

**+49 211 44709 178**  
**[ee.whu.edu](http://ee.whu.edu)**  
**[openprograms@whu.edu](mailto:openprograms@whu.edu)**

#### About WHU

WHU – Otto Beisheim School of Management is an internationally oriented and privately financed Business School based in Vallendar and Düsseldorf. Founded in 1984, WHU is now one of the most renowned German Business Schools with an exceptional national and international reputation.

WHU Executive Education participants profit from high-quality programs for managers, high-potentials, and (senior) executives – all of them representing the leading minds of today and tomorrow:

### Leading Leading Minds.

Both Open Enrollment and Customized Programs enable executives to achieve their professional goals and improve their company's strategy by giving them deep insights into current global economic developments, by providing practice-oriented knowledge, and by offering excellent networking opportunities.

More information: **[ee.whu.edu](http://ee.whu.edu)**

### Imprint

WHU – Otto Beisheim School of Management  
Executive Education  
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**Executive Education  
Ranking 2020**



# Open Programs

**Development  
programs for  
professionals  
and executives.**

**20  
21**

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Erkrather Straße 224a  
40233 Düsseldorf  
Germany

WHU – Otto Beisheim  
School of Management  
Executive Education



# Welcome to WHU

## Executive Education:

### Leading Leading

### Minds.

“We prepare the leaders of today and tomorrow for the upcoming economic and social challenges.”

Clearly the global pandemic crisis has led to a global economic crisis. Whereas some industries have been hit hard, others excelled to unknown success. At the same time, this crisis has challenged leaders of today and tomorrow to face and deal with uncertainty, disruption, and transformation in an unknown speed and severity.

We at WHU think that preparing today's and tomorrow's leaders for the challenges yet to come is of the utmost importance. Now is the time to master change and transformation and to further enhance leadership, entrepreneurial thinking and strategizing skills. We are therefore happy to present to you our grown portfolio of executive development programs for high-potentials and (senior) executives. We have added some new (online) programs to our portfolio.

We are looking forward to welcoming you in our in-class and online programs!



Dr. Rebecca Winkelmann & Professor Dr. Markus Rudolf



Dr. Rebecca Winkelmann, Managing Director Executive Education



Professor Dr. Markus Rudolf, Dean WHU




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## Scholarships & special offers

Education is an investment in time and money, especially when you want to deepen your knowledge in a certain professional field or if you are aiming at a leadership position. Please check our special financing options for women and high-potentials:

For each of our Open Programs, **we offer scholarships for ambitious women and emerging market leaders (ee.whu.edu/scholarships).**

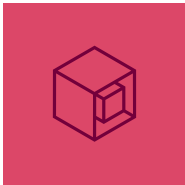
Young leaders may check our **Management Essentials Program**, which combines three select Management Programs at a special fee (ee.whu.edu/me).

 Please also check our **Early Bird Specials** on the website: [ee.whu.edu](https://ee.whu.edu)

Open Programs



Customized Programs



ECTS-Granting Programs



Our Portfolio

# Advanced Management for Senior Professionals Program

This advanced management program is specifically designed for senior professionals on track into an executive position within their organizations, or business owners who aim at preparing themselves to face future business challenges. In this intense 9-day program (3 modules à 3 days), you will sharpen your leadership personality, and interact with peers beyond your own industry background.

Short Facts	
Location	➤ Düsseldorf & Frankfurt
Format	➤ 3 x 3 days
Language	➤ English
Fee	➤ €9,950*
Website	➤ <a href="http://ee.whu.edu/amsp">ee.whu.edu/amsp</a>

\*including tuition, session materials, meals during the day. Special fees available.

### Participant Profile

- Senior professionals who have recently made a transition to an executive management position or board-level position, or who are preparing to do so in the near future
- Senior HR development professionals who are driving the development agenda for senior-level positions within their organization
- Participants should have more than ten years of leadership experience

### Your Benefits

- Enhance your strategic impact and drive corporate transformation
- Reflect on inspirational leadership and the power of emotions
- Prepare to compete in market environments with disruptive innovators
- Excel in the execution of strategic or change initiatives
- Become part of an active network of peers and past program alumni

# CIO Leadership Excellence Program

Digital transformation is the key challenge for executives. WHU and IDG Business Media AG offer an advanced program for senior executives in IT and digitalization that enhances your capabilities to lead your organization into a digital, disruptive, and globalized economy. The program consists of two independent modules. In cooperation with:



Short Facts	
Location	➤ Israel & Germany
Format	➤ 5 days per module
Language	➤ English
Fee	➤ €4,700.50* per module
Website	➤ <a href="http://ee.whu.edu/cio-lep">ee.whu.edu/cio-lep</a>

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

### Participant Profile

- Chief Information Officer (CIO)
- Chief Digitalization Officer (CDO)
- Head of IT Strategy
- Vice President IT
- Vice President Digital Transformation
- Director of Strategy

### Your Benefits

- Connect to peers and expand your professional network
- Enhance your capabilities to lead your organization into a digital business environment
- Boost your ability to inspire your team(s) and lead transformational change
- Enrich your toolbox in agile management practices
- Broaden your scope on the global level of digital transformation
- Become a member among more than 150 program alumni who actively connect

# High Performance Board Member Program

This program is designed to give you pragmatic new insights and valuable tools to amplify your impact in the board room and secure your organization's future. In a dynamic learning forum, industry and academic experts from WHU and IESE Business School will accompany you to ensure you magnify your contribution in your particular role, create strategic value, and ensure a sustainable competitive advantage for your organization. In cooperation with:



Short Facts	
Location	➤ Germany & Spain
Format	➤ 7 days
Language	➤ English
Fee	➤ €12,900*
Website	➤ <a href="http://ee.whu.edu/corporate-boards">ee.whu.edu/corporate-boards</a>

\*including tuition, session materials, meals during the day. Special fees available.

### Participant Profile

- C-suite executives currently serving on corporate boards
- Next-generation leaders preparing to transition to a board role
- Top-level public officers
- Senior managers seeking to shape and engage their board of directors

### Your Benefits

- Pragmatic understanding of the roles, responsibilities and best practices of corporate boards and their influence on long-term success
- Frameworks for analyzing key organizational challenges in evolving institutional and disruptive digital environments
- Insights for encouraging an effective board culture, with strategies for managing conflicts and boardroom power dynamics
- Key competencies for cultivating strategic partnerships between board and senior management, advancing stakeholder interests

# Management Program for Executives in the Non-profit Sector

The Management Program for Executives in the Non-profit Sector (Management Programm für Non-Profit-Führungskräfte) by WHU and DSA helps you expand your strategic toolkit and establish additional networks. During the program week, you will engage in discussions with our lecturers in interactive learning sessions, consider practical cases in small groups, and put agile methods into practice. In cooperation with:



Short Facts	
Location	➤ Düsseldorf, Germany
Format	➤ 5 days
Language	➤ German
Fee	➤ €3,350*
Website	➤ <a href="http://ee.whu.edu/nonprofitamp">ee.whu.edu/nonprofitamp</a>

\*including tuition, session materials, meals during the day. Special fees available.

### Participant Profile

- High-potentials and executives from the foundation and non-for-profit sector
- DSA and WHU alumni, as well as graduates of other programs in foundation management
- Participants should have at least five years experience in management, governance, or project management at non-profits

### Your Benefits

- Management in the non-profit context: outlook on the latest management techniques and insights into new management approaches
- Context: strategic implications of new legal and fiscal/financial frameworks
- Transformation: digitalization of civil society as an opportunity and challenge for non-profit actors
- Innovative business models: social enterprises as an innovative instrument for extensive and sustainable social impact
- Agile methods & ways of working: opportunities for deploying agile methods (e.g. design thinking) in the non-profit context

# The Essence of Coaching for Senior Leaders Program

During this program you will learn how to authentically add coaching to your leadership signature. You will primarily learn how coaching works from a practical perspective. Using the Leadership Choices coaching model, you will be given insights into powerful questions and levels of listening. Plenty of practical coaching work will take place in the classroom. You will also be asked to work with three real coachees, i.e. coaching clients, during the program. In cooperation with:



Short Facts	
Location	➤ Düsseldorf, Germany & Online
Format	➤ 6 days & virtual sessions
Language	➤ English
Fee	➤ €5,950*
Website	➤ <a href="https://ee.whu.edu/cesl">ee.whu.edu/cesl</a>

\*including tuition, session materials, meals during the day. Special fees available.

### Participant Profile

- Experienced managers who want to reflect upon and improve their leadership portfolio
- Managers who want to prepare themselves for their next leadership challenge
- HR professionals who want to help their managers grow and want to create a coaching culture in their organizations

### Your Benefits

- Enhance the impact and effectivity of your leadership
- Ascertain your own leadership style portfolio
- Learn how to turn random interactions into powerful coaching conversations
- Unleash the creativity and accountability of the people you lead
- Maximize your potential as a senior leader through this unique learning experience with intensive, hands-on exercises

# Brand Management Essentials Program

This program is an intensive seminar providing professionals and executives with the skills and tools to build and sustain powerful brands. During the 3-day interactive development program, you will explore the key elements and facets of branding. We will equip you with the knowledge, skills, frameworks, and tools to manage your brand strategically, differentiate it from competition, and make it desirable for your customers.

Short Facts	
Location	➤ Düsseldorf, Germany
Format	➤ 3 days
Language	➤ English
Fee	➤ €2,950*
Website	➤ <a href="https://ee.whu.edu/bme">ee.whu.edu/bme</a>

\*including tuition, session materials, meals during the day. Special fees available.

### Participant Profile

- Executives responsible for strategically managing or driving brands in their company
- Marketing and non-marketing managers
- Executives who have made a transition into a brand function
- Executives who plan a future career in brand marketing

### Your Benefits

- Learn and reflect why brands matter and how they create value
- Learn how to craft a compelling and distinctive position for your brand
- Understand how to implement the brand internally and to create a unique brand experience externally
- Learn how to grow and leverage the brand's potential
- Enhance your branding knowledge and practices to create and sustain a desirable and strong brand

# Financial Literacy Program

Understand the basics of financial data and its impact on decision-making processes within a company. This program enables you to make informed and effective decisions that create value for your company. It is targeted at managers who are not financial specialists but want to develop an understanding of the “numbers side” of business.

Short Facts	
Location	➤ Düsseldorf, Germany
Format	➤ 3 days
Language	➤ English
Fee	➤ €2,950*
Website	➤ <a href="https://ee.whu.edu/flp">ee.whu.edu/flp</a>

\*including tuition, session materials, meals during the day. Special fees available.

### Participant Profile

- Participants who have an educational background in a field other than finance
- Participants who are in transition into a leadership position and would like a compact overview of the “numbers side” of business
- Participants who want to learn the impact of financial statements on a company's strategy

### Your Benefits

- Learn to read, understand, and derive conclusions from financial statements
- Understand fundamental concepts in finance & accounting
- Get the necessary practical skills to estimate the cost of capital of a single project or a firm
- Understand the main characteristics of different financing sources

# General Management Plus Program (Mini MBA)

Transform yourself into an entrepreneurial thinker and responsible leader! You will learn the basics of leadership, strategy and finance, and at the same time found a social business in Asia. Receive a Mini MBA Certificate (15 ECTS) in an intensive program. In cooperation with:



Short Facts	
Location	➤ Germany, Switzerland & Asia
Format	➤ 26 days spread over 9 months
Language	➤ English
Fee	➤ €17,500*
Website	➤ <a href="https://ee.whu.edu/gmp">ee.whu.edu/gmp</a>

\*including tuition, session materials, meals during the day. Special fees available.

### Participant Profile

- Managers who are in transition into a leadership position
- Team leaders who have an educational background in a field other than business administration
- Top-talents who wish to hone their intercultural competences and leadership skills
- Managers and executives who are interested in entrepreneurial thinking and acting as well as working in intercultural and challenging environments

### Your Benefits

- Enhance your general management knowledge in strategy, leadership, finance, change management, and entrepreneurship
- Think and act as a real entrepreneur by setting up a tangible business
- Lead an international team in a virtual setting
- Reflect on your own leadership style and role
- Bring education to a rural area
- Obtain 15 ECTS credits upon successful program completion
- The courses on leadership, strategy and finance and the Business Impact Project (Capability Program) can also be booked separately



# General Management Program in Sports Business

The General Management Program in Sports Business is a development program for future leaders in the sports business industry. The program content and selection of faculty are based on the latest scientific findings and most current industry trends. In cooperation with:



Short Facts	
Location	➤ Germany & China
Format	➤ 24 days spread over 12 months
Language	➤ English
Fee	➤ €25,000*
Website	➤ <a href="https://ee.whu.edu/spoac">ee.whu.edu/spoac</a>

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

### Participant Profile

- Future executives and high potentials from the sports business industry and related industries

### Your Benefits

- Gain knowledge in strategy, finance, leadership, sales, entrepreneurship, and marketing applied to the sports industry
- Extend your personal network
- Grow as a leader
- Obtain 15 ECTS credits upon successful program completion

# Innovation & Corporate Entrepreneurship Essentials Program

The Innovation & Corporate Entrepreneurship Essentials Program will equip you with insights, skills, and tools to generate game-changing innovations and create an innovation powerhouse. You will experience learning in different formats: lectures, group work, case studies, and simulations. Be a leader in a digital, disruptive environment and power your future growth!

Short Facts	
Location	➤ Düsseldorf, Germany
Format	➤ 3 days
Language	➤ English
Fee	➤ €2,950*
Website	➤ <a href="https://ee.whu.edu/ice">ee.whu.edu/ice</a>

\*including tuition, session materials, meals during the day. Special fees available.

### Participant Profile

- Professionals who want to expand their ability to... foster and drive innovation
- better understand and serve customer needs, accelerating the time from idea to market
- embed AI, big data and digital tools in the heart of the innovation process
- initiate and lead innovation-driven organizational transformation

### Your Benefits

- Learn why most companies struggle with innovation, why most innovations fail and how breakthrough innovations really happen in leading companies
- Understand how to make a compelling case for innovation, and lead the charge for innovation in your organization
- Learn how to deal with creative destruction and disruption to establish an entrepreneurship spirit within your company

# Leadership Essentials Program

Transition from a crucial team contributor into an inspiring team leader so that others follow you. Explore the key elements of leadership by focusing on your personal situation and learn about the difficulties of taking action and responsibility. Prepare yourself for the next career level!

Short Facts	
Location	➤ Düsseldorf, Germany
Format	➤ 3 days
Language	➤ English
Fee	➤ €2,950*
Website	➤ <a href="https://ee.whu.edu/lep">ee.whu.edu/lep</a>

\*including tuition, session materials, meals during the day. Special fees available.

### Participant Profile

- Participants who are transitioning into a leadership position, or have done so in the past few years
- Participants moving from an operational into a strategic position
- Participants seeking to enhance their management skills

### Your Benefits

- Understand the importance of leadership
- Reflect on your own leadership purpose and values
- Consider the limitations of leadership
- Understand the do's and don'ts when motivating teams
- Learn to deal with negative feedback and conflict

# Management Essentials Program

This program provides participants who are transitioning into a leadership position, or have done so recently, with the fundamental skills of General Management. You can choose three out of five programs according to your needs and interests: Leadership Essentials, Strategy Essentials, Financial Literacy, Innovation and Brand Management. Each of these programs focuses on different skills that are essential for successful leadership. In combination with a personality profile, the programs can be scheduled flexibly.

Short Facts	
Location	➤ Düsseldorf, Germany
Format	➤ 9 days
Language	➤ English
Fee	➤ €7,990*
Website	➤ <a href="https://ee.whu.edu/me">ee.whu.edu/me</a>

\*including tuition, session materials, meals during the day. Special fees available.

### Participant Profile

- Participants who are in transition into a leadership position, or have done so in the past few years
- Participants seeking to enhance their management skills
- Participants who want to develop and sharpen their leadership personality
- Participants moving from an operational into a strategic position

### Your Benefits

- Enhance your general management knowledge in strategy, leadership, and finance
- Reflect your own leadership style and role in an individual personality profile
- Profit from flexible time management (you can complete the Programs in 24 months)
- Expand your professional network at one of the most renowned German business schools
- Get insights into all relevant knowledge from different business sectors to transform into a successful leader

# Strategy Essentials Program

WHU's Strategy Essentials Program is a fast-paced program providing you with the skills and tools to develop and execute a strong business strategy. You will acquire agile strategy formulation tools, like lean start-up tools and the Business Model Canvas. Moreover, you will learn to identify pitfalls, manage emotional resistance, recognize opportunities for change, and build the capabilities to implement a strategy successfully.

Short Facts	
Location	➤ Düsseldorf, Germany
Format	➤ 3 days
Language	➤ English
Fee	➤ €2,950*
Website	➤ <a href="https://ee.whu.edu/step">ee.whu.edu/step</a>

\*including tuition, session materials, meals during the day. Special fees available.

## Participant Profile

- Participants who are responsible for the formulation and implementation of corporate strategy
- Participants who are in transition into a leadership position
- Professionals who have recently made a transition from a functional level to a general management level
- Professionals who are contributing to company performance

## Your Benefits

- Learn to formulate a business (unit) strategy that suits the needs and visions of your organization
- Apply strategy formulation methods and frameworks, such as Business Model Canvas and Lean Start-Up
- Learn how to implement a strategy successfully
- Learn how to manage change and overcome (emotional) resistance to change

# CIMA CFO Program

The CIMA CFO Program will complement your experience and put you on a fast track to gaining the globally trusted and highly valued Chartered Global Management Accountant (CGMA) qualification. After successfully completing this fast-track program and passing the Strategic Case Study exam, you will qualify as a Chartered Global Management Accountant. In cooperation with:



Short Facts	
Location	➤ Düsseldorf, Germany & Online
Format	➤ 7 days
Language	➤ English
Fee	➤ €7,500*
Website	➤ <a href="https://ee.whu.edu/cima-cfo">ee.whu.edu/cima-cfo</a>

\*including tuition, session materials, meals during the day. Special fees available.

## Participant Profile

- CFOs, CEOs, and senior management who have previously worked in finance
- Candidates who hold membership of a recognized professional accounting body, a finance related degree, or an MBA/Masters in Accounting
- With at least ten years' experience in finance or business functions.

## Your Benefits

- Deepen your knowledge in three areas: Strategic Management, Risk Management, and Financial Management

# Digital Controlling Program

This program is designed for professionals in Controlling & Finance who aspire to drive digital transformation in their organizations. This intense and highly practical development program focuses on fostering an entrepreneurial, agile, and customer-centric mindset during periods of corporate transformation. In cooperation with:



Short Facts	
Location	➤ Düsseldorf, Germany
Format	➤ 2 x 3 days
Language	➤ English
Fee	➤ €5,950*
Website	➤ <a href="https://ee.whu.edu/dcp">ee.whu.edu/dcp</a>

\*including tuition, session materials, meals during the day. Special fees available.

## Participant Profile

- Professionals who aspire to gain an understanding of how digitalization will impact the future of Controlling
- Professionals who want to broaden and deepen their understanding of how to drive digital transformation from the Controlling function
- Professionals who are in charge of the digitalization of Controlling
- Professionals who seek to gain insights into how they can have a strategic impact on digital transformation of their organizations

## Your Benefits

- Enhance your impact within the organization
- Develop your strategic understanding and your expertise in digitalization, data science, and digital leadership
- Foster an entrepreneurial, agile, and customer-centric mindset
- Become part of an active network of peers and program alumni
- Get a certificate by WHU and The Association/CIMA
- Benefit from dedicated e-learning courses on a wide range of topics from The Association/CIMA

# Digitalizing the Finance Function: The CFO Perspective

This Executive Program focuses on the changes to the CFO's operating landscape and the responsibilities and tasks of the future Finance Function. Further, we will discuss the increasingly blurred borders between finance departments and how CFOs will be able to fill the Business Partner role through emerging technologies and lean processes. In cooperation with:



Short Facts	
Location	➤ Düsseldorf & Frankfurt
Format	➤ 4 days
Language	➤ English
Fee	➤ €3,950*
Website	➤ <a href="https://ee.whu.edu/digital-cfo">ee.whu.edu/digital-cfo</a>

\*including tuition, session materials, meals during the day. Special fees available.

## Participant Profile

- CFOs, or senior Finance executives aspiring to become CFOs
- Senior executives from the Finance Function (all sizes of businesses, all industries)
- Senior executives from the Finance Function aiming to implement digital transformation
- Participants are expected to have a minimum of ten years of professional experience

## Your Benefits

- Enhance your strategic impact and drive digital transformation of the Finance Function
- Discuss your strategic digitalization challenges with renowned experts from academia and practice
- Benefit from hands-on knowledge and tools, tailored for application to your work environment
- Become part of an active network of peers and program alumni

## Advising family businesses: ‘the most trusted advisor’

This Online Workshop is targeted at current and future advisers who deal with family businesses and families in business in their professional context. As a participant, you will learn everything about the specific requirements of these companies and will be equipped with the important “tools” to advise family businesses successfully.

Short Facts	
Location	➤ Online
Format	➤ 5 hours
Language	➤ German
Fee	➤ € 790
Website	➤ <a href="https://ee.whu.edu/ow-bfu">ee.whu.edu/ow-bfu</a>

### Participant Profile

- Current and future advisers who deal with family businesses and families in business in their professional context
- Including the following professional fields (non-exhaustive list): strategy advice, conflict advice, tax advice, legal matters, auditing, finance, succession advice, innovation advice
- Interest in multidisciplinary approaches
- No further prior knowledge required

### Your Benefits

- Enhanced understanding of the specific features of family businesses and families in business
- Awareness of the pitfalls makes it easier to approach family businesses
- Familiarization with best practices for dealing with family businesses
- Cross-disciplinary discussion of experience with family businesses
- Consolidation of learning outcomes by working through a prototypical case study

## Online Negotiations Workshop

Manage negotiations successfully, even in the most challenging situations with this highly interactive and hands-on program. Learn how to encounter situational, cultural, and personal challenges. You will get to know strategies, techniques, and tools to succeed in your next negotiation – online or offline.

Short Facts	
Location	➤ Online
Format	➤ 10 hours
Language	➤ English
Fee	➤ € 990
Website	➤ <a href="https://ee.whu.edu/ow-neg">ee.whu.edu/ow-neg</a>

### Participant Profile

- Managers who are or will be in leadership positions
- Managers who regularly negotiate on behalf of their organization or clients
- Managers who want to learn state-of-the-art negotiation tools and techniques

### Your Benefits

- Acquire the mindset and toolkit to negotiate effectively
- Become aware of – and avoid – tactical and psychological pitfalls
- Gain confidence in navigating complex, stressful situations
- Practice the new skills in group work sessions

# Special Offers for HRD Professionals and Companies

We at WHU Executive Education understand the importance of human resource development, but also the challenges of human resources development managers. Therefore, we have created special offers – exclusively for HRD professionals and decision-makers.

## Discover the different ways we support HRD managers

### 1. Schedule a personalized in-class visit

If you are interested in the quality, teaching methodology and scope of our open programs portfolio, we are happy to organize a personalized in-class visit for you. Based on your specific context and requirements, we will recommend and personalize a half-day in-class visit from one of our open programs for you.

### 2. Schedule a personalized campus tour & coffee chat on our Düsseldorf campus

HR development professionals and leaders are welcome to visit our campus and learn about how WHU Executive Education can support you over a coffee chat with one of our program experts. We will give you an overview of our open development programs, but also discuss possibilities to customize a learning experience for your organization.

### 3. Schedule a consultative call or meeting with one of our program experts

If you are about to start initiating a development program within your organization: Our program experts are happy to support you in your initial thought process. With more than 1,200 participants per year and more than 10 years of experience in design and delivery of development programs, we can help you structure and substantiate your idea – may it be content, design approach or the creation of an “out-of-the-box” learning intervention.

## Special offers for small groups & tailoring of Open Programs

Teamwork is often more efficient than entrusting tasks or large projects to single managers. We believe in team effort and in a joint learning experience. Therefore, we offer special conditions for companies who would like multiple employees to participate in one of our Open Programs.



## Customized Programs

Our Customized Programs are tailor-made for companies that would like to train their executives and managers in general management or specific management topics.

Both topics and methodology will be adjusted to the individual needs of program participants and the company's culture and strategy. This approach generates a measurable, relevant, and long-term learning experience.

### Contact us for more information and questions:

Email: [openprograms@whu.edu](mailto:openprograms@whu.edu)  
Phone: +49 211 44709 178



# Why WHU Executive Education?

**Nº 1** State-of-the-art programs



**Nº 3** Practice-oriented knowledge



**Nº 2**  
Best fit for your level of expertise



**Nº 4** State-of-the-art teaching methods



**Nº 5** Individual and dedicated support



**Nº 6** State-of-the-art learning facilities



**Nº 7** Cooperation with renowned companies



**Nº 8**  
Exceptional networking opportunities





## Certified in Finance & Accounting Program

The Certified in Finance & Accounting Program provides specialization in the dual areas of finance and accounting. It gives you a comprehensive overview of financial decision-making and provides you with working knowledge on financial accounting. You will be introduced to the terminology of both topics and familiarized with the basics as well as some advanced concepts and theories.

Short Facts	
Location	➤ Düsseldorf, Germany
Format	➤ 12 days, during weekends
Language	➤ English
Fee	➤ €6,950*
Website	➤ <a href="https://ee.whu.edu/cifa">ee.whu.edu/cifa</a>

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

### Participant Profile

- Young and middle management talents who would like to acquire a solid knowledge in the areas of finance and accounting
- Participants should be willing and able to engage fully during the courses, as teamwork makes up a substantial part of the programs and course gradings
- Participants are expected to have a minimum of two years of professional experience
- For ECTS credits to be granted, proof of a Bachelor or equivalent first degree is necessary

### Your Benefits

- Get a comprehensive overview of financial decision-making with a focus on the following topics (courses): **Managerial Finance, Financial Accounting, The World Economy, Corporate Finance, Management Accounting**
- Courses are pitched at MBA level, which means that relevance and applicability to your job are at their core
- You will receive a WHU Executive Education Certificate (incl. 8 ECTS) after successfully completing the program

## Certified in Marketing & Sales Program

The WHU Certified in Marketing & Sales Program specializes you in the topic of marketing, giving you a broad overview of its many different facets. You will be familiarized with the concepts of B2C and B2B marketing as well as the peculiarities of services marketing. All marketing and sales courses will showcase best practice examples.

Short Facts	
Location	➤ Düsseldorf, Germany
Format	➤ 12 days, during weekends
Language	➤ English
Fee	➤ €6,950*
Website	➤ <a href="https://ee.whu.edu/cims">ee.whu.edu/cims</a>

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

### Participant Profile

- Young and middle management talents who have taken a new job in a B2B, B2C, or sales function
- Participants should be willing and able to engage fully during the courses, as teamwork makes up a substantial part of the programs and course gradings
- Participants are expected to have a minimum of two years of professional experience
- For ECTS credits to be granted, proof of a Bachelor or equivalent first degree is necessary

### Your Benefits

- Enhance your marketing knowledge with a special focus on the following topics (courses): **B2B Sales Management, Marketing, Price Management, Strategy Brand Management**
- Courses are pitched at MBA level, which means that relevance and applicability to your job are at their core
- You will receive a WHU Executive Education Certificate (incl. 8 ECTS) after successfully completing the program

## Certified in Strategy & Organization Program

The Certified in Strategy & Organization Program gives you a comprehensive overview of strategy at company and competitive level, and it familiarizes you with the important functions within an enterprise. It is the broadest of all WHU Certified in Programs.

Short Facts	
Location	➤ Düsseldorf, Germany
Format	➤ 12 days, during weekends
Language	➤ English
Fee	➤ €6,950*
Website	➤ <a href="https://ee.whu.edu/ciso">ee.whu.edu/ciso</a>

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

### Participant Profile

- Young and middle management talents who would like to get to know the basics of business administration
- Participants should be willing and able to engage fully during the courses, as teamwork makes up a substantial part of the programs and course gradings
- Participants are expected to have a minimum of two years of professional experience
- For ECTS credits to be granted, proof of a Bachelor or equivalent first degree is necessary

### Your Benefits

- Gain a comprehensive overview of strategy at both a company and a competitive level and get familiarized with the important functions within an enterprise
- You will deep-dive into the following topics (courses): **Economics of Corporate & Competitive Strategy, Operations Management, Strategic Sourcing, Organizational Behavior**
- Courses are pitched at MBA level, which means that relevance and applicability to your job are at their core
- You will receive a WHU Executive Education Certificate (incl. 8 ECTS) after successfully completing the program

# FAQ

## Nº 1 What is a “WHU Certified in Program”?

WHU Certified in Programs are short courses on MBA level specializing on management topics. Upon successful completion of a “WHU Certified in Program”, participants will be awarded a WHU certificate with 8 ECTS which are valid when pursuing an MBA at WHU.

## Nº 2 What is the target group of WHU’s Certified In Programs?

The Certified in Programs are targeted at young managers who have gained 2-5 years of professional experience in various sectors. They are specially designed for professionals interested in certain parts of an MBA, or those who do not have the time or resources to attend a full MBA program.

Participants should be willing and able to engage fully during the courses, as teamwork makes up a substantial part of the programs and course gradings. The participants come from diverse industry and organizational backgrounds, further enriching the learning experience and creating a valuable network of peers.

## Nº 3 Do I get a certification?

Yes, upon successful completion of a WHU Certified in Program, you will be awarded a certificate with 8 ECTS credits. To receive a Certificate with ECTS credits\*, you are obliged to participate in 4 courses of your choice and successfully pass each course’s examination. An attendance of 75% is mandatory. The certificate grants 8 ECTS credits (13% of an MBA). A Certificate of Participation without 8 ECTS credits will be granted for each taken course.

\*For ECTS credits to be granted, a proof of a Bachelor or equivalent first degree is necessary.

## Nº 4 What is the format and when do the courses take place?

The program consists of 4 courses, including 12 teaching days. Program dates are updated regularly and will be published on the website. The courses are held on Saturdays and Sundays at WHU Campus Düsseldorf.

More information:  
[ee.whu.edu/ects-granting-programs](https://ee.whu.edu/ects-granting-programs)

# Online Program: Certified in Finance & Economics

The Certified in Finance & Economics Program is a virtual Executive Education Program, focusing on the areas of finance and economics. This program will introduce you to the fundamentals of both topics and will equip you with necessary insights, skills, and tools. You will benefit from innovative teaching methods and a virtual but collaborative learning experience.

Short Facts	
Location	➤ Online
Format	➤ Distance-learning (part-time)
Language	➤ English
Fee	➤ €9,950
Website	➤ <a href="https://ee.whu.edu/op-cife">ee.whu.edu/op-cife</a>

### Participant Profile

- Young and middle management talents who would like to acquire a solid knowledge in the areas of finance and economics
- Participants should be willing and able to engage fully during the courses, as teamwork makes up a substantial part of the programs and course gradings
- Participants are expected to have a minimum of two years of professional experience
- For ECTS credits to be granted, proof of a Bachelor or equivalent first degree is necessary

### Your Benefits

- Get a comprehensive overview of financial decision-making with a focus on the following topics (courses): **Beating Financial Markets, Financial & Management Accounting, The World Economy, Corporate Finance, Economics of Corporate & Competitive Strategy**
- Courses are pitched at MBA level, which means that relevance and applicability to your job are at their core
- You will receive a WHU Executive Education Certificate (incl. 10 ECTS) after successfully completing the program

# Online Program: Certified in Strategy & Digitalization

The Certified in Strategy & Digitalization Program is a virtual Executive Education program, focusing on the areas of strategy and digitalization. This Program will introduce you to the fundamentals of both topics and will equip you with necessary insights, skills, and tools. You will benefit from innovative teaching methods and a virtual but collaborative learning experience.

Short Facts	
Location	➤ Online
Format	➤ Distance-learning (part-time)
Language	➤ English
Fee	➤ €9,950
Website	➤ <a href="https://ee.whu.edu/op-cisd">ee.whu.edu/op-cisd</a>

### Participant Profile

- Young and middle management talents who would like to acquire a solid knowledge in the areas of strategy and digitalization
- Participants should be willing and able to engage fully during the courses, as teamwork makes up a substantial part of the programs and course gradings
- Participants are expected to have a minimum of two years of professional experience
- For ECTS credits to be granted, proof of a Bachelor or equivalent first degree is necessary

### Your Benefits

- Get a comprehensive overview of financial decision-making with a focus on the following topics (courses): **Strategic Sourcing, Strategic Management, Organizational Behavior, Strategy Execution, Omnichannel Business & Digital Marketing**
- Courses are pitched at MBA level, which means that relevance and applicability to your job are at their core
- You will receive a WHU Executive Education Certificate (incl. 10 ECTS) after successfully completing the program

# Online Program: Certified in Value Chain Management

The Certified in Value Chain Management Program is a virtual Executive Education Program, focusing on Value Chain Management. This program will introduce you to the fundamentals of Value Chain Management and will equip you with necessary insights, skills, and tools. You will benefit from innovative teaching methods and a virtual but collaborative learning experience.

Short Facts	
Location	➤ Online
Format	➤ Distance-learning (part-time)
Language	➤ English
Fee	➤ €9,950
Website	➤ <a href="https://ee.whu.edu/op-civcm">ee.whu.edu/op-civcm</a>

### Participant Profile

- Young and middle management talents who would like to acquire a solid knowledge in Value Chain Management
- Participants should be willing and able to engage fully during the courses, as teamwork makes up a substantial part of the programs and course gradings
- Participants are expected to have a minimum of two years of professional experience
- For ECTS credits to be granted, proof of a Bachelor or equivalent first degree is necessary

### Your Benefits

- Get a comprehensive overview of financial decision-making with a focus on the following topics (courses): **Entrepreneurial Tools, Logistics & Supply Chain, Transformation & Innovation in the Digital Age & Operations Management**
- Courses are pitched at MBA level, which means that relevance and applicability to your job are at their core
- You will receive a WHU Executive Education Certificate (incl. 10 ECTS) after successfully completing the program

# About WHU's Online Certified in Programs

WHU's Online Certified In Programs are short courses on MBA level specializing on management topics. Upon successful completion of a "WHU Online Certified in Program", participants will be awarded a WHU certificate with 10 ECTS which are valid when pursuing an (Online) MBA at WHU.

## Target Group

The Online Certified in Programs are targeted at young and middle management talents who have gained 5–10 years of professional experience in various sectors. They are specially designed for professionals interested in certain parts of an (Online) MBA, or those who do not have the time or resources to attend a full (Online) MBA program. The courses are taught fully on-line, which gives participants the possibility to learn at their own pace.

## Teaching Format

The Online Certified in Programs entail two learning formats: During live-teaching sessions, you will meet our renowned WHU faculty and you will have the possibility to interact with your fellow students. The live-teaching sessions take place on Saturdays at 1.00 pm (CEST). Next to that, you will work through self-paced online modules on our e-learning platform. The exams take place fully online (e.g. take-home assignments, presentations, case studies).

## Pursue an Online MBA at WHU

If you are interested in pursuing the Global Online MBA at WHU at a later point in time, you may choose to participate in all three Online Certified in Programs. You will be granted 10 ECTS per Online Certified in Program which can be accredited to the Global Online MBA. Please contact us via [openprograms@whu.edu](mailto:openprograms@whu.edu) for further information.

More information:  
[ee.whu.edu/ects-granting-programs](https://ee.whu.edu/ects-granting-programs)