

The Kellogg-WHU Executive MBA Program

Kellogg  WHU

EXECUTIVE MBA GLOBAL NETWORK

Kellogg School of Management
at Northwestern University

WHU – Otto Beisheim School
of Management

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KELLOGG SCHOOL OF MANAGEMENT



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WHU – OTTO BEISHEIM SCHOOL OF MANAGEMENT

Welcome

Committed to excellence in management education, WHU educates visionary leaders who think holistically and lead with purpose. The school has proven itself to be a paragon in internationally oriented management research and education. Studying and working at WHU is strongly influenced by the »WHU Spirit« – a feeling of social responsibility and mutual respect.

WHU – OTTO BEISHEIM SCHOOL OF MANAGEMENT

Our Kellogg-WHU EMBA students have already acquired considerable achievements in their careers and come from various professional and cultural backgrounds. At WHU – Otto Beisheim School of Management, ranked as one of Germany's best business schools by the Financial Times and The Economist, we bring out the best in our Kellogg-WHU students and provide them with the skills a changing global business world requires. With the high-level expertise of our faculty, we want to empower our students to surpass their capabilities and become exemplary leaders.

Thereby, WHU is always committed to the four core values of Excellence, Entrepreneurship, a strong community spirit, and a 'cosmo-polite' culture. These four values reflect our international mindset as well as our WHU spirit, with which we support each other with courage and commitment. The international diversity and high performance distinguish the Kellogg-WHU partnership from others. Become a part of an exclusive global network that combines WHU's renowned faculty and unique spirit with international business experts from Kellogg and their global partners.

Professor Dr. Markus Rudolf
DEAN, WHU – OTTO BEISHEIM SCHOOL OF MANAGEMENT
 ALLIANZ ENDOWED CHAIR OF FINANCE



Professor Dr. Markus Rudolf

The Kellogg School of Management is widely recognized as a global leader in management education.

The school is home to a renowned, research-based faculty and students from around the globe. As a result, alumni are successful senior leaders in business, government, education, and virtually all fields.

KELLOGG SCHOOL OF MANAGEMENT

The value proposition for an MBA is stronger than ever. The business world is changing fast and in unpredictable ways, and leaders need to be prepared to operate in this complexity. Kellogg-WHU students are renowned for having agility and insight to create opportunity out of disruption. We develop creative leaders with great empathy who can engage and inspire diverse, multi-cultural teams and organizations. We prepare our leaders for who they want to be, not just what they want to do.

In partnership with WHU - Otto Beisheim School of Management, our global network of EMBA students gain the advantage of international viewpoints, local expertise and exposure to various markets and industries. Join our community of engaged, exceptional leaders and enhance your career with a global network for life.

Francesca Cornelli
DEAN, KELLOGG SCHOOL OF MANAGEMENT
 DONALD P. JACOBS CHAIR OF FINANCE



Francesca Cornelli

The Kellogg Executive MBA Global Network

MIAMI & CHICAGO / USA
Kellogg School of Management

TORONTO / CANADA
Schulich School of Business

VALLENDAR-DÜSSELDORF / GERMANY
WHU – Otto Beisheim School of Management

TEL AVIV / ISRAEL
Leon Recanati Graduate School of Business Administration at the Collier School of Management

BEIJING / CHINA
Guanghua School of Management

HONG KONG / CHINA
HKUST School of Business and Management

JOIN THE MOST IMMERSIVE GLOBAL NETWORK.

With seven campuses around the world, the Kellogg Executive MBA Global Network is the largest, most enticing network of its kind, with unparalleled access to a broad range of international opportunities. Experience complete immersion in global markets and connect with business leaders around the world.

Program at a Glance

LEAD FROM THE FRONT.

In a diverse global economy, inspirational leaders with business acumen can come from anywhere. The only ingredients that need adding are experience, training, the right networks, support with interpersonal skills, and the tools to spot and seize an opportunity.



FACTS & FIGURES



»For more than 20 years, we have followed our goal of creating a challenging and inspiring learning environment. Supporting people who have taken the decision to invest in themselves and in their growth has always been a unique experience. It always amazes us to see how a diverse group of people connect with faculty, staff, their peers, and classmates around the world, to grow and become world class leaders. Join us on an exceptional learning journey.«

Professor Dr. Jürgen Weigand
DEPUTY DEAN AND ACADEMIC DIRECTOR

Hanne Mai
PROGRAM DIRECTOR

Experience Global Expertise

THE POWER OF DIVERSITY STIMULATES THE KELLOGG-WHU EXECUTIVE MBA PROGRAM.

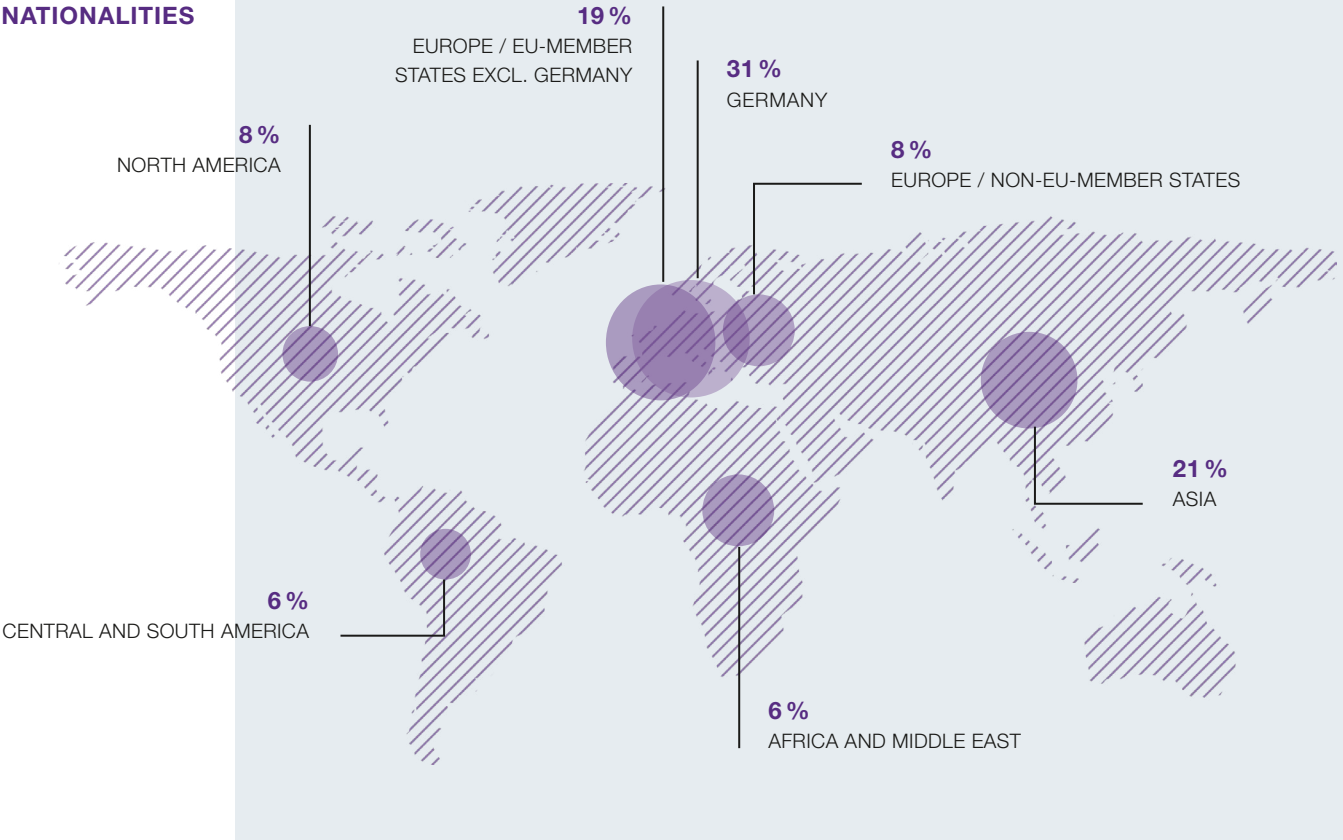
Collaboration and a team-based approach are integrated to our teaching methodology. Learn with high caliber peers, connect with with international business leaders for in-depth local knowledge, experience cultural immersion in global markets, and benefit from relationships that will help you develop into a world class leader.

»For me diversity has two sides: one links to your individual diversity and one to the part related to society. Different opinions, backgrounds and perspectives lead to more learning opportunities and allow growth in personal life. The possibility to be surrounded by different cultures in my home cohort or during international modules at partner universities was one of the reasons to join the Kellogg-WHU EMBA Program. This rich environment pushed us to discover new ways of doing business. It gave me a sense of belonging to a group where my singularity and individuality as Peruvian were also appreciated. But this international atmosphere also taught me to listen to others, to be heard and, most importantly, to integrate new ideas and expand cultural perspectives.«

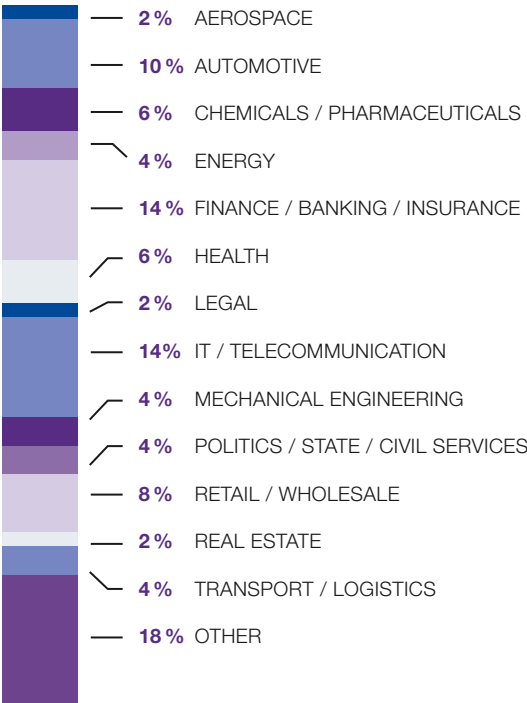
Brunella Jaime
EMBA CLASS OF 2016,
SENIOR STRATEGY CONSULTANT

Brunella Jaime

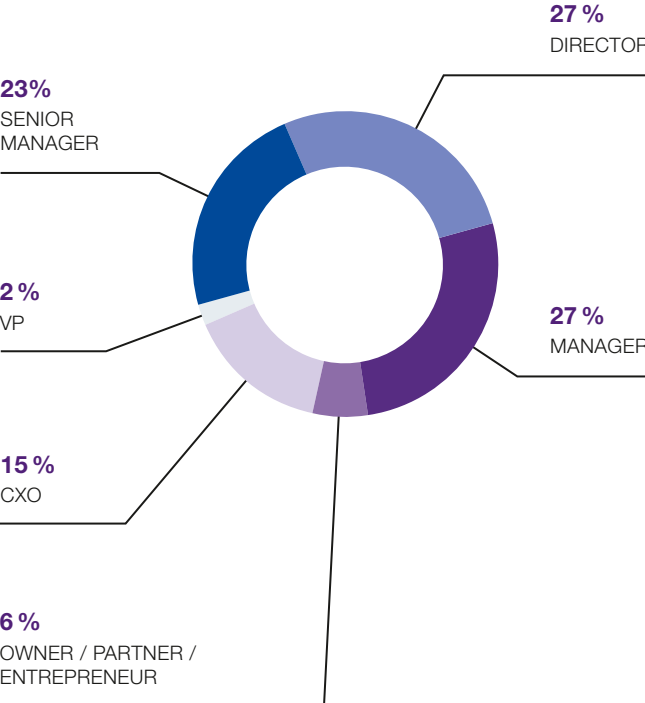
NATIONALITIES



INDUSTRIAL BACKGROUNDS



SENIORITY LEVEL



Curriculum

THE CURRICULUM BUILT FOR EXECUTIVES.

Broaden your knowledge while continuing to develop your career. Join a two-year program in a part-time modular structure. Participate in on-campus classes in an extended weekend format every 5–8 weeks.



YEAR 1

STRENGTHEN YOUR FOUNDATIONS

Attend seven core modules and build a balanced and dynamic skill set to strengthen your business foundation and lead an organization more confidently.

KELLOGG GLOBAL NETWORK WEEKS

Expand your horizons and learn in a truly international setting with more than 300 global peers from our partner universities during the 10 days of Global Network Weeks in Chicago or Miami.



LOCATIONS:
Chicago | Miami

YEAR 2

DEEPEN YOUR EXPERTISE

Hone management techniques and apply strategies to larger challenges. Customize the program to reach your career goals by choosing corresponding electives and exploring new markets.

FIELD TRIPS

Explore new business horizons. The global field trip introduces to a specific country or a global region and aims to develop an understanding of its political, economic, and socio-cultural environment for doing business. Visit companies and NGOs, participate in fireside chats with business leaders and practice experiential learning elements.



SAMPLE COUNTRIES:
India | Vietnam | Japan

GLOBAL ELECTIVES

Study in local markets and sharpen your global acuity. Customize your experience to your career goals by choosing at least one among various electives focusing on different topics, markets and industries. Classes take place at our partner universities or additional locations around the world.



LOCATIONS:
Chicago | Hong Kong | Lisbon | Miami
Shanghai / Beijing | Tel Aviv | Toronto | London

* Please check the insert at the end of this brochure for more details.

Faculty of Experts

LEARN FROM THE BEST, WORK WITH THE BEST.

Our international faculty members are leading business experts associated with Kellogg, WHU and global partner universities. Benefit from blended teaching methodology, which includes classroom learning, case studies, individual assignments, simulations, problem-solving activities, and discussions about current business challenges. Use a flipped learning approach to grow your knowledge: discover the topic prior the module by studying materials and then deepen your understanding of the subject in the classroom.



TIM CALKINS
Marketing at Kellogg

FACTS
Author, speaker and consultant
Quoted in several publications including *Business Week* and the *Financial Times*
Author: *How To Wash A Chicken* and *Breakthrough Marketing Plans*



CHRISTOPH HIENERTH
Agile Business Model Development at WHU

FACTS
Expert in corporate entrepreneurship
Winner of several teaching and research awards
His research has been published in *IEEE Transactions on Engineering Management*, *Journal of Product Innovation Management*, *Long Range Planning*, *Journal of Organizational Design*, *Family Business Review*, and *Research Policy*
Scientific advisor for governmental institutions in Sweden, Denmark, Finland, Czechia, and the UK
Co-founder and Business Angel



VICTORIA MEDVEC
Management & Organizations at Kellogg

FACTS
Expert in the areas of negotiations, executive decision making, influence, and corporate governance
Publications in *Psychological Review* and the *Journal of Personality and Social Psychology*
CEO of Medvec and Associates



KARL SCHMEDDERS
Managerial Economics & Decision Sciences at Kellogg

FACTS
Expert in business analytics, data science and computational economics
Publications in *Econometrica*, *The Review of Economic Studies*, and *The Journal of Finance*
Board member of SYLVA AG and VP VV of the board of LPX AG



SERDEN OZCAN
Entrepreneurial Finance at WHU

FACTS
Expert on entrepreneurial finance, shareholder activism, corporate governance, and corporate transformation
Publications in *Academy of Management Journal*, *Management Science*, *Organization Science*, and *MIT Sloan Management Review*
Founding Director of Campus for Corporate Transformation

Leadership & Career Development

PARTICIPATE IN THE LEADERSHIP AND CAREER DEVELOPMENT MODULE AND BECOME THE MOST EFFECTIVE LEADER YOU CAN BE.

Going far beyond merely conveying leadership techniques in the classroom, we invite you to embark on a transformational journey of development through a mix of academic content, experiential learning, and highly personalized individual and group coaching.

1^{ST STEP}

Know Yourself

Understand how your personality, values, experiences, and skills shape your capacity for leading yourself and leading others.

2^{ND STEP}

Inspire & Be Inspired

Share your passion and your story with peers, teachers, and coaches to develop an authentic leadership vision for your teams.

3^{RD STEP}

Act as an Effective Leader

Build on insights and adopt the approaches that will help you succeed as a leader in your professional and personal life.

»Telling stories of your own life generates authenticity and easy identification. Concrete storytelling creates images in the mind. The more detailed those images become, the more people trust you and with that, comes success.«

Severin von Hoensbroech
DIPLOM PSYCHOLOGIST, ACTOR, MODERATOR,
DIRECTOR IN HIS WORKSHOP ON LEADERSHIP
COMMUNICATION AND STAGE RULES



LEADERSHIP JOURNEY

Academic modules

with professors who are leaders in their fields

Individual and group coaching

with certified leadership coaches

Interactive workshops

with seasoned facilitators on topics such as developing your career strategy and personal brand

Experiential learning

through simulations and excursions

Networking forums

and resources

Career counseling

and application support with career coaches

Sessions and talks

with inspiring personalities such as founders, senior managers, actors and psychologists

Self-assessment


and 360° feedback tools



Entrepreneurial Spirit



BE PART OF THE WORLD PHENOMENON.

Entrepreneurship and creative thinking are integral to the WHU spirit, which has resulted in over 500 founded start-ups. Learn to think outside the box and participate in entrepreneurial modules to develop ideas and solutions to kick-start a new business model, startup, or a company project. Experience teaching methods and tools like business model development, lean start-up, storytelling, and problem driven entrepreneurship.

WHU ALUMNI ARE FOUNDERS OF:

»Up until the EMBA I always had breaks in my career to question what I was doing and whether I could do more. The EMBA really fulfilled that need and helped me to expand my career horizons exponentially. It was beneficial in not only providing skills perhaps with finances where as an engineer I was not so strong, but also exposed me to an incredible network. I am still benefiting from this network today – an alumnus of WHU is even creating our accessories! Looking back, it really did give me that entrepreneurial push and motivated me to believe that setting up my own business was achievable.«

Marcus Stahl
EMBA CLASS OF 2000,
 CO-FOUNDER OF BOXINE GMBH



Alumni Activities

Lifelong Learning

As a member of our Alumni network, participate in lectures at any of the top ranked business schools from the Kellogg Global Network to refresh your knowledge and to keep on top of the latest concepts and business trends, while connecting and reconnecting with high-level peers and faculty.

Networking

Keep in touch with the Kellogg Global EMBA Network – a responsive group of supportive, proactive leaders: become a member of a local chapter, participate in a wide range of events, and broaden further your professional network.

Social activities

Build lasting ties with other peers and share your interests and passions. Stay tuned for annual activities involving EMBA graduates from other international business schools.



»Today, almost two years after my graduation from Kellogg-WHU, I still believe that those two years at school have been the best years in my life. As those feelings have been extremely strong in autumn 2018, on my graduation day, I decided to initiate the Alumni chapter in Moscow. I was surprised by the amount of feedback, as 16 out of 18 alumni joined my invitation – some of them even travelled from abroad only to be part of our event! As I moved to Warsaw, I will continue this networking initiative with alumni based in Poland because I believe in the power of Kellogg-WHU connections.«

Nataliya Shurova
EMBA CLASS OF 2018,
 REFERENCE DATA OPERATIONS AT JPMORGAN CHASE & CO



»It is impossible to put a price on unlimited business education at the highest level. The lifelong learning concept from Kellogg-WHU is a gamechanger and one of the many reasons I chose the program above others. Business is dynamic and you innovate or die. A program that offers the opportunity to stay up to date with the latest innovations in business offers the best support for a long and successful career. I have actively used the offer to educate myself on new marketing topics at the Kellogg campus in Miami and also regarding Sales Management and Startup Financing topics at WHU. I particularly enjoy and benefit from being able to network with a whole new cohort of talented managers and entrepreneurs every time I am back on campus.«

Nathan Evans
CLASS OF 2011,
 CEO AND CO-FOUNDER OF FULFIN

»And finally graduation was there – for me a very emotional day! On the one hand I felt incredibly proud about what I had achieved. Certainly happy that the two years of hard work, little sleep, and very rare time to spend with family and friends were over. On the other hand, it was so sad: all the fantastic experiences, the fun, the continuous challenges, and ›being back to student life‹ came to an end. I miss it, and I am glad there is an active Kellogg-WHU alumni network, so it is easy to catch-up and stay in contact.«

Johanna Brühl

EMBA CLASS OF 2015,

HEAD OF BUSINESS PLANNING & OPERATIONS, EMEA &
DIRECTOR GERMANY IN REFINITIV



**WHU–Otto Beisheim
School of Management**

Kellogg-WHU Executive
MBA Program

Campus Vallendar

Burgplatz 2
56179 Vallendar, Germany

+49 261 6509-185
emba@whu.edu

www.kellogg.whu.edu



KELLOGG-WHU EXECUTIVE MBA PROGRAM

Admissions Information

ADMISSIONS REQUIREMENTS

- ✓ Minimum of eight years post-graduate work experience
- ✓ Substantial management experience
- ✓ Fully employed / Self-employed
- ✓ First academic degree

ADMISSIONS PROCESS

1 CV Assessment

2 Your Application

- Online Application
- Most recent CV
- Two Letters of Recommendation
- Copies of degree certificates and transcripts
- TOEFL or IELTS if applicable

3 Admission Interviews

4 Admission Decision

Check our current events and Class Visits at
www.kellogg.whu.edu

FEES & EARLY BIRD

Tuition fee _____ €95,000

Deposit _____ €6,000

Application fee _____ €200

payable prior to the interviews

*Apply early and get a **tuition fee reduction**
(€ 5,000 by December 31, € 3,000 by April 30).*

PROGRAM START DATE

Mid-September

APPLICATION DEADLINES

1st Admissions Round

December 31, 2020

2nd Admissions Round

April 30, 2021

Final Application Deadline

July 31, 2021

Funding Options

SCHOLARSHIPS

Scholarships for the Kellogg-WHU Executive MBA are awarded in several areas. They involve various competitive selection criteria and are limited in number.

WHU BRAIN CAPITAL

Brain Capital finances up to 100% of the tuition fee. In return, Executive MBA students have to reimburse the loan in its entirety over a certain period of time depending on the individual income level following graduation. Read more: www.whubraincapital.de/emba

PRODIGY FINANCE

Open to students from over 150 nationalities living outside of Germany, Prodigy Finance offers competitive interest rates and covers up to 80% of the tuition fee.

TAX BENEFITS

The Kellogg-WHU EMBA Program may be recognized for tax deduction. Students should discuss with their tax consultant about opportunities in their country of tax residence.

EMPLOYER SUPPORT

Your participation in the Kellogg-WHU EMBA Program not only advances you professionally, but also provides multiple benefits to your company. If you would like to learn more about how your employer can benefit, please contact the EMBA office for further advice.



Our Global Curriculum

YEAR 1	0	Pre-Module	Quantitative Methods	Prior to September	Online	
	1	Module	Leading the Organization	Mid-September	Vallendar	
	2	Module	Market Impact	November	Vallendar	
	3	Module	Global Markets	January	Tel Aviv	
	4	Module	Financial Performance	February	Vallendar	
	5	Module	Developing Strategic Foresight	April	Vallendar	
	6	Module	Business Functions	May	Vallendar	
	7	Module	Creative Destruction	June	Düsseldorf	
	8-9	Modules	Kellogg Global Network Weeks	August	– Evanston-Chicago – Miami	
YEAR 2	10	Local Elective	Agile Business Model Development	October	Vallendar	CHOOSE 1
	10		Marketing Strategy, Ethics & Executive Leadership	January		
	11	Field Trips	Exploring New Business Horizons	September January March	– India – Vietnam – Japan	CHOOSE 1
	12	Capstone Module	Business Simulation	March	Vallendar	
	13	Global Electives	Variety of classes allow to customize the curriculum to the individual goal and interest. Classes take place at partner universities and additional locations.	October – April	– Toronto – Shanghai – Hong Kong – Lisbon – Tel Aviv – Evanston-Chicago – Miami – London	CHOOSE 1
	14	European Elective	International Live-in Week	May	Vallendar	
	15	Master Thesis		June – August		

* Dates and curriculum are an example and subject to change.

LEADERSHIP & CAREER DEVELOPMENT JOURNEY

2-Year EMBA Journey

Sample Calendar

Online Preparation Module prior to program start (July – September 2021)

SEPTEMBER 2021

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

1 Module

OCTOBER 2021

M	T	W	T	F	S	S
				1	2	3
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NOVEMBER 2021

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29	30					

2 Module

DECEMBER 2021

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JANUARY 2022

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31						

3 Module

FEBRUARY 2022

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4 Module

MARCH 2022

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5 Module

APRIL 2022

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5 Module

MAY 2022

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6 Module

JUNE 2022

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7 Module

JULY 2022

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AUGUST 2022

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8–9 Module

SEPTEMBER 2022

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OCTOBER 2022

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31						

10A Module

NOVEMBER 2022

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DECEMBER 2022

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25	26	27	28	29	30	31

JANUARY 2023

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24	25	26	27	28	29	30
31						

11 Module

FEBRUARY 2023

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18	19	20	21	22	23	24
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MARCH 2023

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18	19	20	21	22	23	24
25	26	27	28	29	30	31

12 Module

APRIL 2023

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13 Module

MAY 2023

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17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

14 Module

JUNE – AUGUST 2023

Master Thesis

15 Module

This is a sample calendar for a potential EMBA journey. It includes the core and advanced courses, the Kellogg Global Network Weeks, as well as one field trip and one global elective. Depending on your choice of electives, your individual journey may look different.

For a more detailed curriculum visit our website:

www.kellogg.whu.edu

* Dates are an example and subject to change.

**WHU–Otto Beisheim
School of Management**

Kellogg-WHU Executive
MBA Program

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