	378

Decimal grade	US grade	Points in %	Credit points
2.7	C+	72	324
2.7	C+	71	319.5
<b>2.7</b>	<b>C+</b>	<b>70.8</b>	<b>318.6</b>
2.8	C+	70	315
<b>2.8</b>	<b>C+</b>	<b>69.2</b>	<b>311.4</b>
2.9	C+	69	310.5
2.9	C+	68	306
<b>2.9</b>	<b>C+</b>	<b>67.6</b>	<b>304.2</b>
3	C	67	301.5
<b>3</b>	<b>C</b>	<b>66</b>	<b>297</b>
3.1	C	65	292.5
<b>3.1</b>	<b>C</b>	<b>64.4</b>	<b>289.8</b>
3.2	C	64	288
3.2	C	63	283.5
<b>3.2</b>	<b>C</b>	<b>62.8</b>	<b>282.6</b>
3.3	C-	62	279
<b>3.3</b>	<b>C-</b>	<b>61.2</b>	<b>275.4</b>
3.4	C-	61	274.5
3.4	C-	60	270
<b>3.4</b>	<b>C-</b>	<b>59.6</b>	<b>268.2</b>
3.5	C-	59	265.5
<b>3.5</b>	<b>C-</b>	<b>58</b>	<b>261</b>
3.6	D+	57	256.5
<b>3.6</b>	<b>D+</b>	<b>56.4</b>	<b>253.8</b>

1.9	B+	83.6	376.2
2.0	B	83	373.5
2.0	B	82	369
2.1	B	81	364.5
2.1	B	80.4	361.8
2.2	B	80	360
2.2	B	79	355.5
2.2	B	78.8	354.6
2.3	B-	78	351
2.3	B-	77.2	347.4
2.4	B-	77	346.5
2.4	B-	76	342
2.4	B-	75.6	340.2
2.5	B-	75	337.5
2.5	B-	74	333
2.6	C+	73	328.5
2.6	C+	72.4	325.8

3.7	D+	56	252
3.7	D+	55	247.5
3.7	D+	54.8	246.6
3.8	D+	54	243
3.8	D+	53.2	239.4
3.9	D+	53	238.5
3.9	D+	52	234
3.9	D+	51.6	232.2
4.0	D	51	229.5
4.0	D	50	225
		< 50	<225

## 5. Entry into force

These regulations for the certificate assessment of the “Capability Program” executive education program at the Otto Beisheim School of Management (Otto-Beisheim-Hochschule, WHU) will take effect on the day following publication in the WHU’s gazette and shall apply in conjunction with the framework certificate regulations as amended from time to time. They apply to all participants enrolled on the CAP at WHU and who have commenced the CAP after July 1, 2022.

## Annex

### A. Module 1: “Capability Program” (9 ECTS credits)

1. Crafting a Business Plan (3 ECTS credits)
2. Implementing the Project (3 ECTS credits)
3. Transferring Lessons Learned (3 ECTS credits)

Annex 4: Subject-specific certificate regulations for “General Management Plus Program”

**1. Scope of validity**

These subject-specific certificate regulations, in conjunction with the framework certificate regulations as amended from time to time, govern the examinations within the “General Management Plus Program” executive education program (hereinafter referred to as: GMP+) at the Otto Beisheim School of Management (Otto-Beisheim-Hochschule, WHU), hereinafter referred to as “WHU”, as well as the prerequisites for the award of the certificate.

**2. Objective, scope, and structure of the GMP+**

- (1) The GMP+ executive education program provides its participants with the knowledge and skills needed to engage in demanding international management tasks in the field of general management. Participants are expected to have an overview of the interrelationships within their subject and be able to autonomously apply scientific methods and lessons learned to solving practical problems.
- (2) The fifteen ECTS credits of the GMP+ entail 450 hours of work.
- (3) A total of fifteen ECTS credits are acquired for the GMP+ executive education program. The executive education program comprises the modules set out in the annex to section 3.
- (4) The duration of the GMP+ program is a maximum of 24 months.
- (5) The tuition language is English.

**3. Assessment areas**

The certificate assessment covers the certificate elements set out in the current version of the annex.

**4. Assessment results, calculation of module grades, the overall grade and the ECTS grade**

- (1) A specific maximum number of points (module points/performance points) may be acquired in each module. The number of points that can be achieved is based on the available number of ECTS credits of the module.
- (2) The grade for a module then results from the points obtained on the basis of a points scale stipulated by the Examination Committee. The percentage distribution of points and their grade equivalents are set out in the following table:

**Calculation of the module grades**

Decimal grade	Points in %	US grade
1.0	98.0-100	A
1.1	96.4-97.9	A
1.2	94.8-96.3	A
<b>1.3</b>	<b>93.2-94.7</b>	<b>A-</b>
1.4	91.6-93.1	A-
1.5	90.0-91.5	A-
<b>1.6</b>	<b>88.4-89.9</b>	<b>B+</b>
1.7	86.8-88.3	B+
1.8	85.2-86.7	B+

Decimal grade	Points in %	US grade
<b>2.6</b>	<b>72.4-73.9</b>	<b>C+</b>
2.7	70.8-72.3	C+
2.8	69.2-70.7	C+
2.9	67.6-69.1	C+
<b>3.0</b>	<b>66.0-67.5</b>	<b>C</b>
3.1	64.4-65.9	C
3.2	62.8-64.3	C
<b>3.3</b>	<b>61.2-62.7</b>	<b>C-</b>
3.4	59.6-61.1	C-

1.9	83.6-85.1	B+
<b>2.0</b>	<b>82.0-83.5</b>	<b>B</b>
2.1	80.4-81.9	B
2.2	78.8-80.3	B
<b>2.3</b>	<b>77.2-78.7</b>	<b>B-</b>
2.4	75.6-77.1	B-
2.5	74.0-75.5	B-

3.5	58.0-59.5	C-
<b>3.6</b>	<b>56.4-57.9</b>	<b>D+</b>
3.7	54.8-56.3	D+
3.8	53.2-54.7	D+
3.9	51.6-53.1	D+
<b>4.0</b>	<b>50.0-51.5</b>	<b>D</b>
<b>5.0</b>	<b>&lt;50.0</b>	<b>F</b>

- (3) The overall grade for the certificate is derived from the total of the module points attained in the certificate elements set out in the annex to section 3 on the basis of the following evaluation scale specified by the Examination Committee:

Decimal grade	US grade	Points in %	Credit points
1.0	A	100.00	750
1.0	A	99.00	742.5
<b>1.0</b>	<b>A</b>	<b>98.00</b>	<b>735</b>
1.1	A	97.00	727.5
<b>1.1</b>	<b>A</b>	<b>96.40</b>	<b>723</b>
1.2	A	96.00	720
1.2	A	95.00	712.5
<b>1.2</b>	<b>A</b>	<b>94.80</b>	<b>711</b>
1.3	A-	94.00	705
<b>1.3</b>	<b>A-</b>	<b>93.20</b>	<b>699</b>
1.4	A-	93.00	697.5
1.4	A-	92.00	690
<b>1.4</b>	<b>A-</b>	<b>91.60</b>	<b>687</b>
1.5	A-	91.00	682.5
<b>1.5</b>	<b>A-</b>	<b>90.00</b>	<b>675</b>
1.6	B+	89.00	667.5
<b>1.6</b>	<b>B+</b>	<b>88.40</b>	<b>663</b>
1.7	B+	88.00	660
1.7	B+	87.00	652.5
<b>1.7</b>	<b>B+</b>	<b>86.80</b>	<b>651</b>
1.8	B+	86.00	645
<b>1.8</b>	<b>B+</b>	<b>85.20</b>	<b>639</b>
1.9	B+	85.00	637.5
1.9	B+	84.00	630
<b>1.9</b>	<b>B+</b>	<b>83.60</b>	<b>627</b>
2.0	B	83.00	622.5
<b>2.0</b>	<b>B</b>	<b>82.00</b>	<b>615</b>
2.1	B	81.00	607.5
<b>2.1</b>	<b>B</b>	<b>80.40</b>	<b>603</b>
2.2	B	80.00	600
2.2	B	79.00	592.5
<b>2.2</b>	<b>B</b>	<b>78.80</b>	<b>591</b>
2.3	B-	78.00	585
<b>2.3</b>	<b>B-</b>	<b>77.20</b>	<b>579</b>
2.4	B-	77.00	577.5
2.4	B-	76.00	570
<b>2.4</b>	<b>B-</b>	<b>75.60</b>	<b>567</b>

Decimal grade	US grade	Points in %	Credit points
2.7	C+	72.00	540
2.7	C+	71.00	532.5
<b>2.7</b>	<b>C+</b>	<b>70.80</b>	<b>531</b>
2.8	C+	70.00	525
<b>2.8</b>	<b>C+</b>	<b>69.20</b>	<b>519</b>
2.9	C+	69.00	517.5
2.9	C+	68.00	510
<b>2.9</b>	<b>C+</b>	<b>67.60</b>	<b>507</b>
3.0	C	67.00	502.5
<b>3.0</b>	<b>C</b>	<b>66.00</b>	<b>495</b>
3.1	C	65.00	487.5
<b>3.1</b>	<b>C</b>	<b>64.40</b>	<b>483</b>
3.2	C	64.00	480
3.2	C	63.00	472.5
<b>3.2</b>	<b>C</b>	<b>62.80</b>	<b>471</b>
3.3	C-	62.00	465
<b>3.3</b>	<b>C-</b>	<b>61.20</b>	<b>459</b>
3.4	C-	61.00	457.5
3.4	C-	60.00	450
<b>3.4</b>	<b>C-</b>	<b>59.60</b>	<b>447</b>
3.5	C-	59.00	442.5
<b>3.5</b>	<b>C-</b>	<b>58.00</b>	<b>435</b>
3.6	D+	57.00	427.5
<b>3.6</b>	<b>D+</b>	<b>56.40</b>	<b>423</b>
3.7	D+	56.00	420
3.7	D+	55.00	412.5
<b>3.7</b>	<b>D+</b>	<b>54.80</b>	<b>411</b>
3.8	D+	54.00	405
<b>3.8</b>	<b>D+</b>	<b>53.20</b>	<b>399</b>
3.9	D+	53.00	397.5
3.9	D+	52.00	390
<b>3.9</b>	<b>D+</b>	<b>51.60</b>	<b>387</b>
4.0	D	51.00	382.5
<b>4.0</b>	<b>D</b>	<b>50.00</b>	<b>375</b>
		<b>&lt; 50</b>	<b>&lt;375</b>

2.5	B-	75.00	562.5
<b>2.5</b>	<b>B-</b>	<b>74.00</b>	<b>555</b>
2.6	C+	73.00	547.5
<b>2.6</b>	<b>C+</b>	<b>72.40</b>	<b>543</b>

## 5. Entry into force

These regulations for the certificate assessment of the “General Management Plus Program” executive education program at the Otto Beisheim School of Management (Otto-Beisheim-Hochschule, WHU) will take effect on the day following publication in the WHU’s gazette and shall apply in conjunction with the framework certificate regulations as amended from time to time. They apply to all participants enrolled on the GMP+ at WHU and who have commenced the GMP+ after July 1, 2022.

## Annex

### **A. Module 1: “Capability Program” (9 ECTS credits)**

1. Crafting a Business Plan (3 ECTS credits)
2. Implementing the Project (3 ECTS credits)
3. Transferring Lessons Learned (3 ECTS credits)

### **B. Module 2: “Management Essentials Program” (6 ECTS credits)**

Choice of three out of six mandatory courses:

1. Strategy Essentials (2 ECTS credits)
2. Financial Literacy (2 ECTS credits)
3. Leadership Essentials (2 ECTS credits)
4. Innovation & Corporate Entrepreneurship Essentials (2 ECTS credits)
5. Brand Management Essentials (2 ECTS credits)
6. Data Science Essentials (2 ECTS credits)

Annex 5: Subject-specific certificate regulations for “WHU Certified in Programs”

**1. Scope of validity**

These subject-specific certificate regulations, in conjunction with the framework certificate regulations as amended from time to time, govern the examinations within the “WHU Certified in Programs” executive education programs (hereinafter referred to as CIPs) at the Otto Beisheim School of Management (Otto-Beisheim-Hochschule, WHU), hereinafter referred to as “WHU”. They govern the requirements for the award of the certificate.

**2. Objective, scope, and structure of the CIPs**

- (1) The CIP executive education programs provide participants with the knowledge and skills needed to engage in demanding international management tasks. Participants are expected to have an overview of the interrelationships within their subject and be able to autonomously apply scientific methods and lessons learned to solving practical problems.
- (2) The eight ECTS credits of the CIPs entail 240 hours of work.
- (3) A total of eight ECTS credits are acquired for the CIPs. Each of the CIPs consists of one module, cf. annex to section 3.
- (4) The duration of the CIPs is twelve months.
- (5) The tuition language is English.

**3. Assessment areas**

Depending on the CIP, the certificate assessment covers the following certificate elements set out in the current version of the annex.

**4. Assessment results, calculation of module grades, the overall grade and the ECTS grade**

- (1) A specific maximum number of points (module points/performance points) may be acquired in each module. The number of points that can be achieved is based on the available number of ECTS credits of the module.
- (2) The grade for a module then results from the points obtained on the basis of a points scale stipulated by the Examination Committee. The percentage distribution of points and their grade equivalents are set out in the following table:

**Calculation of the module grades**

Decimal grade	Points in %	US grade
1.0	98.0-100	A
1.1	96.4-97.9	A
1.2	94.8-96.3	A
<b>1.3</b>	<b>93.2-94.7</b>	<b>A-</b>
1.4	91.6-93.1	A-
1.5	90.0-91.5	A-
<b>1.6</b>	<b>88.4-89.9</b>	<b>B+</b>
1.7	86.8-88.3	B+
1.8	85.2-86.7	B+

Decimal grade	Points in %	US grade
<b>2.6</b>	<b>72.4-73.9</b>	<b>C+</b>
2.7	70.8-72.3	C+
2.8	69.2-70.7	C+
2.9	67.6-69.1	C+
<b>3.0</b>	<b>66.0-67.5</b>	<b>C</b>
3.1	64.4-65.9	C
3.2	62.8-64.3	C
<b>3.3</b>	<b>61.2-62.7</b>	<b>C-</b>
3.4	59.6-61.1	C-

1.9	83.6-85.1	B+
<b>2.0</b>	<b>82.0-83.5</b>	<b>B</b>
2.1	80.4-81.9	B
2.2	78.8-80.3	B
<b>2.3</b>	<b>77.2-78.7</b>	<b>B-</b>
2.4	75.6-77.1	B-
2.5	74.0-75.5	B-

3.5	58.0-59.5	C-
<b>3.6</b>	<b>56.4-57.9</b>	<b>D+</b>
3.7	54.8-56.3	D+
3.8	53.2-54.7	D+
3.9	51.6-53.1	D+
<b>4.0</b>	<b>50.0-51.5</b>	<b>D</b>
<b>5.0</b>	<b>&lt;50.0</b>	<b>F</b>

- (3) The overall grade for the certificate is derived from the total of the module points attained in the certificate elements set out in the annex to section 3 on the basis of the following evaluation scale specified by the Examination Committee:

Decimal grade	US grade	Points in %	Credit points
1.0	A	100.00	400
1.0	A	99.00	396
<b>1.0</b>	<b>A</b>	<b>98.00</b>	<b>392</b>
1.1	A	97.00	388
<b>1.1</b>	<b>A</b>	<b>96.40</b>	<b>385.6</b>
1.2	A	96.00	384
1.2	A	95.00	380
<b>1.2</b>	<b>A</b>	<b>94.80</b>	<b>379.2</b>
1.3	A-	94.00	376
<b>1.3</b>	<b>A-</b>	<b>93.20</b>	<b>372.8</b>
1.4	A-	93.00	372
1.4	A-	92.00	368
<b>1.4</b>	<b>A-</b>	<b>91.60</b>	<b>366.4</b>
1.5	A-	91.00	364
<b>1.5</b>	<b>A-</b>	<b>90.00</b>	<b>360</b>
1.6	B+	89.00	356
<b>1.6</b>	<b>B+</b>	<b>88.40</b>	<b>353.6</b>
1.7	B+	88.00	352
1.7	B+	87.00	348
<b>1.7</b>	<b>B+</b>	<b>86.80</b>	<b>347.2</b>
1.8	B+	86.00	344
<b>1.8</b>	<b>B+</b>	<b>85.20</b>	<b>340.8</b>
1.9	B+	85.00	340
1.9	B+	84.00	336
<b>1.9</b>	<b>B+</b>	<b>83.60</b>	<b>334.4</b>

Decimal grade	US grade	Points in %	Credit points
2.7	C+	72.00	288
2.7	C+	71.00	284
<b>2.7</b>	<b>C+</b>	<b>70.80</b>	<b>283.2</b>
2.8	C+	70.00	280
<b>2.8</b>	<b>C+</b>	<b>69.20</b>	<b>276.8</b>
2.9	C+	69.00	276
2.9	C+	68.00	272
<b>2.9</b>	<b>C+</b>	<b>67.60</b>	<b>270.4</b>
3.0	C	67.00	268
<b>3.0</b>	<b>C</b>	<b>66.00</b>	<b>264</b>
3.1	C	65.00	260
<b>3.1</b>	<b>C</b>	<b>64.40</b>	<b>257.6</b>
3.2	C	64.00	256
3.2	C	63.00	252
<b>3.2</b>	<b>C</b>	<b>62.80</b>	<b>251.2</b>
3.3	C-	62.00	248
<b>3.3</b>	<b>C-</b>	<b>61.20</b>	<b>244.8</b>
3.4	C-	61.00	244
3.4	C-	60.00	240
<b>3.4</b>	<b>C-</b>	<b>59.60</b>	<b>238.4</b>
3.5	C-	59.00	236
<b>3.5</b>	<b>C-</b>	<b>58.00</b>	<b>232</b>
3.6	D+	57.00	228
<b>3.6</b>	<b>D+</b>	<b>56.40</b>	<b>225.6</b>
3.7	D+	56.00	224

2.0	B	83.00	332
<b>2.0</b>	<b>B</b>	<b>82.00</b>	<b>328</b>
2.1	B	81.00	324
<b>2.1</b>	<b>B</b>	<b>80.40</b>	<b>321.6</b>
2.2	B	80.00	320
2.2	B	79.00	316
<b>2.2</b>	<b>B</b>	<b>78.80</b>	<b>315.2</b>
2.3	B-	78.00	312
<b>2.3</b>	<b>B-</b>	<b>77.20</b>	<b>308.8</b>
2.4	B-	77.00	308
2.4	B-	76.00	304
<b>2.4</b>	<b>B-</b>	<b>75.60</b>	<b>302.4</b>
2.5	B-	75.00	300
<b>2.5</b>	<b>B-</b>	<b>74.00</b>	<b>296</b>
2.6	C+	73.00	292
<b>2.6</b>	<b>C+</b>	<b>72.40</b>	<b>289.6</b>

3.7	D+	55.00	220
<b>3.7</b>	<b>D+</b>	<b>54.80</b>	<b>219.2</b>
3.8	D+	54.00	216
<b>3.8</b>	<b>D+</b>	<b>53.20</b>	<b>212.8</b>
3.9	D+	53.00	212
3.9	D+	52.00	208
<b>3.9</b>	<b>D+</b>	<b>51.60</b>	<b>206.4</b>
4.0	D	51.00	204
<b>4.0</b>	<b>D</b>	<b>50.00</b>	<b>200</b>
		<b>&lt; 50</b>	199

### 5. Entry into force

These regulations for the certificate assessment of the “WHU Certified in Programs” executive education program at the Otto Beisheim School of Management (Otto-Beisheim-Hochschule, WHU) will take effect on the day following publication in the WHU’s gazette and shall apply in conjunction with the framework certificate regulations as amended from time to time. They apply to all participants enrolled on a CIP at WHU and who have commenced a CIP after July 1, 2022.

## Annex

### **A. WHU Certified in Strategy & Organization (8 ECTS credits)**

1. Economics of Corporate & Competitive Strategy (2 ECTS credits)
2. Operations Management (2 ECTS credits)
3. Strategic Sourcing (2 ECTS credits)
4. Innovation Management (2 ECTS credits)
5. Organizational Behavior (2 ECTS credits)

Choice of four out of five courses.

### **B. WHU Certified in Finance & Accounting (8 ECTS credits)**

1. Managerial Finance (2 ECTS credits)
2. Financial Accounting (2 ECTS credits)
3. The World Economy (2 ECTS credits)
4. Corporate Finance (2 ECTS credits)
5. Management Accounting (2 ECTS credits)

Choice of four out of five courses.

### **C. WHU Certified in Marketing & Sales (8 ECTS credits)**

1. B2B Sales Management (2 ECTS credits)
2. Marketing (2 ECTS credits)
3. Price Management (2 ECTS credits)
4. Strategic Brand Management (2 ECTS credits)

## Annex 6: Subject-specific certificate regulations for “WHU Online Certified in Programs”

### **1. Scope of validity**

These subject-specific certificate regulations, in conjunction with the framework certificate regulations as amended from time to time, govern the examinations within the “WHU Online Certified in Programs” executive education programs (hereinafter referred to as OCIPs) at the Otto Beisheim School of Management (Otto-Beisheim-Hochschule, WHU), hereinafter referred to as “WHU”. They govern the requirements for the award of the certificate.

### **2. Objective, scope, and structure of the OCIPs**

- (1) The OCIP executive education programs provide participants with the knowledge and skills needed to engage in demanding international management tasks. Participants are expected to have an overview of the interrelationships within their subject and be able to autonomously apply scientific methods and lessons learned to solving practical problems. The teaching content is primarily communicated via a range of online formats. Most of these are synchronous teaching formats.
- (2) The ten ECTS credits of the OCIPs entail 300 hours of work.
- (3) A total of 10 ECTS credits are acquired for the OCIPs. Each of the OCIPs consists of one module, cf. annex to section 3.
- (4) The program duration for the extra-occupational OCIPs is nine months each.
- (5) The tuition language is English.

### **3. Assessment areas**

The certificate assessment covers the certificate elements set out in the current version of the annex.

### **4. Assessment results, calculation of module grades, the overall grade and the ECTS grade**

- (1) A specific maximum number of points (module points/performance points) may be acquired in each module. The number of points that can be achieved is based on the available number of ECTS credits of the module.
- (2) The grade for a module then results from the points obtained on the basis of a points scale stipulated by the Examination Committee. The percentage distribution of points and their grade equivalents are set out in the following table:

### Calculation of the module grades

Decimal grade	Points in %	US grade
1.0	98.0-100	A
1.1	96.4-97.9	A
1.2	94.8-96.3	A
<b>1.3</b>	<b>93.2-94.7</b>	<b>A-</b>
1.4	91.6-93.1	A-
1.5	90.0-91.5	A-
<b>1.6</b>	<b>88.4-89.9</b>	<b>B+</b>
1.7	86.8-88.3	B+
1.8	85.2-86.7	B+
1.9	83.6-85.1	B+
<b>2.0</b>	<b>82.0-83.5</b>	<b>B</b>
2.1	80.4-81.9	B
2.2	78.8-80.3	B
<b>2.3</b>	<b>77.2-78.7</b>	<b>B-</b>
2.4	75.6-77.1	B-
2.5	74.0-75.5	B-

Decimal grade	Points in %	US grade
<b>2.6</b>	<b>72.4-73.9</b>	<b>C+</b>
2.7	70.8-72.3	C+
2.8	69.2-70.7	C+
2.9	67.6-69.1	C+
<b>3.0</b>	<b>66.0-67.5</b>	<b>C</b>
3.1	64.4-65.9	C
3.2	62.8-64.3	C
<b>3.3</b>	<b>61.2-62.7</b>	<b>C-</b>
3.4	59.6-61.1	C-
3.5	58.0-59.5	C-
<b>3.6</b>	<b>56.4-57.9</b>	<b>D+</b>
3.7	54.8-56.3	D+
3.8	53.2-54.7	D+
3.9	51.6-53.1	D+
<b>4.0</b>	<b>50.0-51.5</b>	<b>D</b>
<b>5.0</b>	<b>&lt;50.0</b>	<b>F</b>

- (3) The overall grade for the certificate is derived from the total of the module points attained in the certificate elements set out in the annex to section 3 on the basis of the following evaluation scale specified by the Examination Committee:

Decimal grade	US grade	Points in %	Credit points	
1.0	A	100.00	500	Very good
1.0	A	99.00	495	
<b>1.0</b>	<b>A</b>	<b>98.00</b>	<b>490</b>	
1.1	A	97.00	485	
<b>1.1</b>	<b>A</b>	<b>96.40</b>	<b>482</b>	
1.2	A	96.00	480	
1.2	A	95.00	475	
<b>1.2</b>	<b>A</b>	<b>94.80</b>	<b>474</b>	
1.3	A-	94.00	470	
<b>1.3</b>	<b>A-</b>	<b>93.20</b>	<b>466</b>	
1.4	A-	93.00	465	
1.4	A-	92.00	460	
<b>1.4</b>	<b>A-</b>	<b>91.60</b>	<b>458</b>	
1.5	A-	91.00	455	
<b>1.5</b>	<b>A-</b>	<b>90.00</b>	<b>450</b>	
1.6	B+	89.00	445	Good

Decimal grade	US grade	Points in %	Credit points	
2.7	C+	72.00	360	Satisfactory
2.7	C+	71.00	355	
<b>2.7</b>	<b>C+</b>	<b>70.80</b>	<b>354</b>	
2.8	C+	70.00	350	
<b>2.8</b>	<b>C+</b>	<b>69.20</b>	<b>346</b>	
2.9	C+	69.00	345	
2.9	C+	68.00	340	
<b>2.9</b>	<b>C+</b>	<b>67.60</b>	<b>338</b>	
3.0	C	67.00	335	
<b>3.0</b>	<b>C</b>	<b>66.00</b>	<b>330</b>	
3.1	C	65.00	325	
<b>3.1</b>	<b>C</b>	<b>64.40</b>	<b>322</b>	
3.2	C	64.00	320	
3.2	C	63.00	315	
<b>3.2</b>	<b>C</b>	<b>62.80</b>	<b>314</b>	
3.3	C-	62.00	310	

1.6	B+	88.40	442	Good	
1.7	B+	88.00	440		
1.7	B+	87.00	435		
1.7	B+	86.80	434		
1.8	B+	86.00	430		
1.8	B+	85.20	426		
1.9	B+	85.00	425		
1.9	B+	84.00	420		
1.9	B+	83.60	418		
2.0	B	83.00	415		
2.0	B	82.00	410		
2.1	B	81.00	405		
2.1	B	80.40	402		
2.2	B	80.00	400		
2.2	B	79.00	395		
2.2	B	78.80	394		
2.3	B-	78.00	390		
2.3	B-	77.20	386		
2.4	B-	77.00	385		
2.4	B-	76.00	380		
2.4	B-	75.60	378		
2.5	B-	75.00	375		
2.5	B-	74.00	370		
2.6	C+	73.00	365		Satisfactory
2.6	C+	72.40	362		

3.3	C-	61.20	306	Adequate
3.4	C-	61.00	305	
3.4	C-	60.00	300	
3.4	C-	59.60	298	
3.5	C-	59.00	295	
3.5	C-	58.00	290	
3.6	D+	57.00	285	
3.6	D+	56.40	282	
3.7	D+	56.00	280	
3.7	D+	55.00	275	
3.7	D+	54.80	274	
3.8	D+	54.00	270	
3.8	D+	53.20	266	
3.9	D+	53.00	265	
3.9	D+	52.00	260	
3.9	D+	51.60	258	
4.0	D	51.00	255	
4.0	D	50.00	250	
5.0	F	< 50	249	Inadequate

## 5. Entry into force

These regulations for the certificate assessment of the “WHU Online Certified in Programs” executive education program at the Otto Beisheim School of Management (Otto-Beisheim-Hochschule, WHU) will take effect on the day following publication in the WHU’s gazette and shall apply in conjunction with the framework certificate regulations as amended from time to time. They apply to all participants enrolled in OCIPs at WHU and who have commenced an OCIP after July 1, 2022.

## Annex

### A. WHU Certified in Finance & Economics (10 ECTS credits)

1. Economics of Corporate & Competitive Strategy (2.5 ECTS credits)
2. The World Economy (2.5 ECTS credits)
3. Beating Financial Markets (2.5 ECTS credits)
4. Corporate Finance (2.5 ECTS credits)
5. Accounting (2.5 ECTS credits)

Choice of four out of five courses.

**B. WHU Certified in Value Chain Management (10 ECTS credits)**

1. Strategic Sourcing (2.5 ECTS credits)
2. Marketing in the Digital Age (2.5 ECTS credits)
3. Operations Management (2.5 ECTS credits)
4. Supply Chain Management & Logistics (2.5 ECTS credits)

**C. WHU Certified in Strategy & Digitalization (10 ECTS credits)**

1. Strategic Management (2.5 ECTS credits)
2. Strategy Execution (2.5 ECTS credits)
3. Organizational Behavior (2.5 ECTS credits)
4. Transformation & Innovation in the Digital Age (2.5 ECTS credits)
5. Omnichannel Business (2.5 ECTS credits)
6. Entrepreneurial Tools (2.5 ECTS credits)

Choice of four out of six courses.