

**Certificate Regulations of the Wissenschaftliche Hochschule für
Unternehmensführung (WHU) – Otto Beisheim School of Management –**

**for the executive education programs
“WHU Online Certified in Programs”**

version dated September 16, 2020

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1. Scope of Application

These certificate regulations govern the examinations in the “WHU Online Certified in Programs” (OCIP) executive education programs of the Wissenschaftliche Hochschule für Unternehmensführung (WHU) – Otto Beisheim School of Management – (WHU). They govern the prerequisites for the award of the respective certificate. WHU offers three OCIPs – the “WHU Certified in Finance & Economics”, the “WHU Certified in Value Chain Management, and the “WHU Certified in Strategy & Digitalization”. These certificate regulations govern the examinations for all three of these executive education programs.

2. Admission to the Executive Education Program

- (1) Admission to the OCIPs at the WHU is open to anyone who
 1. holds a general or subject-specific German *Hochschulreife* or an equivalent international university entrance qualification;
 2. has completed a successful final examination in a degree program at a university in Germany, or an equivalent international final examination. Pursuant to section 35 (1) in conjunction with section 65 (1)-(2) of the Higher Education Act (HochSchG), applicants without a first degree may be admitted on the basis of professional suitability;
 3. has at least two years of practical professional experience acquired post-graduation or in the context of a dual study program;
 4. submits a substantive motivation letter that illustrates the applicant’s reasons and motivation for taking part in one of the OCIPs;
 5. submits a detailed resumé along with the application form; and
 6. has adequate written and spoken English-language skills of at least C1 level.
- (2) Applicants who have not successfully completed a university degree may also be admitted to the executive education program, subject to prior consultation. The special admissions requirements under section 35 (1) HochSchG as well as the process for their review are managed by the Examination Committee. The provisions of these certificate regulations apply in equal measure to the process of reviewing the special admissions requirements. This is without prejudice to the remaining provisions of para. 1.
- (3) The applicant must demonstrate that he or she fulfills the requirements under para. 1, no. 1-6 by submitting appropriate documentation (CV, reference letters, certificates, etc.).
- (4) Admission may be rejected if
 1. the requirements listed in para. 1 and 2 are not met; or
 2. the documentation is incomplete.
- (5) The Program Director decides on admission to the OCIPs. The Program Director may involve an advisory committee in the decision on admission.
- (6) Participation in the first module assessment is considered submission of an application for admission to the certificate assessment.

3. Objective, Contents, and Structure of the OCIPs

- (1) The OCIP executive education programs provide their participants with the knowledge and skills needed to engage in demanding international management tasks. Participants are expected to have a grasp of the interrelationships within their discipline and be able to independently apply evidence-based methods and knowledge when solving practical problems. Course content is largely conveyed via various online formats, most of which comprise synchronous teaching formats.
- (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. The OCIPs consisting of 10 ECTS credits thus entail around 300 hours of work;

- (3) The OCIP courses are provided in the form of modules. A 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 for the respective module grade have been completed.
- (4) A total of 10 ECTS credits must be earned for each of the OCIPs. Each of the three OCIPs consists of one module.
- (5) The program duration for each of the part-time OCIPs is nine months. The tuition language is English.

4. Structure and Purpose of the Certificate Assessment

- (1) The certificate assessment is completed in parallel to the certificate program and comprises assessments on the module.
- (2) The certificate assessment is deemed passed once the ECTS credits from the module have been acquired.
- (3) In the assessed elements, participants are required to demonstrate that they are able to analyze 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.

5. Examination Committee

- (1) An Examination Committee will be convened to organize the certificate assessment and perform the duties arising under these certificate regulations. The Examination Committee is made up of the chairperson and deputy chairperson who must both be full-time teaching staff at the WHU, at least one academic WHU employee, at least one non-academic WHU employee, and one course participant. The course participant takes part in the meetings in an advisory role. At the recommendation of the chairperson 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 chairperson 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 will be deployed by the Senate at the recommendation of the OCIP Program Director. The term of office of the members of the Examination Committee is two years. Re-election is permissible.
- (5) The members of the Examination Committee are announced via the standard university channels.

6. Examiners and Co-examiners

- (1) Examinations may be conducted by all lecturers, professors in retirement, honorary professors, "außerplanmäßige Professoren und Professorinnen", adjunct professors, junior professors, visiting professors and visiting scholars, habilitated academics, academic staff members, teaching staff for special activities, external lecturers as well as persons with necessary practical experience who are appointed by the Program Director or the relevant boards of the partner institutions to deliver courses on the certificate program.
- (2) Assessed elements may only be evaluated by persons who themselves are qualified to at least the level being determined by the assessment or hold an equivalent qualification. Examiners should have taught during the certificate section preceding the examination.

- (3) Co-examiners for oral examinations (cf. section 8 para. 5) must have at least the same qualification, or an equivalent qualification, as the qualification that the examination is designed to assess. Co-examiners are appointed by the examiner.
- (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 appointed examiner in the OCIP examination procedure.
- (5) The Academic Director agrees the learning outcomes, examination types, and examination grades of the module with the respective teaching staff.

7. Examination Periods and Examination Dates

- (1) All assessed elements to be completed must be finalized by the end of the OCIPs.
- (2) In conjunction with the Academic Director, the chairperson of the Examination Committee stipulates the dates for the individual examinations and retakes and publicizes the examination dates via the standard university channels. In exceptional cases, the chairperson of the Examination Committee may change the examination dates after the initial publication. The Examination Committee shall ensure that achievements and examinations can be completed within the timeframes defined in these certificate regulations.

8. Examination Areas and Type of Certificate Assessment

- (1) In the module assessments, the participants are required to demonstrate that they are able to analyze selected issues from the examined area using common methods from their subject area and can identify approaches to a solution with no significant deficiencies within a limited time and with limited materials. Particular emphasis is to be placed on using evidence-based methods to solve practical issues.
- (2) The certificate assessment covers the aspects of the certificate set out in Appendix 1, depending on the specific OCIP. The courses specified there form the subject of the module assessment 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. Compensatory activities such as written work and the like are possible. Details will be decided by the Examination Committee.
- (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 para. 1. The relevant content for each 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 lecturer in question in conjunction with the module leader and the OCIP Academic Director, and published via the standard university channels in good time prior to the start of the course. The knowledge gained by participants in the courses in the module is assessed at the end of the module in an individual examination. This individual examination must account for at least 50 percent of the module points earned for this module pursuant to section 9 (4).

Certain forms of assessment such as project papers, seminar papers, teamwork or case studies, or pieces of work equivalent to case studies, may also be assigned as group work. In the case of group work, the interaction of a group is evaluated using the outcomes obtained for assessed sub-elements. Here it must be ensured that it is still possible to adequately assess whether an individual examinee has achieved the goal of the course despite the cooperative performance.

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

1. Written examinations

As a rule, the individual examination is performed in the form of a written examination (paper). The length of the examination depends on the number of courses that comprise the module. In general, 60 minutes of working time are planned for each course in the module. If additional sub-assessments are included in the module assessment, the time required for the written

examination is reduced accordingly. However, the examination time should be at least 120 minutes per module.

2. Active teamwork / project papers / seminar papers

The percentage weighting for a project paper or seminar paper (either as individual assessment or in the form of a group project) will be specified by the examiner and communicated to the participant when the topic is issued. The course leader decides on the selection, the combination form, and the scope of the assessed elements and their evaluation in conjunction with the module leader.

3. Case studies or comparable assignments (written assignment)

The period for preparing the case study will be determined by the course examiner. Work on the case study can take place individually or in groups. Written assignments may be checked for plagiarism.

4. Oral examination

Oral examinations should last 5 minutes per ECTS credit of the respective course per participant and may not be longer than 45 minutes. For an oral examination, the examiner must also include a co-examiner pursuant to section 6 para. 3.

The grade in an oral examination is decided by the examiner in consultation with the co-examiner. The key topics of the examination and the results of the examination must be recorded in a protocol. The protocol shall be added to the students' examination records. Participants in an oral examination can be grouped together in examination groups of up to five people. At the request of the students, WHU's equal opportunity officer will attend during the conduct of the examination.

In oral examinations, enrolled participants of the same subject can be admitted as listeners, provided the examinee does not object. Participants taking the same examination are not permitted. If a proper examination procedure cannot be guaranteed, the number of listeners may be limited, or they may be entirely excluded from the examination.

(6) Other forms of assessing performance may be permitted at the request of a course leader. The request must be submitted to the Academic Director prior to the start of the module. The Examination Committee shall decide on any disputes.

(7) Within a module, a failed assessed element pursuant to para. 5 no. 2-4 can be compensated for by a successful assessed element pursuant to para. 5 no. 2-4. A failed individual examination pursuant to para. 5 no. 1 can only be compensated for by successful individual examinations within the module pursuant to para. 5 no. 1.

9. Examination Results, Calculation of the Module and Overall Grade

(1) A certain maximum number of points (module points/performance points) can be achieved in every module. The grade for a module then results from the points obtained on the basis of a points scale stipulated by the Examination Committee (see section 9 para. 4).

(2) The candidates should be notified of their grades within eight weeks of completing the respective assessment.

(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 final grade is calculated as follows:

for an average of 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 of more than 3.5 to 4.0	=	acceptable
for an average of more than 4.0	=	not acceptable

The overall grade for the certificate is derived from the total of the module points attained in the certificate elements set out in section 3 para. 4 and section 8 para. 2 on the basis of the following evaluation scale specified by the Examination Committee:

Calculation of the overall grade

Decimal grade	US grade	Points in %	Performance points	
1.0	A	100.00	500	Very good
1.0	A	99.00	495	
1.0	A	98.00	490	
1.1	A	97.00	485	
1.1	A	96.40	482	
1.2	A	96.00	480	
1.2	A	95.00	475	
1.2	A	94.80	474	
1.3	A-	94.00	470	
1.3	A-	93.20	466	
1.4	A-	93.00	465	
1.4	A-	92.00	460	
1.4	A-	91.60	458	
1.5	A-	91.00	455	
1.5	A-	90.00	450	
1.6	B+	89.00	445	Good
1.6	B+	88.40	442	
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	

Decimal grade	US grade	Points in %	Performance points	
2.7	C+	72.00	360	Satisfactory
2.7	C+	71.00	355	
2.7	C+	70.80	354	
2.8	C+	70.00	350	
2.8	C+	69.20	346	
2.9	C+	69.00	345	
2.9	C+	68.00	340	
2.9	C+	67.60	338	
3.0	C	67.00	335	
3.0	C	66.00	330	
3.1	C	65.00	325	
3.1	C	64.40	322	
3.2	C	64.00	320	
3.2	C	63.00	315	
3.2	C	62.80	314	
3.3	C-	62.00	310	
3.3	C-	61.20	306	
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	Acceptable
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	Not acceptable

10. Retaking Module Assessments

- (1) If a module is not passed, it must be retaken. Successfully passed module assessments cannot be retaken. Assessments are retaken in the form of written examinations and only cover the part of the module assessment not successfully completed. The Program Director shall set the date for the retakes. If the participant makes no objection within one week of the date being announced, the participant is considered to be registered for the retake. The deadline for the retake should not exceed two months.
- (2) Participants are allowed one second retake of an assessed element pursuant to para. 1 during the term of the certificate program. The application to sit a second examination retake must be submitted to the Academic Director responsible for the program in writing without delay following announcement of the unsuccessful attempt at the first examination retake.
- (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 examination 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 regarding irrevocable failure.

11. Absence, Withdrawal, Cheating, Breach of Regulations

- (1) An assessed element may be made up if the participant asserts valid reasons for not being able to take the assessment within the period specified by the course leader. The same applies if the participant has provided valid reasons why he or she cannot attend a scheduled examination. In order to make up an assessed element, the participant must obtain the consent of the course leader and Program Director prior to expiry of the deadline by which the assessment is to be taken. If the participant is allowed to make up the assessed element, the Program Director may, if need be in consultation with the course leader, determine the period within which the missing assessment or any substitute performance set by the lecturer must be completed.
- (2) Under section 9 para. 4, an assessed element will be graded “not acceptable” (5.0) if the participant fails to attend on an examination date without valid reasons or if he or she withdraws after the start of the examination without valid reasons or the Examination Committee does not acknowledge reasons for the withdrawal from the examination. The same applies where the assessed element is not completed within the defined completion period.
- (3) The reasons given for a withdrawal or absence from an examination must be submitted to the Program Director immediately, i.e. without undue delay, in writing before the start of the assessed element and must be demonstrable. In the event of illness of the participant, a medical certificate must be provided. The illness of a child or relative for whom the participant is the sole primary caregiver is considered equivalent to an illness of the participant. If a participant needs to withdraw from an examination that has already commenced on health grounds, he or she must immediately obtain a medical certificate and submit this to the Program Director. If the reasons are accepted, a new date will be agreed. In repeated cases, the Program Director may demand that the student submit an official medical certificate.
- (4) If the participant attempts to influence the result of his or her examination performance by deception or the use of prohibited aids, the corresponding assessed element will be deemed graded as “not acceptable” (5.0). A participant who disrupts the orderly conduct of an examination may be excluded from continuing the examination by the respective examiner or invigilator; in this case the assessed element in question will be graded “not acceptable” (5.0). In serious cases, the Examination Committee may exclude the participant from completing further examinations and thus from the program as a whole. The participant may raise an objection against such exclusion within a month and request that the decisions of the Examination Committee be reviewed.

- (5) Adverse decisions of the Examination Committee must be communicated to the participant immediately in writing, with reasons, and must include information on legal remedies. The participant must be given an opportunity to state his or her case. The participant has a one-month deadline to apply in writing for a review of adverse decisions by the Examination Committee. The decision of the Examination Committee is final. In the case of a tied vote, the chairperson of the Examination Committee shall decide.

12. Deadlines

- (1) If a prescribed deadline for registering for or taking an examination depends on the performance times of the OCIPs, extensions and interruptions will not be taken into account if they were caused
1. by participation in legally defined or statutory bodies at a higher education institution;
 2. by illness, disability, or other reason beyond the student's control;
 3. by pregnancy or childcare; in these cases, participants are entitled at least to take advantage of the timeframes defined in section 3, 4, 6 and 8 German Maternity Protection Act (*Mutterschutzgesetz*) and timeframes for parental leave in accordance with the German Federal Childcare Allowance Act (*Bundeserziehungsgeldgesetz*);
 4. by care for a dependent family member; or
 5. by organizational conflicts in the context of a part-time, professionally integrated, or dual study program.
- (2) The participant is responsible for providing any relevant evidence.

13. Credits and Recognition

Participants who were previously students on the WHU Global Online MBA program and have already passed courses that are part of the aforementioned certificates may have these courses generally recognized.

14. Provisions for People with Disabilities

- (1) If the participant can demonstrate that he or she is wholly or partially unable to complete an examination in the intended form or within the examination deadlines defined in these guidelines due to a chronic illness or disability within the meaning of section 2 (1) German Social Code, Book 9 (SGB IX), then the chairperson of the Examination Committee shall grant an extension of the completion time for examinations, or extend the deadline for taking an examination, or allow an equivalent examination in a form suitable to the participant's needs.
- (2) If decisions of the chairperson of the Examination Committee pursuant to para. 1 are disputed, the disability officer or another expert must be involved.
- (3) The submission of suitable evidence may be requested to demonstrate a chronic condition or disability.

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 an OCIP. 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 shall bear the date of the day on which the last assessed element was taken. The documents are signed by the Dean of the WHU and the OCIP Program Director.
- (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 the conference of German Education Ministers (KMK) and German Rectors' Conference (HRK) in its current version is used to illustrate the national education system (DS section 8).¹

- (3) If the certificate assessment has been conclusively failed, the chairperson of the Examination Committee will issue to the participant a written notification which must include information on legal remedies. The Examination Committee will rule on any appeals.
- (4) Participants who leave the university without a certificate will on request be provided with a summary certification of all completed certificate assessments and assessed elements 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 examination to be unsuccessfully completed in full or in part. The assessed element may not be retaken.
- (2) If the preconditions for admission to an examination 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 examination being successfully completed. If the participant intentionally obtained admission by wrongful means, the Examination Committee shall rule accordingly. The burden of proof regarding intent to deceive is incumbent on the Examination Committee.
- (3) The participant must be given the opportunity to state his or her case before the decision is taken.
- (4) The incorrect certificate shall be withdrawn and reissued if necessary. A decision pursuant to para. 2 sentence 2 is no longer possible after a period of five years from the date of the certificate.

17. Participants' Right to Information

- (1) Upon 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 examination, participants have a right to view their own corrected examination papers, examination protocols for oral examinations, evaluations of written papers, and other documentation that serves 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 raise this objection with the examiner and request a justification for the grade. If the examiner does not provide a justification, the participants may apply to the chairperson of the Examination Committee for such justification to be provided within four weeks with a written reasoning of the disputed points. This is without prejudice to the provisions of section 11.

18. Effective Date

These regulations for the certificate assessment of the "WHU Online Certified in Programs" executive education programs at the Wissenschaftliche Hochschule für Unternehmensführung (WHU) – Otto Beisheim School of Management – will take effect on the day following publication in the WHU's gazette. It is applicable to all students who are enrolled an OCIP at WHU and who started one of the OCIPs after October 1, 2020.

Vallendar, September 16, 2020
Prof. Dr. Markus Rudolf
Dean of
WHU – Otto Beisheim School of Management

¹The version currently in force can be found at: <http://www.hrk.de> (keyword: Diploma Supplement).

Appendix 1: Overview of Certificate Elements

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)

Selection of 4 courses out of 5.

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)

Selection of 4 courses out of 6.