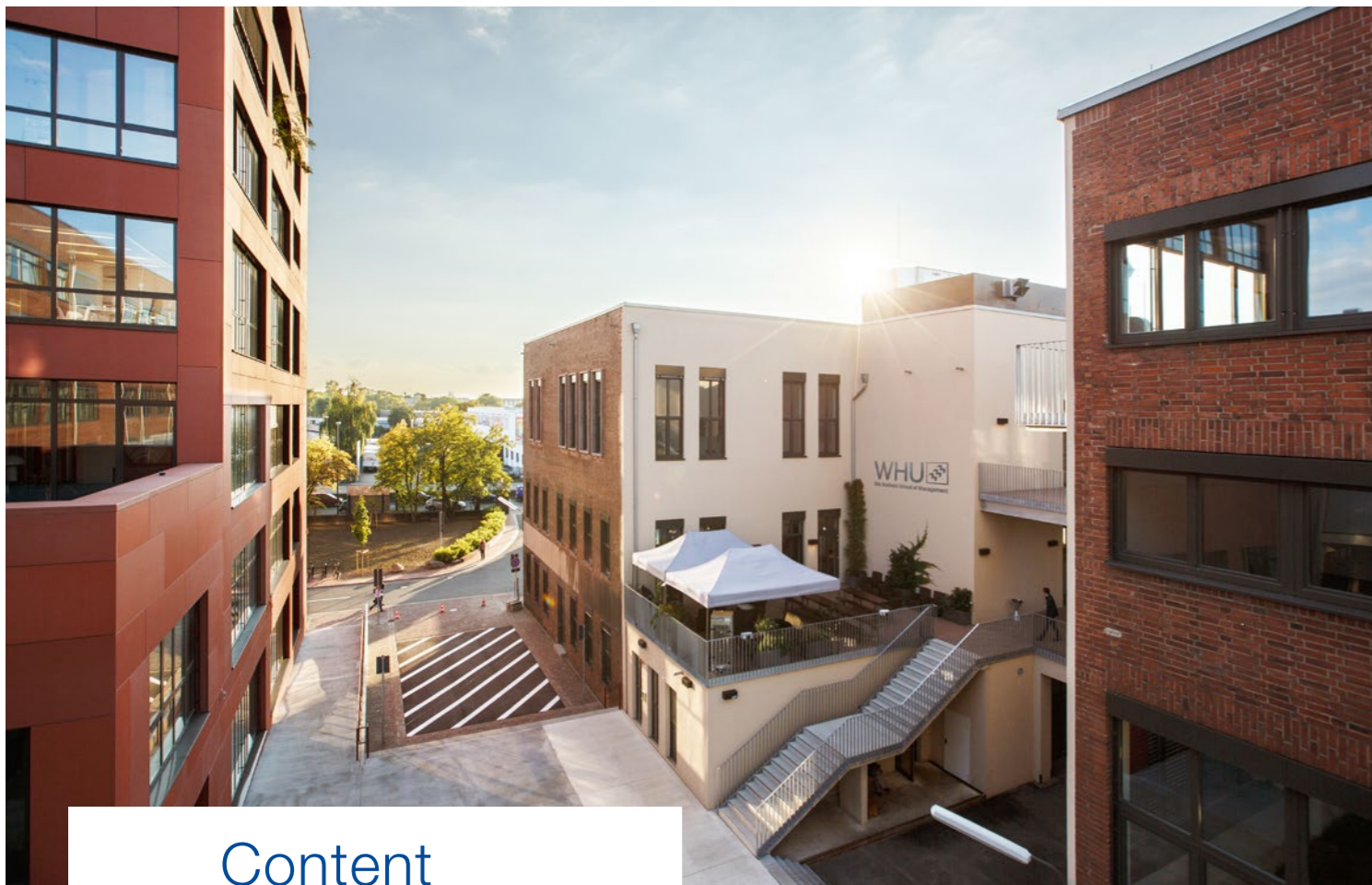


Experience the Essence  
of Leadership



Excellence in  
Management  
Education

**Part-Time MBA Program**  
**WHU Campus Düsseldorf**  
**Two-Year International General**  
**Management Program**



WHU Campus Düsseldorf

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Professor Markus Rudolf,  
Dean

Professor Martin Fassnacht,  
Academic Director MBA Program

## Welcome to WHU

We are committed to providing outstanding teaching, conveying profound knowledge of the global dimension of business, and combining academic rigor with practical relevance. WHU's Part-Time MBA Program covers a wide range of management topics and innovative concepts, thus providing all the ingredients for professional success in international business and management, especially in times of volatile and turbulent markets. We offer global reach and focus via an extensive network of partner universities, companies and alumni. We do all this in a weekend format, complemented by three study trips abroad.

This enables participants to obtain a first-class MBA degree while working full-time. Pursuing excellence in all endeavors means taking personal responsibility for your actions, performance and environment – an essential prerequisite for leaders in today's fast-paced business world. To this end, the development of personal strengths and leadership skills is an integral component of the curriculum.

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

*Mr. 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.

# Key Features of the Program

Designed for high-achieving professionals who wish to pursue an MBA without leaving their jobs, the two-year weekend Part-Time MBA Program provides its students with the skills and tools needed to succeed in dynamic and increasingly competitive markets.

## WEEKEND FORMAT

Comprising class sessions at our WHU Campus Düsseldorf on approximately two weekends (Sat/Sun) a month, designed especially for participants who cannot leave their place of residence and/or professional responsibilities for extended periods of time, or who wish to pursue an MBA independently of the support of their employers.

## EXCELLENT LEARNING ENVIRONMENT

Featuring face-to-face interaction within the classroom and collaboration in small teams with an intensive exchange of ideas and experiences among like-minded people from a diverse range of professional backgrounds.

## EXPERIENCED FACULTY

Teaching the use of modern tools for problem-solving, enhancing critical thinking and analytical skills, and thus fostering the ability to develop innovative business strategies.

## INTERNATIONAL MODULE

Providing insights into the opportunities and challenges of doing business in foreign markets like China, India, and the United States and enabling students to experience cultural differences.

## EXTENSIVE NETWORK

Developing during and beyond the course of study and maintained through cross-regional alumni activities of WHU's "In Praxi" community.

## FOCUS ON LEADERSHIP

Enhancing personal and leadership competencies as well as management abilities through integrated lecture and coaching sessions focused on self-awareness and evaluation, behavioral characteristics, team building, communication, and productivity.

## ACCREDITATION

WHU's academic programs are accredited by EQUIS, AACSB, and FIBAA, and have state-approved accreditation.



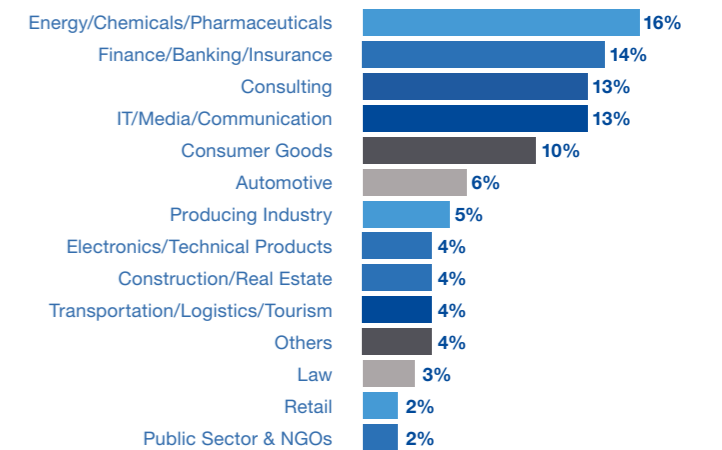
# MBA Class Profile

## PARTICIPANTS

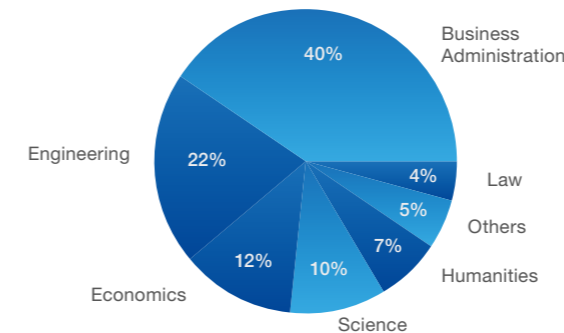
The Part-Time MBA Program is designed for participants who want to take their career to the next level and who are eager to learn more about general management. Applicants should hold a first degree (Bachelor or equivalent) and have at least two years of professional experience.

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.

## INDUSTRY BACKGROUNDS



## ACADEMIC BACKGROUNDS

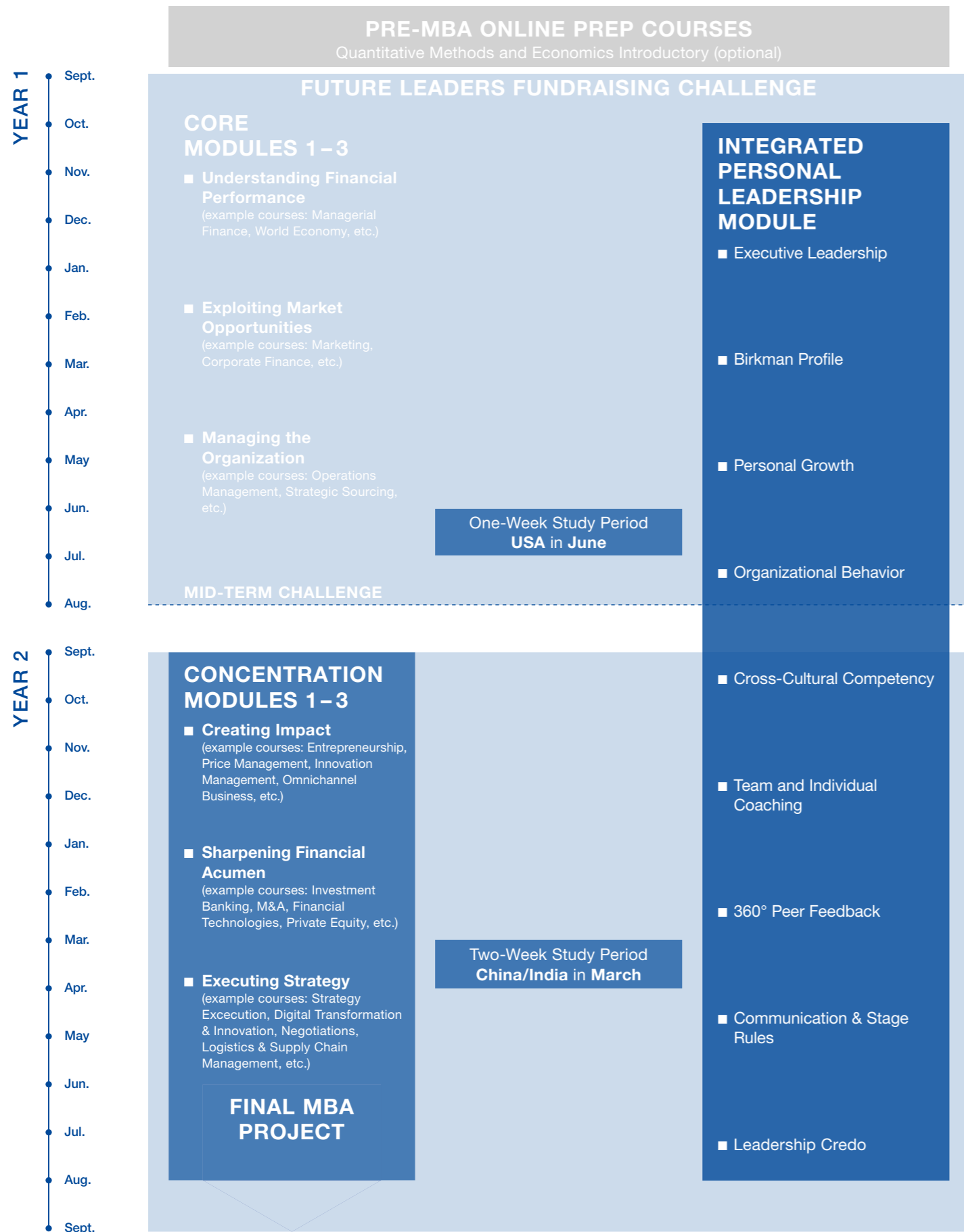


## CLASS PROFILE



# Part-Time MBA Program Structure

## Two-Year Program



## Program Format

The Part-Time MBA Program is conducted over two years at WHU's campus in Düsseldorf. After a one-week kick-off at the beginning of September, the part-time format comprises classroom-based weekend courses taking place twice a month and is especially designed for professionals wishing to earn a high-quality MBA degree while continuing to pursue a full-time career.

### PROGRAM CONTENT

Confronted with complex demands and a heavy workload on a daily basis, professionals must be able to grasp complex problems quickly, react rapidly to changing circumstances and communicate effectively. To this end, our Part-Time MBA Program is designed as a general management program and is aimed at those who want to enhance, deepen or develop their knowledge in the fields of business administration and economics, and acquire the skills to perform successfully in a challenging global environment. Moreover, there is a special focus on personal and leadership competencies throughout the program. Thereby, you develop the skills to take over strategic management functions within a business organization.

### CORE MODULES

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

### CONCENTRATION MODULES

The fundamental strength of this program in General Management means that the first-year theoretical and practical content provides a solid base for the conveyance of in-depth knowledge in the fields of Marketing, Sales, Entrepreneurship & Innovation, Advanced Finance & Accounting as well as Strategy & Organization.

### 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 start after the end of their on-campus classes.



## 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 course at Columbia Business School in New York, USA. All courses are tailor-made lectures that are taught by very experienced senior faculty at Columbia. The program focuses on leadership issues, strategic planning, and implementation.

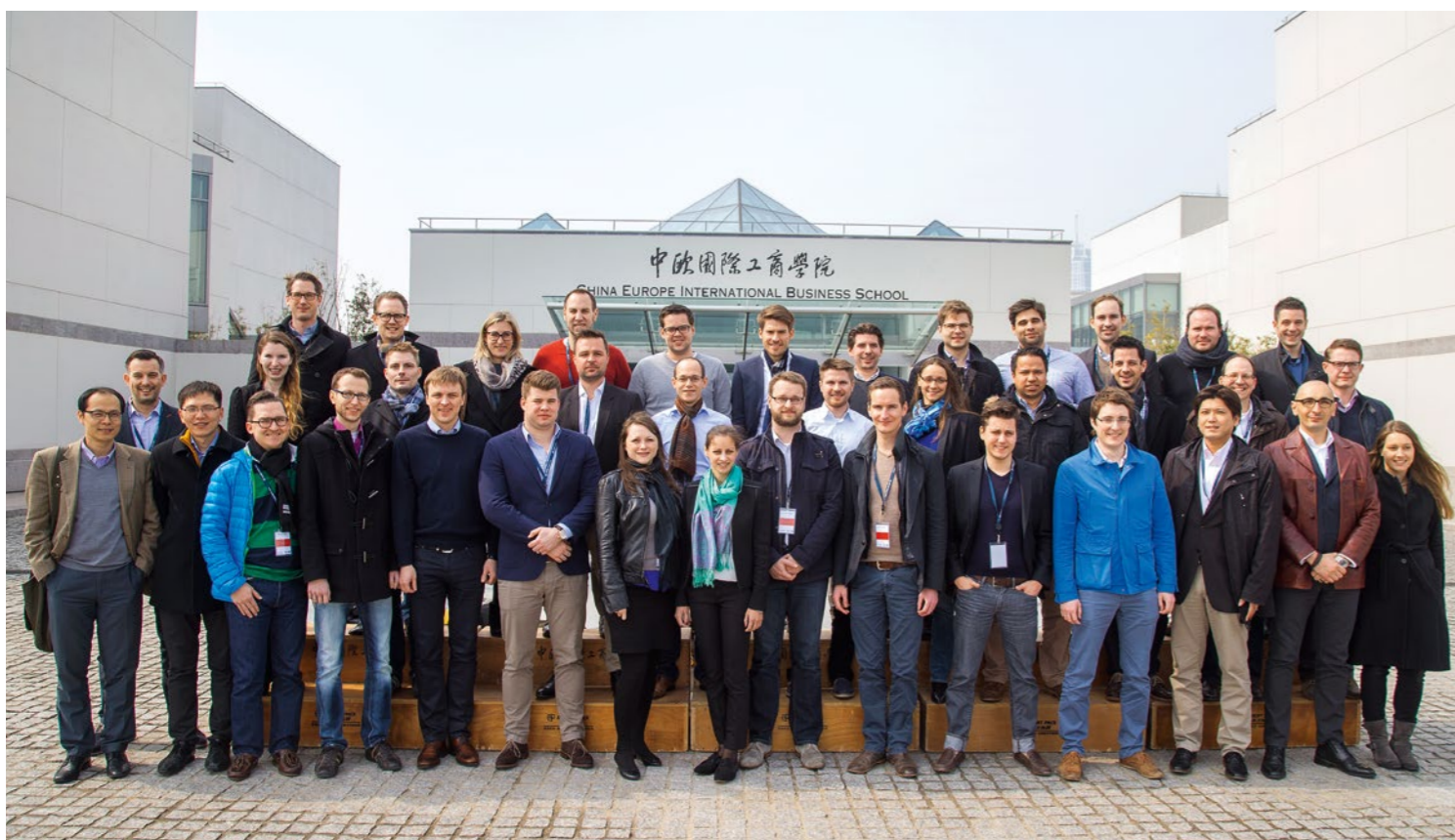
### BUSINESS OPPORTUNITIES & CHALLENGES IN INDIA

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.



Picture above: International Module at Columbia Business School, USA  
Picture below: International Module at CEIBS, China



# 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 Part-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

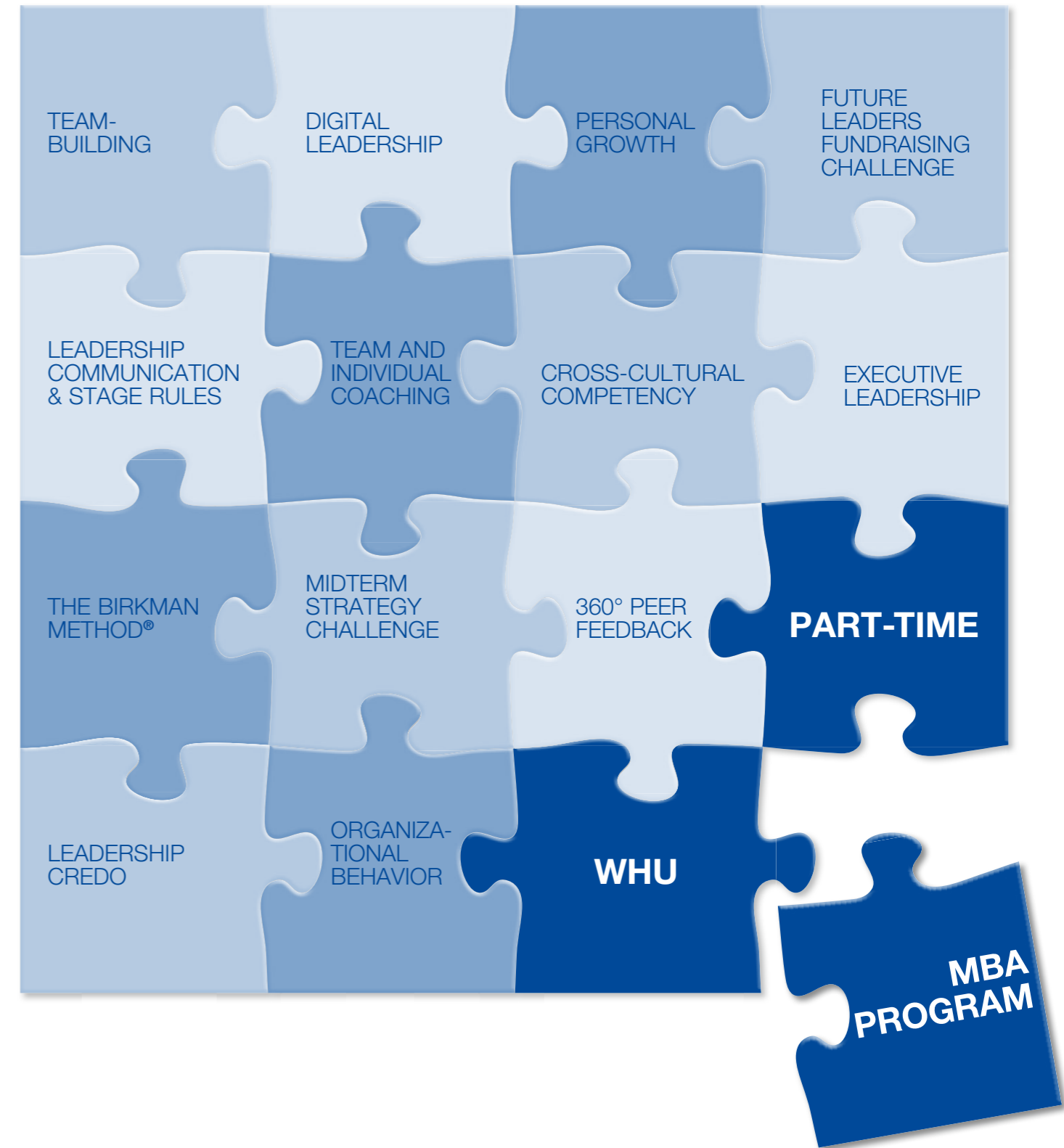


"Leading teams" includes the skill to drive engagement, motivate and develop others. The Organizational Behavior lecture includes the main theoretical frameworks and is put into practice with a professional actor in the communication, stage rules and presentation workshops.

## 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.



# Your Classroom – Student and Alumni Testimonials



## ANJA BISCHOFF

MBA 2013, Commerzbank AG/parental leave

“Motherhood and a Master’s degree at the same time? The structure of the Part-Time MBA Program at WHU enabled me to balance both child care and career development.

Using my parental leave to earn a top-notch MBA allowed me to re-enter the business world even at a higher level. The most important things WHU offers besides an excellent education are great people and a great network, which will accompany me far beyond the university.”

## BENJAMIN STARKE

MBA 2016, audibene GmbH

“As a former competitive athlete, I have very high expectations of myself and my surroundings. The Part-Time MBA Program at WHU prepares me remarkably well for the high demands of the professional world and provides the tools necessary to further develop my personal and professional profile. I have already been able to apply concepts learned at WHU to impart new directions for my start-up company. Furthermore, I am glad to take many beneficial skills and ideas from the weekend studies to my professional life in Berlin.

Especially valuable for me are the insights into different disciplines and the shared experiences of my fellow students, in addition to the benefits of a large network within the WHU community.”



## CHRISTIAN UNDERWOOD

MBA 2012, SXCES COMMUNICATION AG

“Those who wish to be self-employed have a thousand questions. WHU helped me to ask the right questions – and find the right answers. Entrepreneurship is a top priority here. And the exchange of ideas and experience with other founders is truly stimulating.

The Part-Time MBA Program gave me the tools and the self-confidence to make my dream of my own company come true – I would definitely do it all over again.”

## ANDRES BULTO

MBA 2013, Henkel AG & Co. KGaA

“After 5 years of work experience, it was a good time to reflect, look back, and try to connect the dots that made me get to where I was and most importantly trace the draft for the future. As a chemist by training, and having worked 5 years in marketing, I was looking forward to a more solid business knowledge foundation.

The program has brought me to an exciting new position with global responsibility in a completely new market thanks to the knowledge and perspective that I acquired. But most importantly, it gave me a very valuable personal dimension, guiding and forcing me to take time to think about myself, my values and my passions.”



## ANTONIO SUELS

MBA 2015, CIMBA Airbus

“WHU’s Part-Time MBA Program offers the possibility, not only, to encounter new areas of expertise, but to do so in a very flexible and rewarding way – namely during weekends. In addition to the standard MBA lectures, WHU is leading the way by offering great personal and leadership development modules.

The greatest value of the MBA is the people one studies with... WHU certainly selects great candidates.”



## CLAUDIUS SENST

MBA 2013, Axel Springer AG

“During the week I was usually traveling for business. In addition, I wanted to use the weekends to obtain another important qualification. The Part-Time MBA Program in Düsseldorf helped me to do so – with a course of study that matches any full-time program.

I gained insights in many areas and developed tools I could directly apply to my job. I enjoyed the discussions with professors who are familiar with practical operations and are used to working with managers. And I know that the alumni network connects me with intelligent people all over the world. Those are the features that help me to achieve my personal goals.”

## KARIN BERNLOCHNER

MBA 2014, Deloitte Consulting GmbH

“Combining WHU’s Part-Time MBA Program with my second parental leave has been a great decision, as I filled the ‘career break’ by furthering my education. While taking care of the kids during the day, I could use the evenings to study. Although I had to fly in from Munich for the weekends, it was never a problem to attend classes: my husband took care of the kids and WHU was very supportive regarding unforeseen organizational issues.

Regarding my career, the MBA did not only push it forward by offering me a second degree, but also enabled me to gain in-depth knowledge which I could immediately apply at work. Additionally, I built a strong network within the WHU community and gained friends for life.”



# 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 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



“We will work with you closely throughout the year, monitoring your progress and supporting you through each step to make sure that your career ambitions become reality.”

**Dr. Christine Menges**, Director Career Development



## 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

- 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 or WHU Admissions Test

### APPLICATION DEADLINES

- Application deadline is **July 31**
- 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.

 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
- 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 43,000 €\*.

This fee includes:

- All tuition
- All books and materials
- Accommodation and half-board during the international modules
- Meals and refreshments on lecture days in Düsseldorf
- 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.

 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.

### FINANCING OPTIONS

#### Student Loans

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

#### 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).

#### Scholarships

WHU grants partial scholarships to enable highly talented candidates from diverse academic and professional backgrounds to pursue the WHU Part-Time MBA. More information on the different scholarships and requirements can be found on our website.





Skyline, Düsseldorf

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School of Management**

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