

Study in Germany  
Experience the World



Excellence in  
Management  
Education

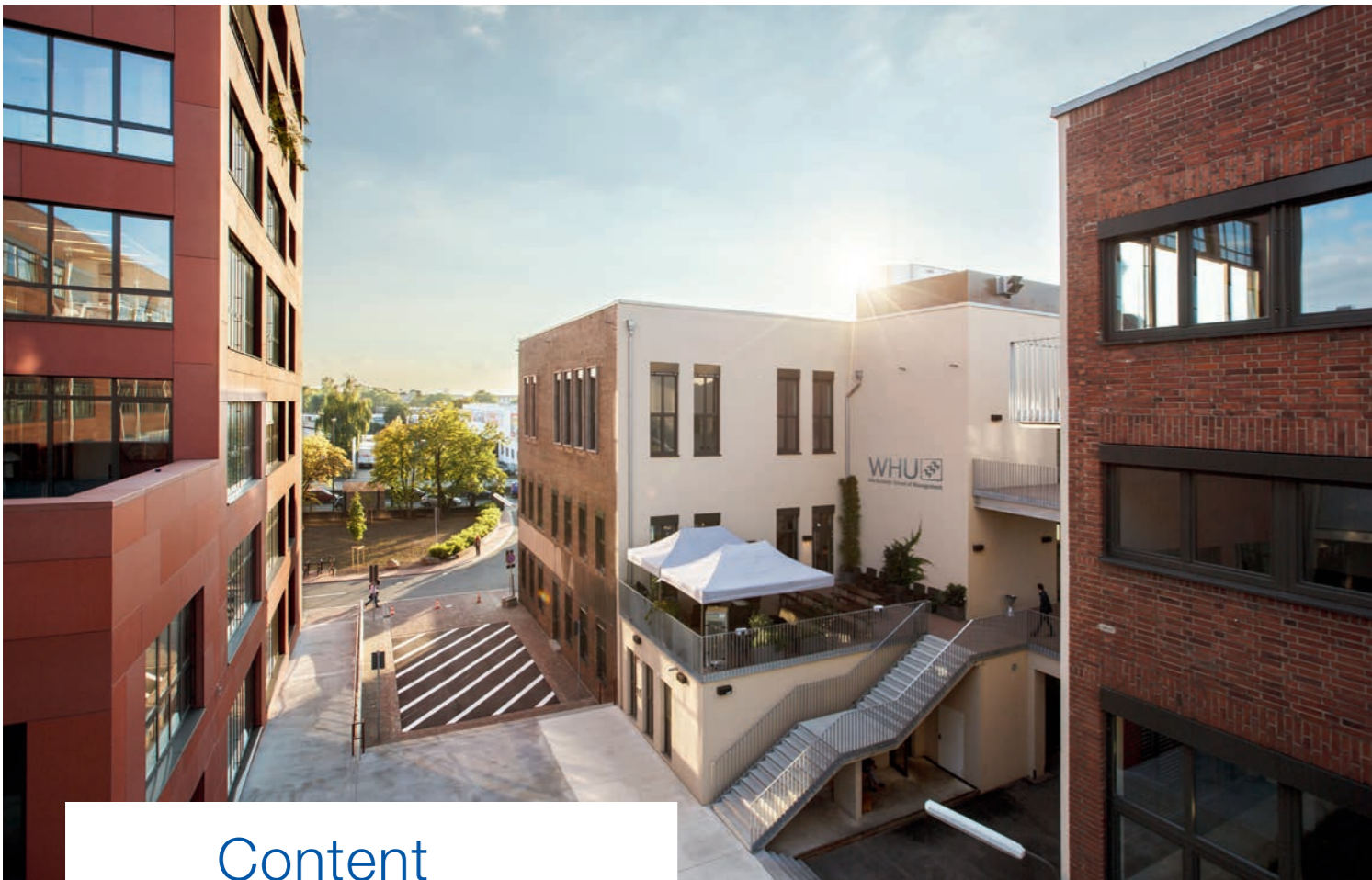
# Full-Time MBA Program WHU Campus Düsseldorf One-Year International General Management Program



**Global MBA**  
Ranking 2019

Financial Times MBA Ranking 2019  
#1 in Germany





WHU Campus Düsseldorf

# Content

03	Welcome to WHU
04	MBA Program Design
05	MBA Students' Profile
06	MBA Program Structure
09	International Management Module
10	Personal Leadership
12	Join a Global Family – This Is What Our Students and Alumni Say
14	Accelerate your Career – WHU MBA Career Center
15	In Praxi – WHU Alumni Association
16	Application and Admission
17	Your Financing Options
18	Contact



Professor Markus Rudolf,  
Dean

Professor Martin Fassnacht,  
Academic Director MBA Program

## Welcome to WHU

It is our core belief that a sound business education can be achieved by creating a challenging and inspiring learning environment, by giving you the space to develop your own potential whilst providing you with the tools and skills to become successful managers in a global business world. We believe that learning is a lifelong experience. Personal and professional improvement is an investment in one's future. The Full-Time MBA Program at WHU offers an excellent opportunity for such an investment. Covering a wide range of management topics and concepts, participants will also strongly focus on developing their soft skills in order to be prepared for leadership positions. We seek to bring diversity into the classroom – not only by finding talented students with highly different backgrounds but also by providing you with a unique mix of teachers: exceptional professors from different parts of the world as well as practitioners with significant experience in their respective fields.

Join us on an exceptional learning journey and acquire the skills for coming out on top!

*M. Rudolf*      *M. Fassnacht*

WHU – Otto Beisheim School of Management:  
Over 30 Years of Excellence in Management Education

WHU – Otto Beisheim School of Management is an internationally oriented and privately financed business school based in Vallendar and Düsseldorf. Founded in 1984, WHU is now one of the most renowned German business schools with an exceptional national and international reputation. WHU stands for “Excellence in Management Education” and pursues this goal in its three core areas of activity: Academic Programs, Research, and Transfer in the field of general

management. This excellent standard has been certified by accreditations from AACSB, EFMD (EQUIS), and FIBAA as well as through leading positions in national and international rankings. In addition, WHU is the only private business school in Germany which is a member of the German Research Association (DFG). WHU students profit from a large network of partner universities, companies, and alumni.

# MBA Program Design

The Full-Time MBA Program is designed to equip participants from all over the world with skills in international strategy, change, and competition in order to advance their careers and become effective leaders. A maximum class size of up to 45 ensures excellent mentoring between professors and students.

## OUR APPROACH

Teamwork is an essential element of our teaching approach. In study groups of five to six, participants discuss current course contents and apply concepts and tools in practically oriented projects. Group success critically depends on group members working as a team and not as individuals. Participants therefore learn to function in teams, developing a deep sense of team spirit.

By selecting participants from a wide variety of professional backgrounds and nationalities, we make every effort to ensure a diversity of skills and experiences. To achieve the highest team potential, course instructors provide regular feedback on team and individual progress.

The program is taught by senior members of the WHU faculty and, in the program's international module, by the faculties of our hosting partner universities. The teaching faculty has an outstanding research record as well as exceptional experience in management practice. Lectures by senior executives of successful international companies complement the program to include the industry perspective on effective international management.

## OUR VISION

We believe that excellence in management not only requires superior knowledge of management concepts and tools, but that effective leaders should also have a strategic vision, team spirit, and a deep sense and appreciation of ethical behavior and responsibility. Managers should understand the broader consequences of their managerial decisions.

## OUR MISSION

We are committed to educating general managers who can function in a variety of areas and cope with diverse and challenging backgrounds.

Our programs provide the analytical and conceptual skills for our participants to master management challenges in globalized, dynamic, and increasingly competitive markets. Our standards of excellence value honesty, integrity, mutual trust, and respect as the foundations for competent and confident leadership.



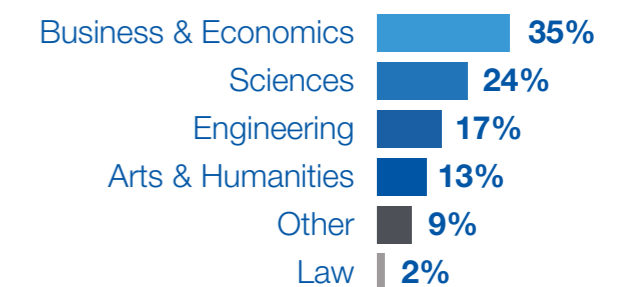
# MBA Students' Profile

## PARTICIPANTS

The Full-Time MBA Program is designed for participants who are seeking a career change and who are eager to learn more about general management. Applicants should hold a first degree (Bachelor or equivalent) and have at least two years of professional experience.

Participants with a degree in law, engineering, or the natural sciences will benefit the most from the program. However, participants with a degree in business administration or economics will find the program highly valuable due to a strong emphasis on integrating theory and practice. You will gain experience of working in interdisciplinary, multicultural study groups, and have the opportunity to develop leadership and interpersonal skills in an international environment.

## ACADEMIC BACKGROUND



## 50 COUNTRIES REPRESENTED SINCE THE START OF THE PROGRAM

Argentina, Australia, Austria, Bosnia-Herzegovina, Bulgaria, Canada, Chile, China, Colombia, Costa Rica, Ecuador, Egypt, Finland, France, Germany, Greece, Guatemala, Iceland, India, Indonesia, Iran, Israel, Italy, Japan, Kazakhstan, Marruecos, Mexico, Moldova, Namibia, Netherlands, New Zealand, Nigeria, Pakistan, Peru, Romania, Russia, Serbia, Slovenia, South Korea, Spain, Sudan, Syria, Taiwan, Thailand, Turkey, UK, Ukraine, USA, Uzbekistan, Venezuela

## CLASS PROFILE



Average Age:  
29 years



Average  
Work Experience:  
5 years



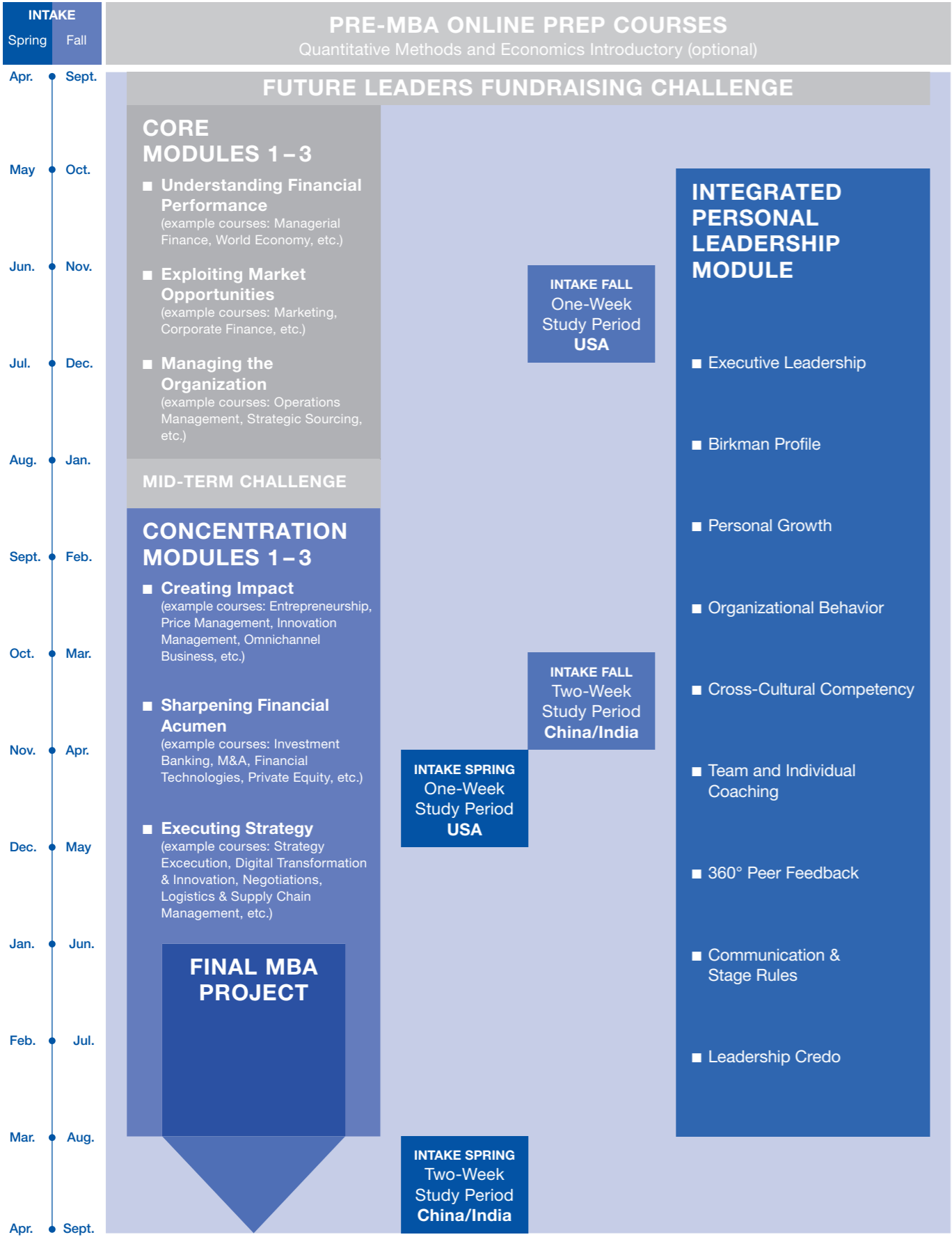
Internationality:  
80%



Female students:  
40%

# Full-Time MBA Program Structure

## 12-Month Program



### OPTIONAL PRE-MBA GERMAN COURSES

In cooperation with the Goethe Institute Düsseldorf, WHU offers optional intensive German language courses in order to enhance your profile for the German job market. Students have the possibility to choose between a four, eight or twelve-week course prior to the program start.

### CORE MODULES

To convey an integral understanding of the core functions of an organization, the core modules cover basic management concepts and theories as well as an introduction to the concepts and tools of economic analysis.

### CONCENTRATION MODULES

Whilst the fundamental strength of the program is General Management, all participants have the chance to deepen their knowledge of Marketing, Sales, Entrepreneurship & Innovation, Advanced Finance & Accounting, as well as Strategy & Organization. In these modules participants have the opportunity to choose one concentration out of the fields offered. The courses within the Personal Leadership module are all compulsory.

### MANAGEMENT PRACTICE WORKSHOPS

A variety of engaging Management Practice Workshops supplement the program's thorough academic curriculum. The workshops focus on current key business practices and are taught by experts and coaches in the respective areas.

### INTERNATIONAL MODULE

The International Module is designed to foster an understanding of business opportunities and management challenges in different parts of the world. Specialist lectures given by senior faculty members of our renowned partner schools cover sensitive issues that are relevant to the local business environments. Company visits develop a deeper understanding of management in emerging economies.

### FINAL MBA PROJECT

The program concludes with the final MBA Project. This project serves to demonstrate the student's ability to examine a challenging business issue as part of a company project or an independent research topic by applying academic research methods. Students will have the opportunity to choose between different options for their final project. They can either write their final project in parallel to the concentration courses or combine it with an internship and start after the end of their on-campus classes.



Picture above: International Module at CEIBS, China

Picture below: International Module at Kellogg School of Management, USA

## International Management Module in the USA, India, and China

WHU has a unique network of more than 200 top-quality partner universities worldwide – a network unrivaled by any other German university. We believe that international experience is a crucial element of the integrated management training provided by WHU. By taking a global perspective on management studies, students are able to benefit from a wider range of teaching methods, cultures, and customs.

### BUSINESS OPPORTUNITIES & CHALLENGES IN THE USA

This is a customized one-week program at Kellogg School of Management, Northwestern University, USA. All courses are tailor-made lectures that are taught by very experienced senior faculty at Kellogg. Topics covered are e. g. crisis management, intellectual property, branding, collaborative marketing and global economic policies and strategies (topics are subject to change).

### BUSINESS OPPORTUNITIES & CHALLENGES IN INDIA

Identifies the challenges and growth opportunities of an emerging economy. Lectures at our Indian partner university (Indian Institute of Management Bangalore) along with visits to local companies and non-profit organizations help you understand how to develop organizational cohesion and individual commitment in cross-cultural environments.

### BUSINESS OPPORTUNITIES & CHALLENGES IN CHINA

Investigates how companies can profit from the rapid-paced growth of the Chinese economy. Lectures at our Chinese partner universities (CEIBS and Fudan University) along with visits to local companies help students identify and understand cultural differences.

Our International Management Module is a compulsory part of the program.



# Personal Leadership Module

In the present dynamic and competitive business environment, managers are expected to provide direction and inspiration within their companies. Today's managers must play a number of roles in which they are highly visible to their coworkers and to the public at large. In order to equip the students with leadership skills, the Full-Time MBA Program contains a compulsory Personal Leadership Module.

The key elements of the Personal Leadership Module are:

(1) "Leading oneself", (2) "Leading teams", and (3) "Leading organizations".

## LEADING ONESELF



Through interactive lectures such as Executive Leadership, Personal Growth as well as The Birkman Method® personality assessment, 360 multi-rater feedback and one-on-one leadership coaching, students increase their self-awareness, personal accountability and emotional intelligence to effectively lead them self.

## LEADING TEAMS

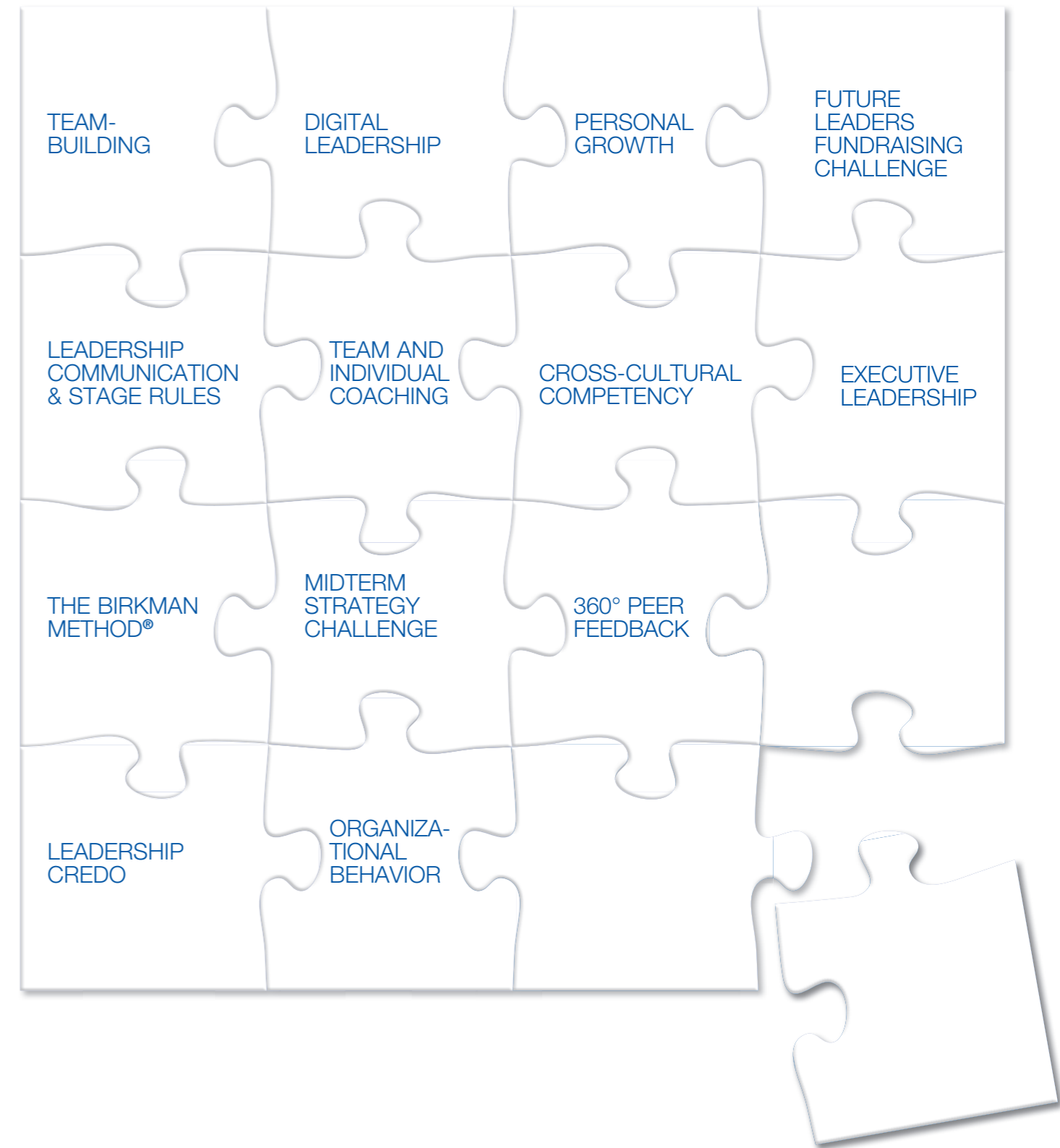


"Leading teams" includes the skill to drive engagement, motivate and develop others. The Organizational Behavior lecture includes the main theoretical frameworks and is put into practice with a professional actor in the communication, stage rules and presentation workshops.

## LEADING ORGANIZATIONS



"Leading organizations" expects students to translate organizational strategy and to cultivate innovation. This is transferred and practiced in the General Manager lecture and cumulates in experiential learning formats such as the Future Leaders Fundraising Challenge, the Midterm Challenge and the Leadership Credo.



# Join a Global Family – This Is What Our Students and Alumni Say



**SUSIE LIU**  
USA/China, MBA 2016

"'Transformational' is the word I would use to sum up my MBA experience at WHU. I found the academic content stimulating, yet it was working in teams with classmates from 18 different nations that challenged me to grow both intellectually and personally as they pushed me out of my comfort zone and in the process broaden my perspective. After the WHU MBA Program, I am ready for my new career."



**SERGIO CHAVEZ**  
Mexico, MBA 2015

"I am delighted to be a part of WHU with its strong network in Germany and abroad, in addition to its preeminent brand-recognition. It is a truly international MBA Program thanks, not only, to its student body diversity but also to the modules at top-business schools in the USA, China, and India. After four months on the Full-Time MBA Program I can assure you that these aspects, combined with the vibrant WHU spirit, will make your studies tremendously memorable and drive your career forward."

**XIMENA NAPOLITANO**  
Argentina, MBA 2012

"The MBA experience at WHU is the perfect opportunity to learn while facing challenges every day. It will definitely broaden my understanding of business and offer me diverse perspectives and relevant values for a successful professional career."



**MATTEO BELARDI**  
Italy, MBA 2014

"I mainly chose to embark on WHU Full-Time MBA Program because of its international perspective and it has proved to be my best career decision so far. Indeed, not only internationality of the class but also its size give each student the daily opportunity to discover his/her own limits and potentialities, along with a constant professional and human growth. I personally believe that is the best way to become the protagonist of your own life."



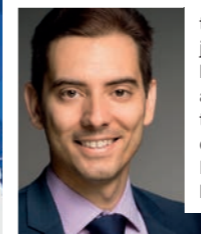
**VICTOR GOMEZ**  
Venezuela/Spain, MBA 2013

"I can honestly say that the WHU Full-Time MBA Program not only met but exceeded my expectations by a high margin. The small class size, a great faculty, interesting practitioners from all around the world, a mega-diverse group of students, as well as abundant financial assistance options, were some of the many advantages that this MBA Program offered to me."



**LISA SCHERER**  
Germany, MBA 2015

"The WHU MBA was an intense experience shared with a diverse group of talented individuals willing to learn from each other. The ability to work across boundaries in multicultural teams has been an invaluable asset for my development. The MBA at WHU completely exceeded my expectations. It enriched my knowledge by acquiring the necessary tools in order to better face and manage today's changes. It was a great opportunity for personal and professional growth after my previous working experience, by taking time to think differently and with a diverse perspective. Overall, it was an extremely enhancing and eye-opening period of time!"



**RADU BALANESCU**  
Romania, MBA 2015

"The Full-Time MBA Program allowed me to enter the big WHU family and experience more than just high-quality education. For me it has also been an open door to a strong alumni network, an opportunity to experience internationality in the middle of Europe, and a stepping stone in my career. On top of all these, within my colleagues I found new friends and passionate people who burn for their ideals."



**ABUBAKAR ELMAGHDI**  
Sudan/UK, MBA 2016

"Seventeen different nationalities/cultures, three international modules, twenty-one subjects in 12 months – that says it all. That's what enrolling in WHU's MBA Program exposed me to, in such little time. Not just that, but a wealth of first-hand contact with big market companies – both in-class and outside of it. The WHU spirit and bond truly exists. The one built between our class will be everlasting. Leaving that behind and moving on was the most difficult thing about the MBA."



**ADITYA PARAB**  
India, MBA 2009

"The MBA Program prides itself in imparting quality education employing a dynamic mix of classroom sessions, working in student teams allowing for developing interpersonal skills, cracking case studies, brainstorming new business ideas, and allowing for some leisure time to indulge in as well. Add to that an international perspective that comes from classmates from different nations and with varied levels of experience, exchange programs with Ivy league B-schools around the world, and the feeling of being at one of the best business schools in the world and calling it 'alma mater'."



**VUYISWA M'CWABENI**  
South Africa/Canada, MBA 2006

"The program has allowed me to not only focus on its challenging content, but also to develop more depth by living and working in a multicultural context. Something that I believe provides an invaluable experience."



**SIQI HUANG**  
China, MBA 2016

"Joining the Full-time MBA Program at WHU was one of the best decisions of my life. It has helped me in my career development and has been a life changing experience!"



**KALMAN WIJAYA**  
Indonesia, MBA 2015

"As one of Europe's leading and largest graduate business schools in Germany, WHU brings together people, cultures, and ideas to change lives and transform organizations. Global perspectives and cultural diversity are reflected in all aspects of the MBA Program. A broader outlook of business is acquired (in both developed and emerging markets) thanks to the program's international modules in the USA, China, and India."

# Accelerate your Career – WHU MBA Career Center

The MBA marks an important and exciting point of transition in your career. Whether you aspire to change industry, job function, location, or to become a successful entrepreneur, our team at the MBA Career Center supports you to define your career vision and to turn your vision into reality. We are dedicated to help you discover the right career journey that matches your personal fulfillment and enables you to make a positive impact in the world. We created the “Triple M” career roadmap to outline how we assist you in your career journey:



Your **Triple M** Career Roadmap



## 1. Step

### “Me” = Know Yourself

Knowing yourself is the first step in achieving your match post-MBA career. We help you to identify your career vision and your V.I.P.S. (your values, interests, personality, and skills).

## 2. Step

### “Market” = Know the Market

We help you to explore and research various industries and companies. We support you in gaining a clear understanding of what the different industries and companies require, their cultures and hiring practices.

## 3. Step

### “Match” Yourself & the Market

We offer career management workshops (such as application training, mock interviews, negotiation training) and tools and techniques to develop and implement your job search strategy.

## EXAMPLE COMPANIES ACTIVE IN THE MBA PROGRAM:

Accenture, Amazon, BASF, Batten & Company, Bayer, Bertelsmann, Boston Consulting Group, Camelot Management Consultants, Capgemini Consulting, Credit Suisse, Deutsche Bank, DHL Deutsche Post Group, Emerson, Freudenberg, Henkel, Infosys, Kienbaum Management Consultants, Lidl, mm1, Monitor Deloitte, strategy&, Trivago, Vodafone, Zurich iCON



“I appreciate the personal attention and all the support I received for career orientation. The insightful career events, and in particular the mock interviews prepared me perfectly for my job interviews at Daimler.”

**Maren Kastner**, MBA Class of 2016, CRM Project Manager at Daimler AG



## In Praxi – WHU Alumni Association: Keep in Touch!

WHU is unique and so are its alumni. Founded by the first graduates in 1988, In Praxi – WHU Alumni Association is regarded among the best Alumni Associations in the German-speaking region.

The organization has more than 4,000 members. Historically and until today more than 90 % of all graduates become members of In Praxi. As approximately 25 % of the members live outside Germany, regular In Praxi meetings take place all over Germany, Europe, and beyond. More than 30 regional chapters help keep the community alive and establish the global network of friends. Members are provided with various services and, very importantly, they “keep in touch!” – this is one of In Praxi’s main pillars – with each other and with their alma mater!

The purpose of In Praxi is the continuous support of WHU and its student body through knowledge, skills, and financial resources. As an MBA student, you will have the opportunity to participate in a mentoring program with alumni.

Once you are an alumnus of WHU, you will benefit at various levels. A wide variety of services and events is organized by the In Praxi office and the many volunteering members. These include:

- Access to myinpraxi.org intranet with up-to-date contact information of all members
- Exclusive career services with post-placement program and alumni career day
- Lifelong Learning Series with seminars on current management and other popular topics
- Participation in wide variety of events in regional chapters, sport events, and WHU conferences
- Frequently used member benefit platform
- Quarterly member magazine “Keep in Touch!”

Read more about WHU’s alumni association: [www.in-praxi.org](http://www.in-praxi.org)



# Application and Admission

## ADMISSION REQUIREMENTS

We require the following for your application to the MBA program:

- A first degree (Bachelor or equivalent)
- Minimum of two years postgraduate work experience
- One letter of recommendation from a professor or supervisor (standard form is available on our website)
- TOEFL (min. 100 IBT) or equivalent IELTS (7.0) if English is not your native language
- GMAT (a minimum score of 600 is recommended) or equivalent GRE

## APPLICATION DEADLINES

- As applications are accepted on a rolling basis, candidates may apply at any time, however, we strongly encourage potential candidates to apply as early as possible since places are limited.
- For non-EU applicants who require a visa, the application deadline is **December 31** (April Intake) or **May 31** (September Intake), as additional visa procedures have to be taken into account.



Candidates who have submitted their full application early qualify for an Early Bird Discount.

## STEPS OF THE ADMISSION PROCESS

### Application

- Curriculum Vitae
- Official degrees and transcripts
- Letter of recommendation
- TOEFL score
- GMAT score
- Completed online application form (including MBA application questionnaire)

### Interview

- Interviews are conducted by WHU faculty, staff, and alumni

### Final Decision

- Admissions Committee decides within approx. 2 weeks

# Your Financing Options

## TUITION FEE

The total fee for the MBA Program is 39,000 €\*.

This fee includes:

- All tuition
- All books and materials
- Accommodation and half-board during the international modules
- Preparation course
- German classes during the program
- Personal development seminars
- Semester ticket for public transport in North Rhine-Westphalia

\* The program fee does not include airfares, travel expenses, and visa fees during the international modules, or accommodation in Düsseldorf.

## LIVING EXPENSES

Please budget an average of 750–800 € per month for living expenses.

## FINANCING OPTIONS

### Prodigy Finance

Prodigy Finance offers community-funded loans to international students at the world's top business schools and universities, including WHU.

### Student Loans

Our local savings bank offers loans to German-speaking WHU students. Please have a look at our website for further details.

### Scholarships

WHU grants partial scholarships to enable highly talented candidates from all countries to pursue the WHU MBA. According to the description of the respective scholarship, we try to support individuals who are likely to add special value to the MBA class.

More information on the different scholarships and requirements can be found on our website.

### WHU Brain Capital GmbH

Another possibility to finance your participation in the MBA Program is the financing concept of the WHU Brain Capital GmbH. Students do not pay any tuition fees during their studies at WHU. However, they commit themselves to make income-dependent payments upon completion of their studies. The total amount of the payments is linked to the income earned.

To learn more about this concept, please have a look at: [www.whubraincapital.de](http://www.whubraincapital.de).



Information for taxpayers in Germany: The tuition fee as well as study-related costs (incl. travel and accommodation) are tax-deductible and can be declared as anticipated professional expenses. Please contact your legal tax advisor for more information.

## Contact

## PERSONAL VISITS

You are welcome to schedule an individual appointment for a campus visit. This personal visit gives you the opportunity to attend an MBA lecture (if compatible with our schedule), meet our current MBA students, have an accompanied campus tour, and a personal study advisory service with our MBA team. Please contact us to make an individual appointment – we will ask you to send us your CV for a first verification of your application chances before confirming your visit.

The MBA team also regularly attends MBA events and fairs around the world. Please check our website to see if we'll be visiting your country this year.

Phone: +49 211 44709-144  
E-Mail: [mba@whu.edu](mailto:mba@whu.edu)



Recruiting Team MBA  
Carolin Hilden, Sabine Noe

## PERSONAL NOTES

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## Location

## ABOUT DÜSSELDORF

Düsseldorf is located in the federal state North Rhine-Westphalia. There is a population of about 600,000, which benefits from a very good infrastructure, e.g. public transport. Düsseldorf's cityscape is characterized by various cultures, as Düsseldorf is home to the largest Japanese community in Germany.

Internationality, the function as state capital, and the strong economy – that is what makes Düsseldorf unique. Moreover, there is a wide range of sports and cultural activities.

## ABOUT THE CAMPUS

Alongside the well-established Vallendar campus, WHU opened its second campus in Düsseldorf in 2012 for the Full-Time MBA, Part-Time MBA, and Executive Education Programs. WHU's Campus Düsseldorf is located at the Schwanenhöfe business park.

**WHU – Otto Beisheim  
School of Management**

**MBA Office**  
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