



Excellence in
Management
Education

Teaching Report Fall 2012 - Spring 2013



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Prof. Dr. Michael Frenkel,
Dean



Prof. Dr. Markus Rudolf,
Associate Dean

Teaching at WHU

WHU-Otto Beisheim School of Management has established an outstanding position in the European business school market and is committed to high quality research as well as excellence in management education. While the research output of WHU faculty members is documented in detail in the *WHU Research Report*, the present report elaborates on WHU faculty members' accomplishments in the classroom.

Teaching is a core activity at WHU and we aim at developing future leaders not only by focusing on academic and practical aspects of business, but by encouraging students to internalize our core values *Passion, People, and Performance*: First, we promote entrepreneurial, innovative thinking and action through an intellectually stimulating and creative environment characterized by the engagement and commitment of all involved (*Passion*). Second, we encourage and stimulate students' personal development and social responsibility through mutual trust, support, and respect within a community of students, alumni, and faculty (*People*). Finally, we encourage excellent performance and are committed to providing our students with outstanding internationally oriented and up-to-date training and education programs, which build on WHU's own research (*Performance*).

The *WHU Teaching Report* is based on students' evaluations of our undergraduate and graduate courses and provides evidence that WHU successfully delivers excellent performance and meets students' expectations across all academic programs. Although the report captures students' direct experiences in the classroom and thus an important correlate of teaching quality, it certainly cannot summarize the numerous initiatives and attempts of the WHU community to generate excellent study conditions. For example, our faculty is very active in publishing top-quality learning material which is not only used at WHU, but also at other business schools and universities in Europe. Moreover, three working groups are currently devising strategies to further improve teaching quality at WHU. From that perspective, the positive results documented in the *WHU Teaching Report* should be considered as manifestations of an organization-wide commitment to provide excellence in management education at WHU.

Prof. Dr. Michael Frenkel,
Dean

Prof. Dr. Markus Rudolf,
Associate Dean



Mission Statement – Excellence in Management Education

WHU – Otto Beisheim School of Management is committed to excellence in management education concerning both learning and knowledge creation. Our commitment to learning involves the development of first-rate graduates and the provision of a life-long learning environment for managers. Our commitment to knowledge creation aims to produce high-quality research output and other intellectual contributions. We pursue our mission in particular by:

- emphasizing the global dimension of business;
- combining academic rigor with practical relevance;
- encouraging responsible leadership and teamwork;
- creating a stimulating intellectual and international environment;
- attracting and developing high-quality researchers;
- supporting an entrepreneurial culture;
- providing service to the community.

The dual commitment to learning and knowledge creation of our mission fosters career development and benefits companies and the society at large.

WHU at a Glance

WHU – Otto Beisheim School of Management is an internationally oriented and privately financed business school. Founded in 1984, WHU is now one of the most renowned German Business Schools with a high international reputation. In fall 2012, WHU opened the WHU Campus in Düsseldorf.

Since its establishment, WHU has proved itself to be a paragon of future-oriented research and teaching in business administration. The range of courses includes a Bachelor and Master of Science Program, a Full-Time MBA Program, a Part-Time MBA Program, the Kellogg-WHU Executive MBA-Program, and the Bucerius/WHU Master of Law and Business - Joachim Herz Program (MLB). The School now attracts 1079 participants in all programs each year as well as 257 participants in the Doctoral Program. In addition to these courses, WHU offers customized programs for management which are tailored to the needs of the particular enterprise.

WHU's international network includes nearly 200 partner universities on all continents with which there are exchanges of lecturers and students, as well as cooperation in research in Germany and worldwide. WHU is regularly certified by EFMD (EQUIS), FIBAA and AACSB and awarded FIBAA System Accreditation in April 2012, which guarantees the excellent standard of research and academic programs as well as a high degree of internationalization. In both national and international rankings WHU – Otto Beisheim School of Management continues to occupy leading positions.

In the future, WHU will continue to pursue a strategy of growth. WHU's ultimate aim is to strengthen its position among the top business schools in Europe.

BACHELOR IN INTERNATIONAL BUSINESS ADMINISTRATION (BSc)

Language	English and German
Duration	36 months
Campus	Vallendar

<http://www.whu.edu/bsc>

MASTER IN MANAGEMENT (MSc)*

Language	English
Duration	17 or 21 months
Campus	Vallendar

<http://international-master.whu.edu/>

FULL-TIME MBA

Language	English
Duration	15 months
Campus	Düsseldorf (Chicago, Shanghai, Bangalore)

<http://fulltime-mba.whu.edu>

PART-TIME MBA

Language	English
Duration	24 months
Campus	Düsseldorf (New York, Shanghai, Bangalore)

<http://parttime-mba.whu.edu>

KELLOGG-WHU EXECUTIVE MBA (EMBA)

Language	English
Duration	24 months
Campus	Vallendar (Kellogg Global Executive MBA Network)
Partner school	Kellogg School of Management, Northwestern University, USA

<http://kellogg.whu.edu>

BUCERIUS/WHU MASTER OF LAW AND BUSINESS – JOACHIM HERZ PROGRAM

Language	English
Duration	12 months
Campus	Hamburg and Vallendar
Partner school	Bucerius Law School, Hamburg, Germany

<http://www.bucerius.whu.edu>

* Please note that the results presented in this report apply to the MSc program in the academic year 2012/2013. In fall 2013, two new MSc programs, the Master in Management and the Master in Finance, have started.

Teaching Evaluation at WHU



WHU-Teaching Report and the Principle of Excellence in Management Education

All our actions at WHU are guided by the notion of *Excellence in Management Education*. Excellence in education quality is ensured in three ways: by careful selection of our instructors based on their teaching skills, by accreditation of study programs on a national and international level, and by seeking regular feedback from our students. For us, excellence in teaching means offering courses that reflect modern practice in terms of content and methodology and that discuss topics from an international point of view. The results documented in the *Teaching Report* suggest that we are successful in doing so from the perspective of our students.

From 2013 onwards, the *Teaching Report* will be published on a regular basis to inform current and prospective students as well as instructors and program coordinators about the quality of all courses offered at WHU. The results include objective and quantitative measures as well as personal and subjective feedback from the students to provide a comprehensive picture of all programs and courses offered at WHU.

Teaching Evaluation System

As one of the first universities in Germany, WHU developed and established a measurement and evaluation system for teaching quality in 1994. This system is used as the main source for course and program improvements, as well as teaching award decisions.

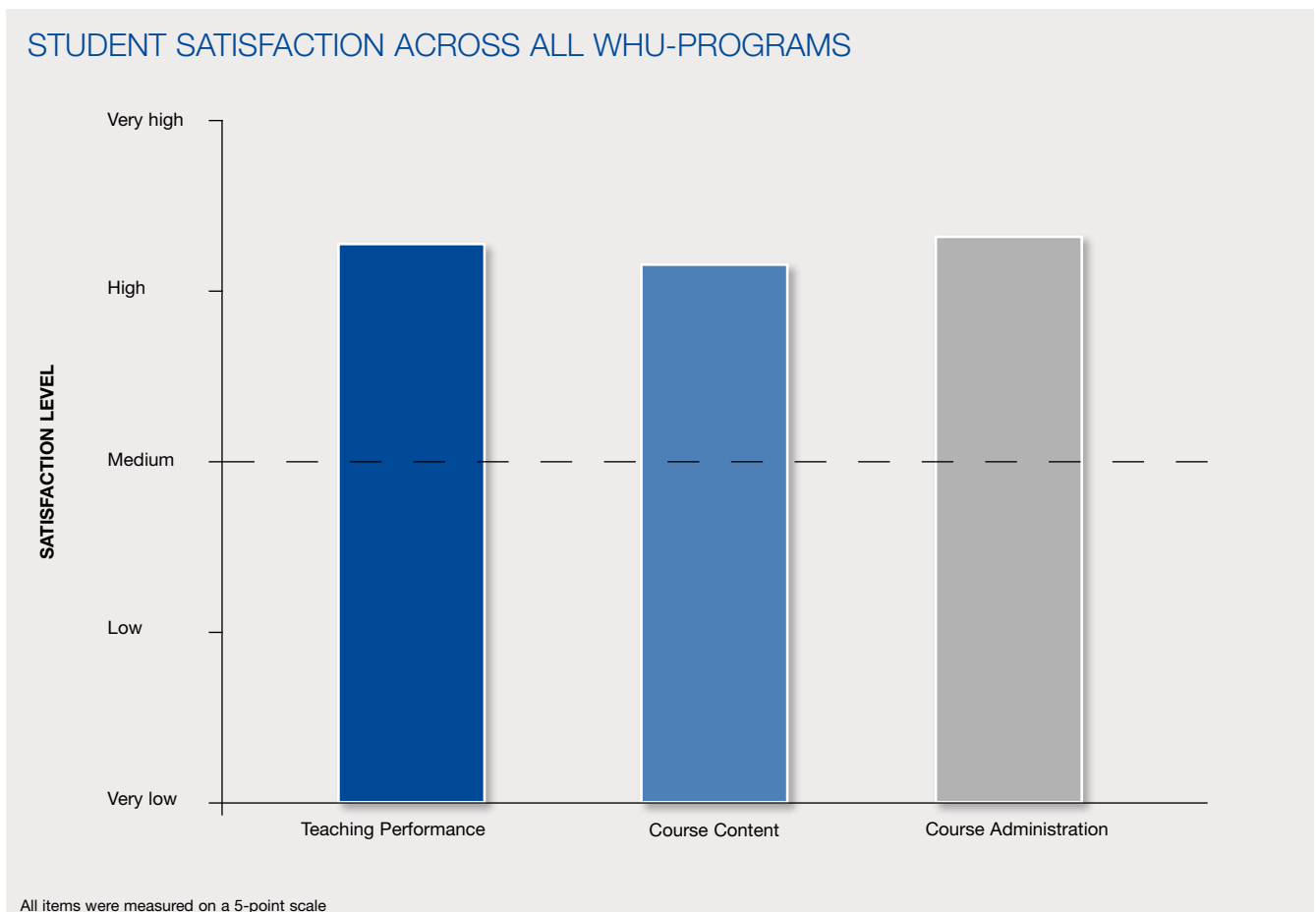
The teaching evaluation system has been tailored to the special requirements of all our different programs at WHU. Students evaluate each course based on teaching

performance, course content, as well as course administration. Additionally, students are invited to provide feedback regarding strengths and weaknesses of the courses. Evaluations take place at the end of the courses and are published at the end of the semester. For all courses the data is systematically analyzed and results are summarized in a feedback document for the instructors.



Overall Results for the Academic Year 2012/13

Items of the teaching evaluation system were grouped into three general categories: teaching performance, course content, and course administration. The figure below shows students' average evaluations of the three performance categories across all academic programs at WHU.



The positive results of the category “teaching performance” show that our professors not only seek to convey a maximum of knowledge, but do this in an entertaining and inspiring way. In many programs, participants are especially happy about the thorough consideration of their questions and about the interactive discussions of course topics. The high scores on “course content” reflect an appropriate balance of theoretical aspects, academic challenge, and practical aspects of each topic. Furthermore the selected course contents are considered highly relevant for the future career of our students. The smooth course administration at WHU is also valued highly and guarantees that students can fully concentrate on the development of their skills and abilities.

Although the overall results for the academic year 2012/2013 are rather positive, quality management at WHU is considered a continuous and iterative process of planning, implementing, monitoring, and improving. This implies that we will continuously improve teaching performance, course portfolio, and course organization until all students are satisfied with the study conditions at WHU - Otto Beisheim School of Management.

Best Teacher Awards

Based on students' evaluations WHU honors outstanding teachers in each academic program with the Best Teacher Award. Although all instructors at WHU deliver excellent performance in their courses, award recipients were

especially successful in tailoring the characteristics of their courses to students' expectations and needs. Professors receive the Best Teacher Award at the graduation ceremony of the respective program.

"The lecturer did an extremely good job. I honestly would like him to win this year's best teacher award. [...] The audience always paid full attention. The topic was very difficult and if he had performed only a little less, I would have completely lost track. But he managed to keep us "on the edge."

Student's feedback on a MSc course in fall 2012





Bachelor of International Business Administration

The Bachelor of Science students honored **Professor Martin Jacob** with the Best Teacher Award for his course “**Business Taxation.**” Martin Jacob is professor of Taxation and Accounting at WHU.



Master in Management

Participants of the WHU Master of Science program awarded **Professor James G. Conley** the Best Teacher Award for his course “**Strategic Intellectual Capital Management.**” James Conley is Clinical Professor of Technology at the Kellogg School of Management, Northwestern University, USA, and Visiting Professor at the Chair of Technology and Innovation Management at WHU.



Full-Time MBA

The Full-Time MBA students honored **Professor Ove Jensen** and his team with the Best Teacher Award for the course “**Sales Management.**” Ove Jensen is professor of Sales Management and Business-to-Business Marketing at WHU.



Part-Time MBA

The Part-Time MBA students honored **Professor Holger Ernst** with the Best Teacher Award for the course “**Innovation Management.**” Holger Ernst holds the Chair of Technology and Innovation Management at WHU.



Kellogg-WHU Executive MBA

The Best Teacher Award in the Executive MBA program was awarded to **Professor Karl Schmedders** for his two courses “**Decision Making under Uncertainty**” and “**Managerial Statistics.**” Professor Schmedders holds the Chair of Quantitative Business Administration at the University of Zurich and is Visiting Professor at the Kellogg School of Management, Northwestern University, USA.



Bucerius/WHU Master of Law & Business

This year’s Best Teacher Award in the MLB program was awarded to **Professor Stefan Kröll** at Bucerius Law School for his course “**International Sale of Goods**” and to **Dr. Stefan Jentzsch** of Perella Weinberg Partners for his course “**Leadership in Investment Banking.**”

Bachelor in International Business Administration



Bachelor in International Business Administration (BSc)

Top-level Business Education in an International Setting

The Bachelor in International Business Administration at WHU is an undergraduate university degree that addresses highly-qualified, committed high school graduates interested in a comprehensive, international study program. The program offers a large science-based curriculum with 150 courses that convey solid academic expertise, a comprehensive business mindset, and promote personality development as well as problem-solving skills.

In the academic year 2012/13, 540 Bachelor students were enrolled at WHU and enjoyed outstanding study conditions, such as learning in small teams and an excellent student-to-faculty ratio (11 Bachelor students to 1 professor). The Bachelor program at WHU fosters the development of

mindful generalists and uniquely prepares the students for operating in international companies. The development of foreign language skills, a semester abroad at one of nearly 200 partner universities and an internship abroad are fundamental program elements. Students also gain international experience through the daily interaction with exchange students, as well as through the opportunity to participate in a “Management Abroad Course”.

The key facts and the main advantages of the Bachelor program at WHU are summarized below. On the next pages, students' evaluations of the courses in the program are presented.



KEY FACTS

- 540 enrolled Bachelor students
- Comprehensive curriculum in the areas of economics and business administration (150 Bachelor courses)
- Outstanding national and international reputation
- Balance of academic expertise and practical relevance



EXCELLENT STUDY CONDITIONS

- Excellent student-to-faculty ratio (11 students to 1 professor)
- Interactive and small classes
- Personal atmosphere
- State-of-the-art facilities and technical infrastructure
- Carefully selected students and staff



ACADEMIC EXCELLENCE

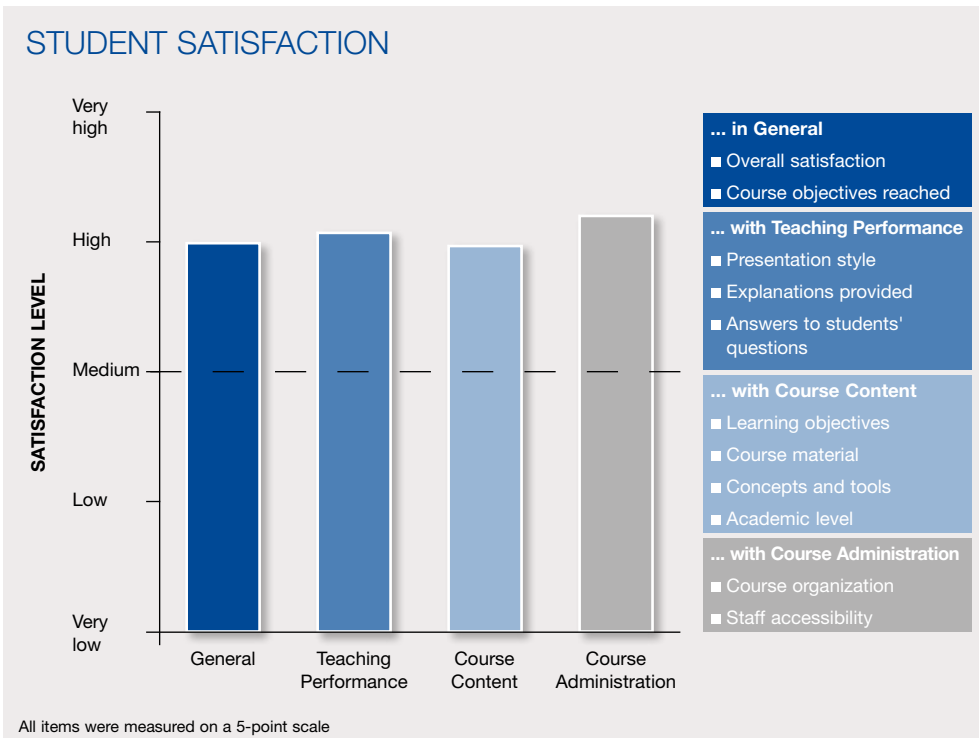
- Generalist orientation
- Personality development and problem-solving skills
- Self-reflection and ethical responsibility
- One of Germany's leading business schools
- Multiple accreditations (EQUIS, AACSB, FIBAA Premium)



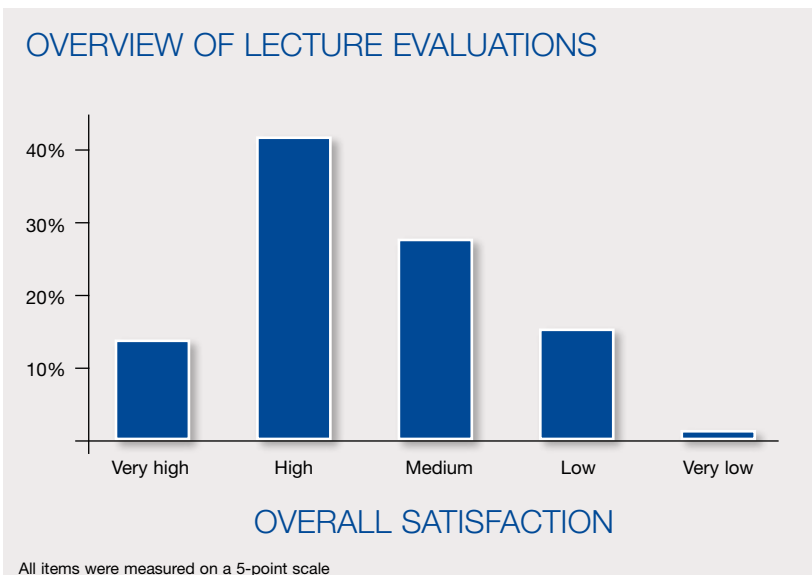
INTERNATIONAL EXPERIENCE

- International environment through students, faculty, and staff
- Network of nearly 200 partner universities worldwide
- Integrated study abroad program
- Great network of international partner companies

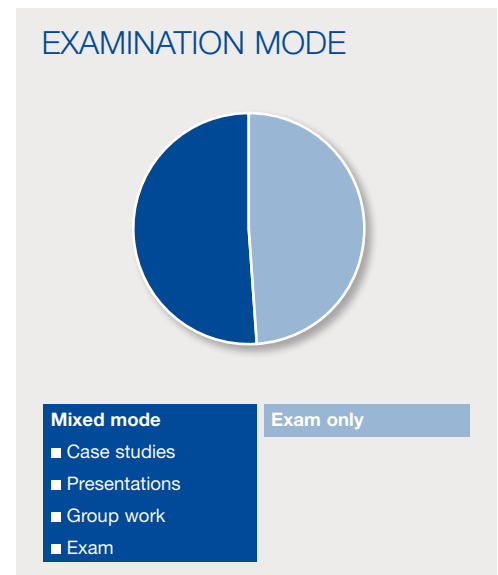
High Student Satisfaction



All courses in the WHU Bachelor program are evaluated by our students on four dimensions: general satisfaction with the course, teaching performance of instructors, course content, and course administration. The Bachelor students show high satisfaction levels on all dimensions. Especially teaching performance and course administration are evaluated positively.



Overall, our Bachelor students seem to be highly satisfied with the courses offered at WHU. More than 55% of the lectures achieve very high or high satisfaction levels. However, there is still room for improvement for some of the courses.



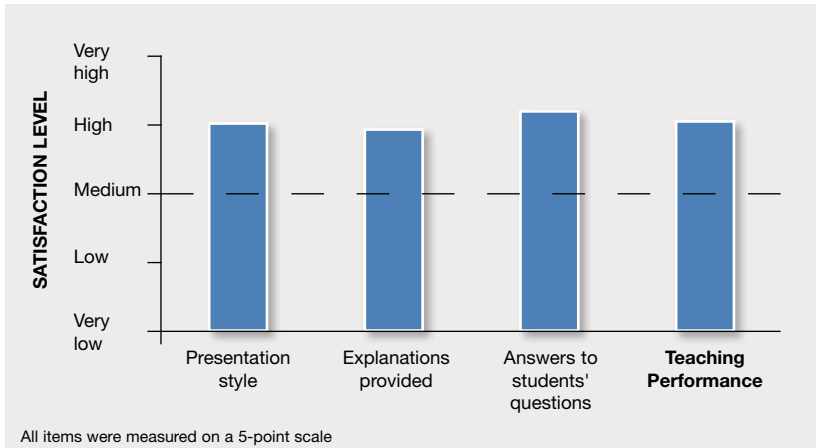
At WHU, we assess our students' knowledge and competence not only by means of written exams. In more than 50% of our courses, we apply modern assessment methods such as case studies, presentations, and group assignments, which foster long-lasting learning success.

"I really appreciated [...] that the final grade consisted of case and written exam."

Evaluations in Detail

Overall, our students seem to be satisfied with the courses offered in the Bachelor program. Next, a detailed analysis of the dimensions teaching performance, course content, and course administration is provided.

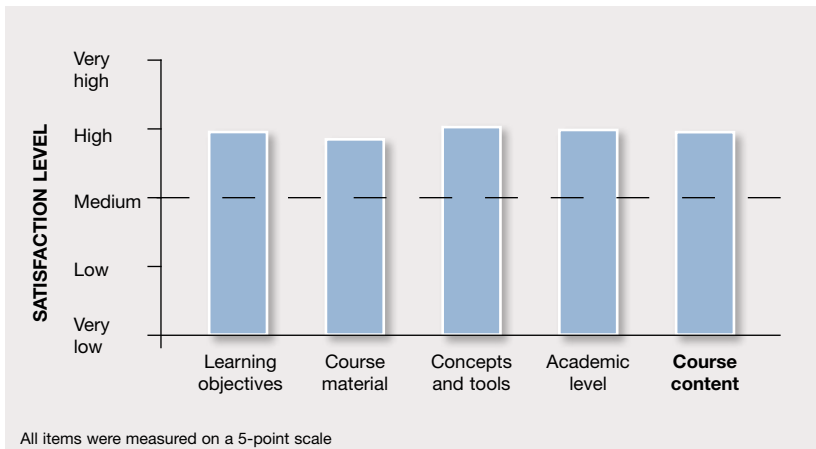
TEACHING PERFORMANCE



Teaching performance is rated with regard to presentation style, explanation of course content, and answers to students' questions. High satisfaction levels are achieved on the three facets of teaching performance. Furthermore, an analysis of qualitative comments suggests that students value the interactive and interesting way in which contents are presented.

"The instructor was very (...) enthusiastic. Class participation was highly encouraged and most lectures were very interactive."

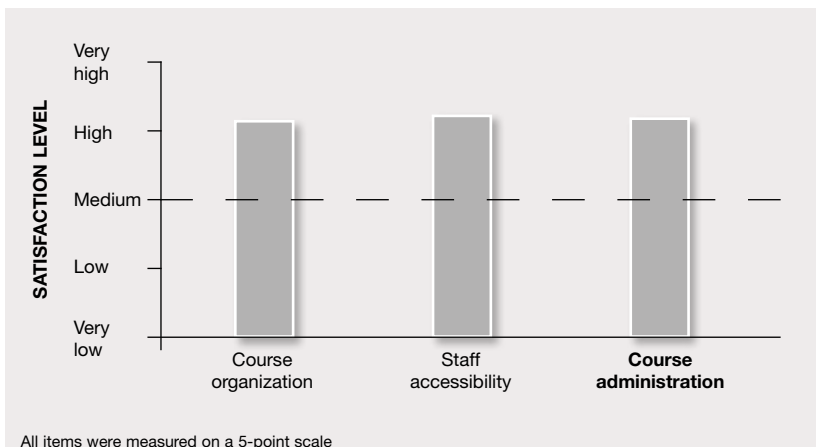
COURSE CONTENT



Our students seem to be highly satisfied with the course content and the academic level. Good ratings are given across all dimensions. Most importantly, our students take away useful tools and approaches that they deem useful for the business world.

"Very interesting and inspiring course content."

COURSE ADMINISTRATION



Our Bachelor students are very satisfied with the course organization and especially value that professors, lecturers, and supporting staff are always accessible.

"The entire staff at the professor's chair is dedicated to communication with students, what was obvious from the training material and review-sessions offered."



Future of the Program

New Bachelor Track - Entirely Taught in English

Starting in 2014, WHU will add a new Bachelor track to its portfolio. In addition to the well-established 180-credits and 210-credits tracks, we will newly offer another 180-credits track, which will be taught in English. In contrast to the

present study tracks, in which the first semesters are partly taught in German, knowledge of the German language will no longer be required for studying the Bachelor program at WHU.

Master in Management



Master in Management (MSc)

Unfold Your Ambitions. Develop Excellence.

WHU's Master in Management program is designed for recent graduates with an excellent first academic degree in a business-related field of study. The Financial Times Master Ranking rated WHU's Master program as the best in Germany and third-best in the world. The Master in Management program offers the opportunity to develop expertise in all key areas of business administration. It is completely taught in English and allows students to graduate within 17 or 21 months, depending on the chosen track. Students of the MSc program are required to elect eleven course modules from the following six concentrations: Accounting & Financial Management, Economics & Financial Markets, Innovation & Entrepreneurship, Marketing & Sales, Strategy, and Supply Chain Management. Students in the WHU Master in Management program benefit from a large network of nearly 200 partner universities across the world and from the opportunity to gain practical experience abroad in one of WHU's numerous partner companies.

In the academic year 2012/13, 180 Master students were enrolled at WHU and benefited from the outstanding student-to-faculty ratio (4 Master students to 1 professor). The comprehensive, module-based curriculum does not only equip our students with analytical tools and business knowledge, but will also foster teamwork skills and help students to develop their personal potential. Similar to our Bachelor program, Master students are graded on different aspects (case studies, group or individual assignments, as well as presentations) rather than on exam performance only.

The key facts and the main advantages of the Master program at WHU are summarized below. On the next pages, students' evaluations of the courses in the program are presented.



KEY FACTS

- 180 enrolled Master students
- Broad course program (55 Master courses)
- 90 or 120 credits track
- One of the leading Master programs in Germany and worldwide



EXCELLENT STUDY CONDITIONS

- Excellent student-to-faculty ratio (4 students to 1 professor)
- Collaborative student community
- State-of-the-art facilities and technical infrastructure
- Carefully selected students and staff



ACADEMIC EXCELLENCE

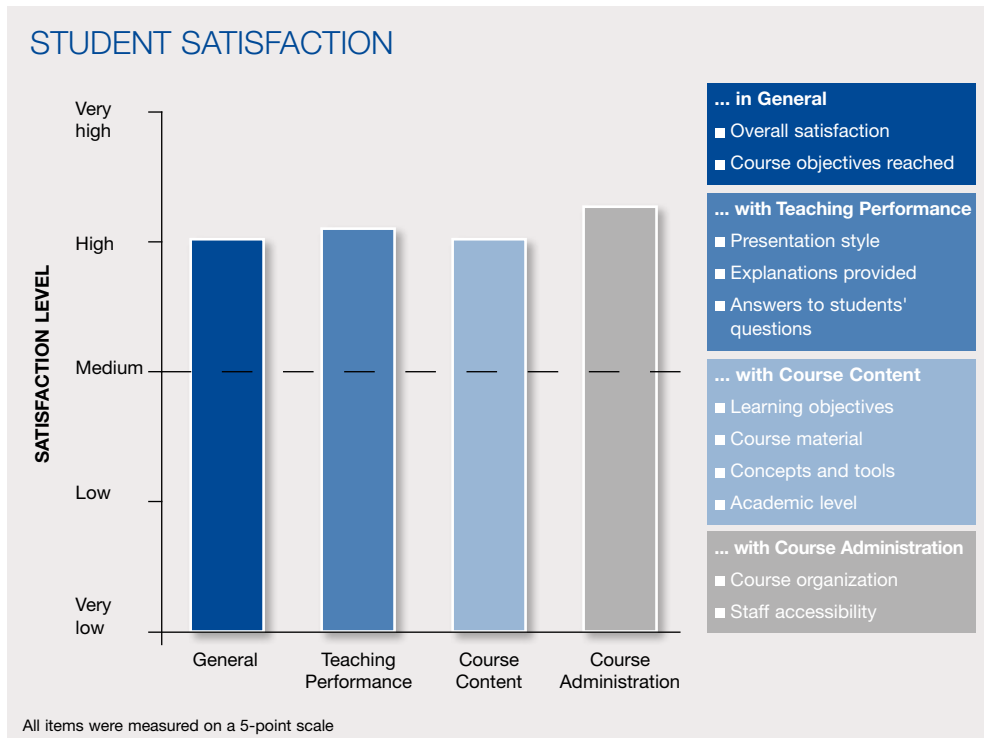
- Comprehensive module-based curriculum (11 modules)
- Challenging and supporting environment
- Preparation for business careers or PhD programs
- Multiple accreditations (EQUIS, AACSB, FIBAA Premium)



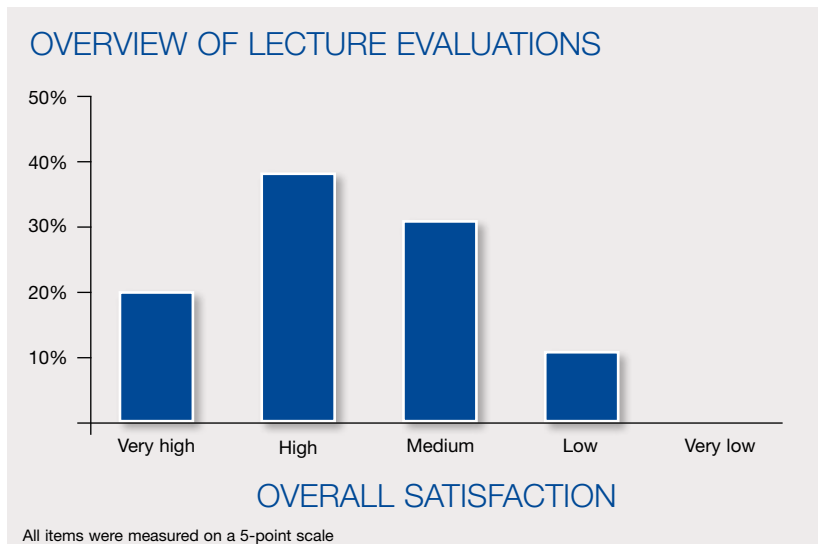
INTERNATIONAL EXPERIENCE

- Program language: English
- Study abroad opportunity (in the 120 credits track)
- Network of nearly 200 partner universities worldwide
- Integrated internship abroad
- Great network of international partner companies

High Student Satisfaction

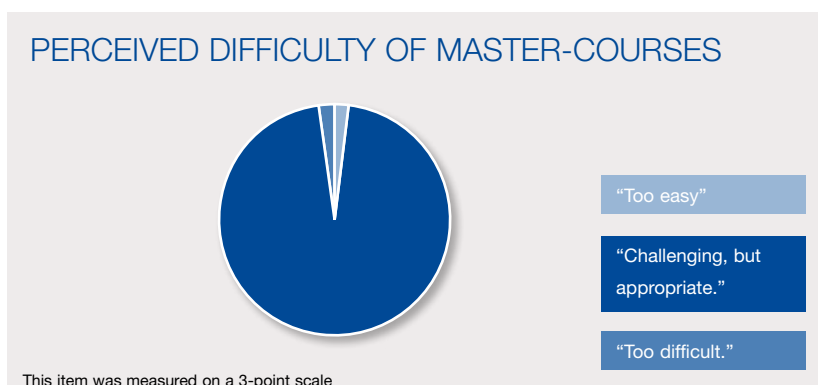


The Master in Management program is evaluated by our students on four dimensions: general satisfaction, teaching performance, course content, and course administration. Our Master students are especially satisfied with the teaching performance of the instructors, and with their course administration.



The majority of our Master courses is evaluated positively. The results indicate that students perceive 20% of the courses as outstanding and that they were highly satisfied with 38% of the courses.

"The lecturer did an extremely good job (...) and (...) succeeded to convey a maximum of knowledge. He even offered us help for personal projects (e.g. master thesis) that went way beyond the scope of this course."



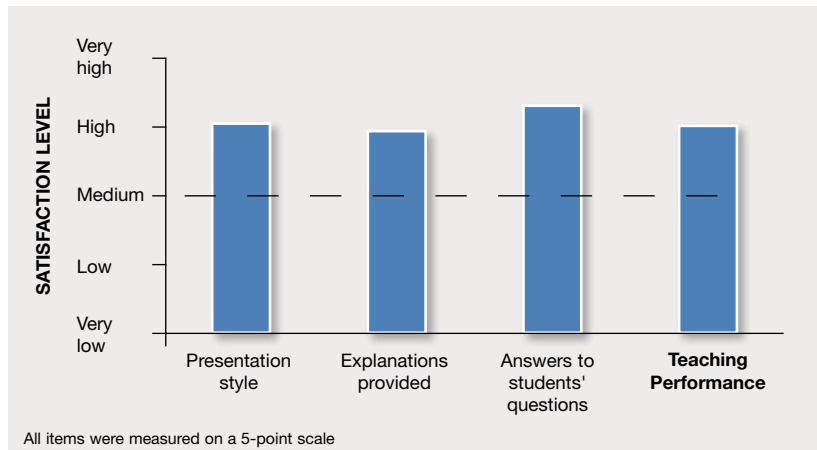
WHU students in the Master of Management program perceive 96% of the courses as challenging but appropriate.

"The lecturer knows how to explain difficult economical content in an understandable way. Also he is always more than accessible for questions."

Evaluations in Detail

Overall, our students seem to be satisfied with the courses offered in the Master program. Next, a detailed analysis of the dimensions teaching performance, course content, and course administration is provided.

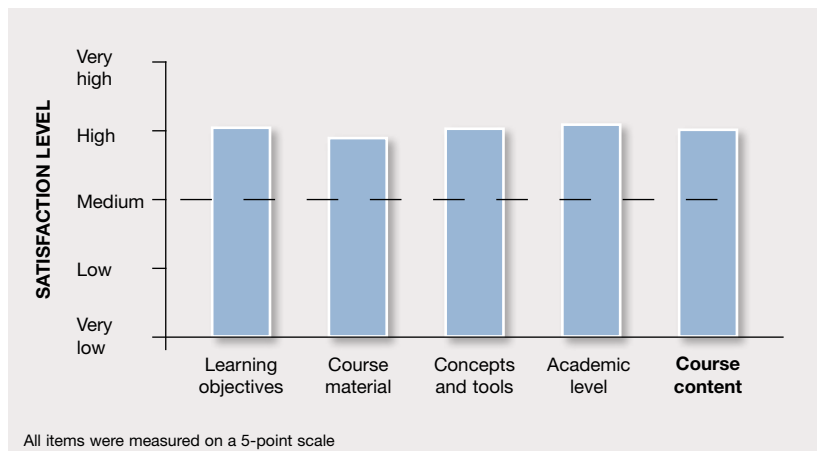
TEACHING PERFORMANCE



The three aspects that are related to teaching performance (presentation style, explanations of course content, and answers to students' questions) achieve high satisfaction levels. Students especially appreciate that critical issues and their questions are addressed appropriately.

"The professor's (...) openness to the students' questions and his commitment to conveying the content (...) with many examples are fantastic."

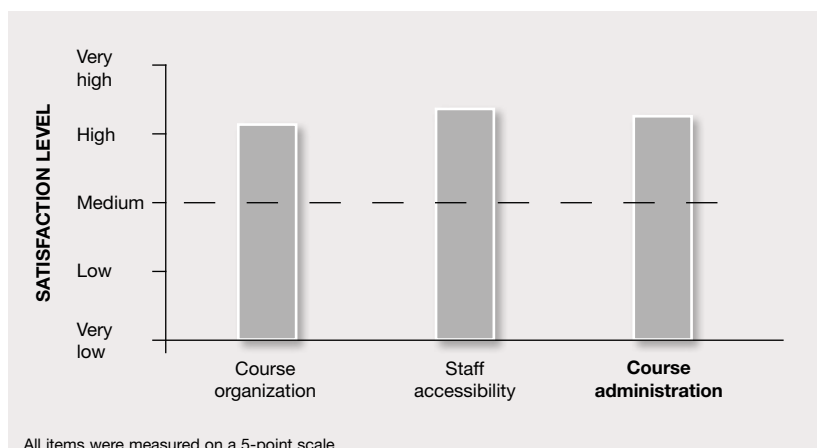
COURSE CONTENT



On average, the students are highly satisfied with all aspects related to the dimension course content. Specifically, they appreciate the concepts and tools as well as the learning objectives that are addressed in the courses.

"The course topic was extremely interesting. [...] Overall the course work was nicely balanced between case studies and exam."

COURSE ADMINISTRATION



In the context of course administration, Master students particularly appreciate the accessibility of lecturers and staff. This result may be attributed to the outstanding student-to-faculty ratio (4 students to 1 professor).

"The professor (...) was easily approachable and helped if needed with the case studies or just general questions."



Future of the Program

Master in Finance

In fall 2013, a specialized Master in Finance (MiF) program has started. WHU's Master in Finance program is designed for graduates with an excellent first academic degree in a business-related field of study. Within 17 or 21 months, it provides students with an in-depth understanding of financial markets by offering a wide range of modules in the field of finance.

Students of the Master of Finance program are required to choose course modules in finance, which are taught in English. The modules cover key issues such as Capital Market Theory, Financial Valuation, Asset Management, and Behavioral Finance. The program offers both practical orientation and international experience due to integrated internships and a study abroad program. The program aims at preparing students for careers in the global financial industry and for leadership tasks in the financial sector.

Full-Time MBA



Full-Time MBA

Study in Germany. Experience the World.

The Full-Time MBA program aims at qualifying participants for the strategic leadership of companies. Full-Time MBA students graduate within 15 months and complete four core modules as well as four elective concentration modules. There is a broad range of concentrations as well as one comprehensive concentration in Personal Leadership. The Full-Time MBA program at WHU is characterized by practical orientation, internationality, and small class sizes to guarantee an optimal learning experience. Teamwork is an essential element of our teaching approach. In study groups of five to six MBA students, participants discuss course content and apply taught concepts and tools in case studies.

In the academic year 2012/13, 42 students were enrolled in the Full-Time MBA program. The curriculum emphasizes management concepts which foster strategic vision, entrepreneurial spirit, operational excellence, and awareness of cultural differences. Students have the opportunity to attend three mandatory international modules at top-ranked partner universities in USA (Kellogg School of Management, Chicago), India (IIM, Bangalore), and China (Fudan University, Shanghai). Due to the global perspective, an understanding of cultural differences and how these matter for individual and corporate success is developed.

The key facts and the main advantages of the Full-Time MBA program at WHU are summarized below. On the next pages, students' evaluations of the courses in the program are presented.



KEY FACTS

- 15-months general management program (12 months of lectures + 3 months Master thesis)
- 42 enrolled Full-Time MBA students
- 4 core modules (12 core courses)
- 4 concentration modules (9 selected concentration courses)



EXCELLENT STUDY CONDITIONS

- Taught by senior faculty of WHU and of our international partner universities
- Career service fosters students' contact with companies
- Teamwork as essential part of all classes
- Small class sizes ensure excellent mentoring



ACADEMIC EXCELLENCE

- Accredited MBA program in Germany
- Practice-oriented study content (guest speakers, company visits, real life case studies, etc.)
- Focus on personal leadership development
- Multiple accreditations (EQUIS, AACSB, FIBAA Premium)



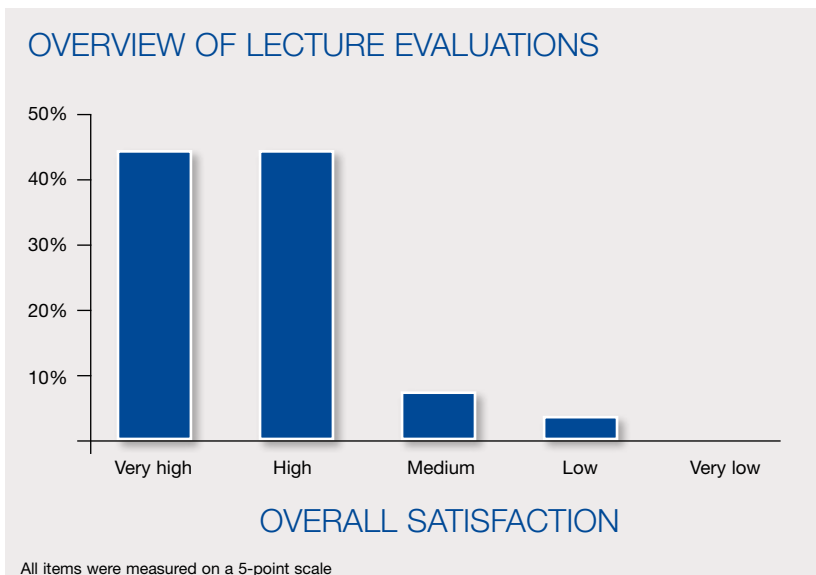
INTERNATIONAL EXPERIENCE

- Program language: English
- International modules at renowned partner universities in USA, India, and China
- International participants and instructors

High Student Satisfaction

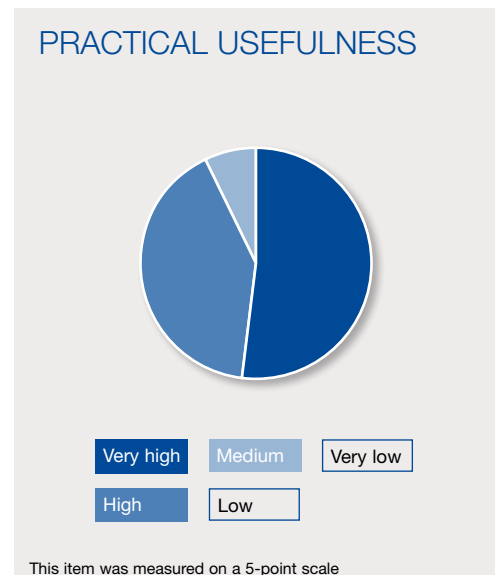


The Full-Time MBA program is evaluated by our students on three dimensions: instructors' teaching performance, course content, and course administration. Students appreciate the excellent teaching skills of our course instructors and the smooth course organization. Furthermore, the students are highly satisfied with the content of the MBA courses.



The students of the Full-Time MBA program evaluated nearly 90% of the courses as highly satisfying or even as outstanding.

"I am convinced that the MBA at WHU will be one of the most amazing experiences of your personal and professional life."



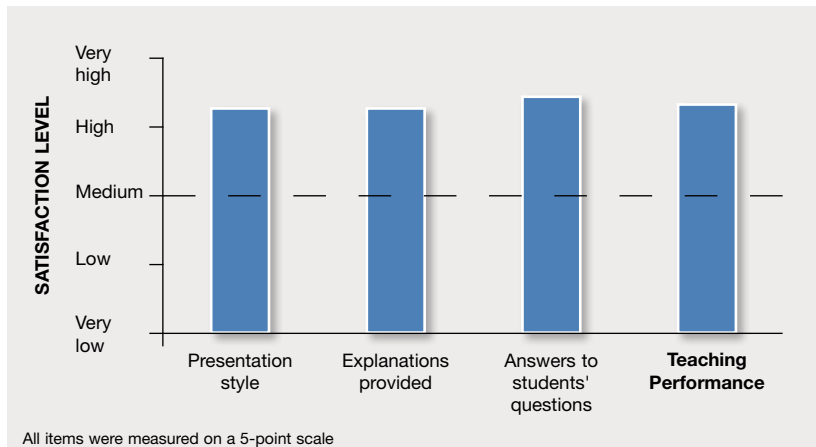
Our Full-Time MBA courses focus on providing students with practically useful knowledge and tools. This is reflected in the evaluation: The practical usefulness of 93% of the courses is rated as "high" or even "very high".

"I feel that I get prepared for the business world in the best possible way [...]: Excellent professors, intensive group work [...] and practical case studies make the learning experience unique."

Evaluations in Detail

Overall, our students seem to be satisfied with the courses offered in the Full-Time MBA program. Next, a detailed analysis of the dimensions teaching performance, course content, and course administration is provided.

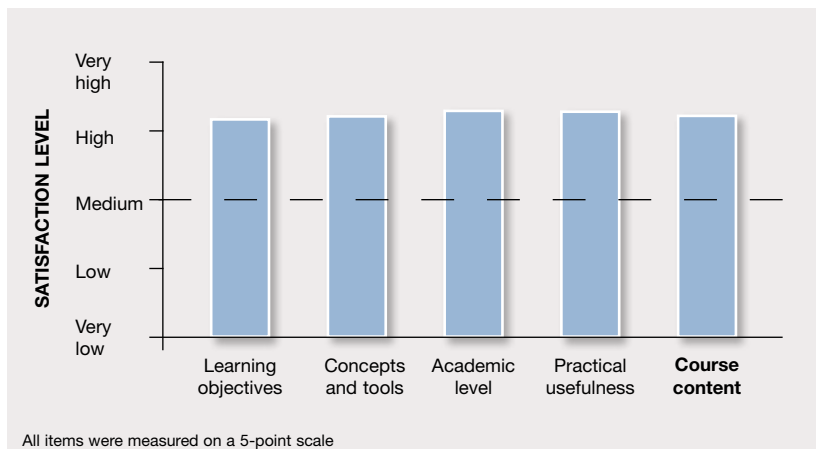
TEACHING PERFORMANCE



Our Full-Time MBA students are highly satisfied with their instructors' teaching performance. Particularly, the lecturers' willingness and ability to answer students' questions is appreciated. Furthermore, the topics are explained thoroughly and students are satisfied with the way instructors convey the knowledge to them.

"It is the perfect place to learn from both, professors and peers."

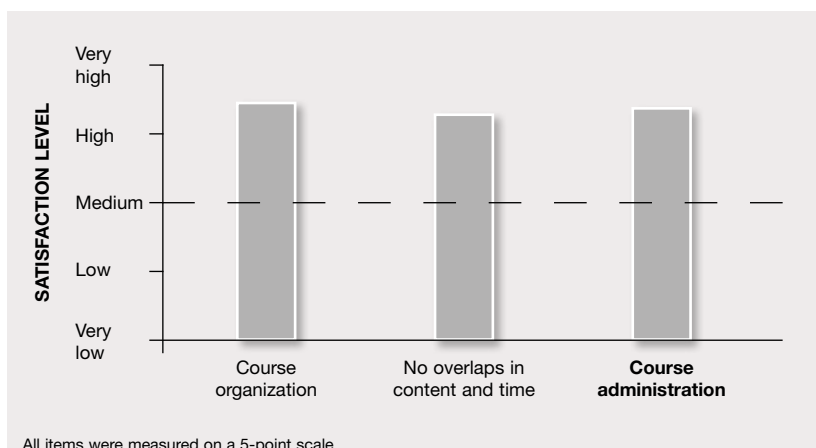
COURSE CONTENT



The students of WHU's Full-Time MBA program positively evaluated all dimensions of "course content". The provided concepts and tools, as well as the orientation on previously defined learning objectives were highly satisfying. Furthermore, our Full-Time MBA students are highly satisfied with both the academic level as well as with the practical usefulness of their courses.

"Not having studied business administration before it is a wealth of new knowledge and valuable insights for me."

COURSE ADMINISTRATION



Finally, the results suggest that the courses are organized appropriately. Moreover, the fact that course contents did not repeat unnecessarily and that there were no overlaps of lecture times was pleasing for our students.

Part-Time MBA



Part-Time MBA

The Essence of Leadership

The Part-Time MBA program at WHU is an internationally oriented general management program designed for participants with different academic and professional backgrounds. It addresses young professionals who want to perform effectively in a challenging global environment by enhancing, deepening, and developing their knowledge in the fields of business administration and economics. It equips participants with the knowledge to understand the interdisciplinary relations within a business organization and make sustainable strategic decisions based on state-of-the-art management concepts.

In the academic year 2012/13, 80 students were enrolled in the Part-Time MBA program and benefited from the strong focus on personal development and leadership competence. Students are required to complete four core modules and to deepen their knowledge in concentration modules

providing profound know-how in the fields of marketing, finance, value chain management, strategy, and innovation. It is our goal to create a mindset that features responsibility towards the social and environmental consequences of managerial decisions. During three residential weeks in USA (Columbia Business School, NYC), India (IIM, Bangalore), and China (CEIBS, Shanghai), the program participants learn about chances, challenges, and risks of doing business abroad.

The key facts and the main advantages of the Part-Time MBA program at WHU are summarized below. On the next pages, students' evaluations of the courses in the program are presented.



KEY FACTS

- Two-year program
- Weekend classes (Saturday/Sunday)
- 80 enrolled students
- 90 credits study program
- Transfer of general management know-how
- Special focus on leadership competence and personal development



EXCELLENT STUDY CONDITIONS

- Small class sizes of approximately 45 students with diverse academic and professional backgrounds
- State-of-the-art facilities and excellent technical infrastructure
- Focus on interaction in the classroom
- Selected participants with substantial professional proficiency and international experience



ACADEMIC EXCELLENCE

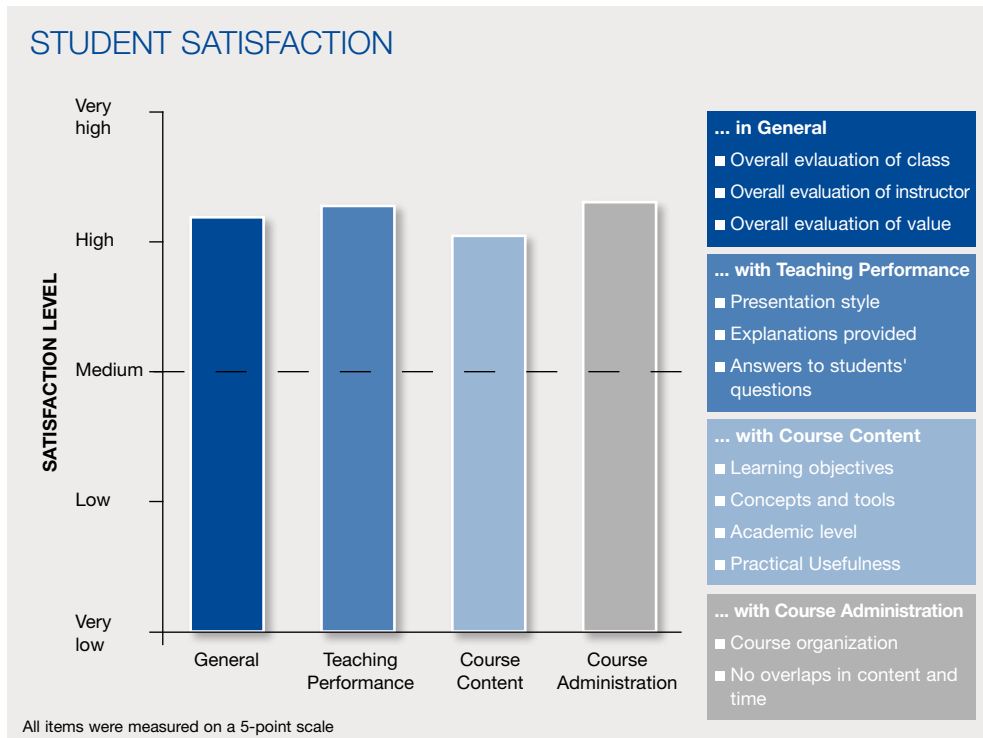
- High-class, experienced faculty
- Innovative approaches to problem-solving
- Preparation for global management positions
- Inseparable unity of theory and practice
- Multiple accreditations (EQUIS, AACSB, FIBAA Premium)



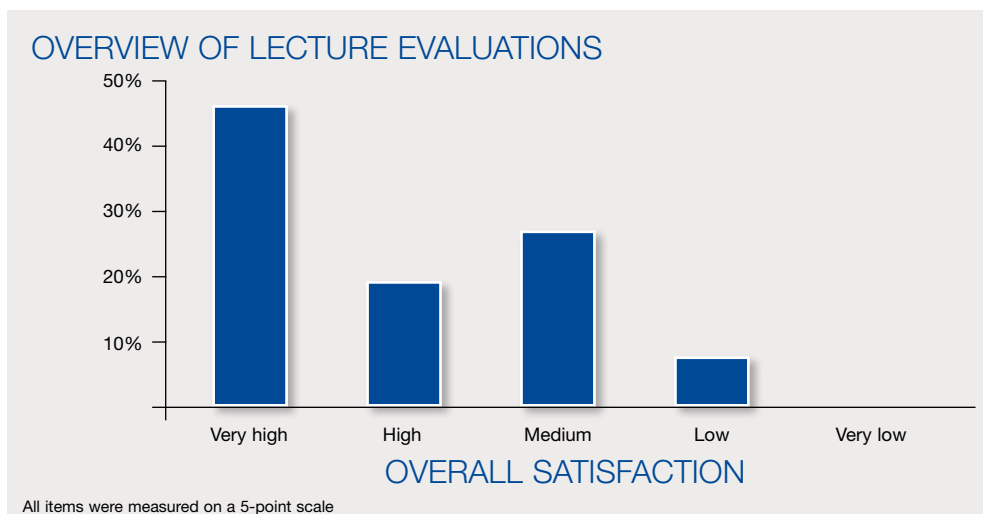
INTERNATIONAL EXPERIENCE

- Program language: English
- Three residential weeks in India, China, and USA
- Lectures at renowned partner business schools
- International participants and instructors
- International network of alumni

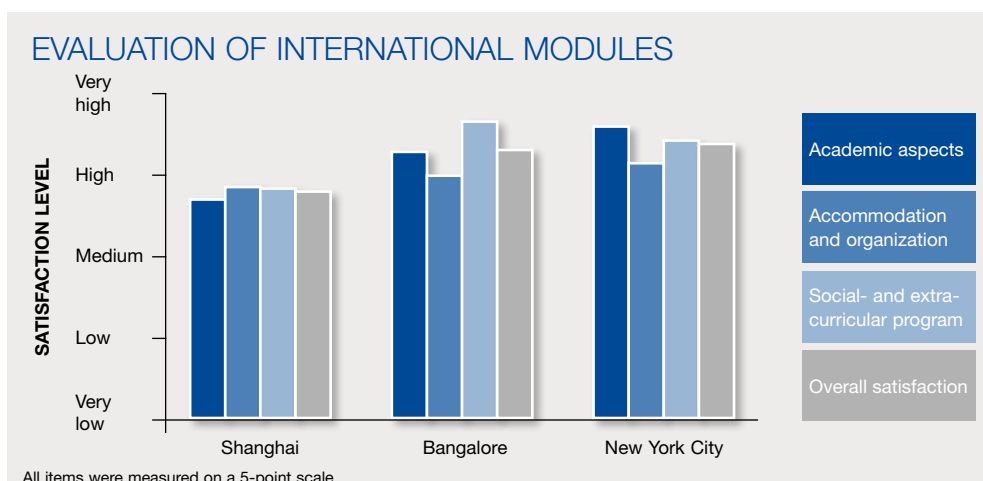
High Student Satisfaction



Courses in the Part-Time MBA program are evaluated based on four aspects: general satisfaction, teaching performance, course content, and course administration. Overall, students' satisfaction levels with the four criteria range between high and very high. The smooth course administration and the professors' outstanding teaching performance are especially appreciated by our students.



Most of the Part-Time MBA courses meet or exceed the expectations of our students: 46% of the courses are perceived as outstanding and 19% of the courses are perceived as highly satisfying.



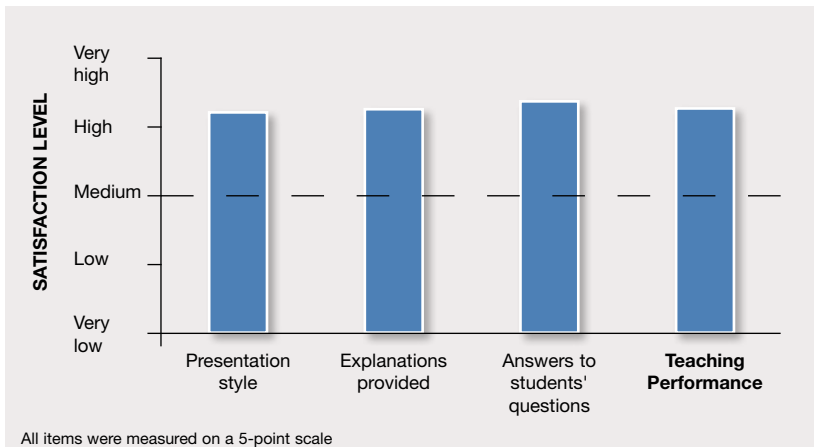
The Part-Time MBA program enables participants to take courses abroad in Shanghai, Bangalore, and New York City. Most international modules at our partner universities provide a highly satisfying experience for our students.

"Bangalore was a great mixture of companies and lectures. Very well structured [...] and [...] a good job of our guide."

Evaluations in Detail

Overall, our students seem to be satisfied with the courses offered in the Part-Time MBA program. Next, a detailed analysis of the dimensions teaching performance, course content, and course administration is provided.

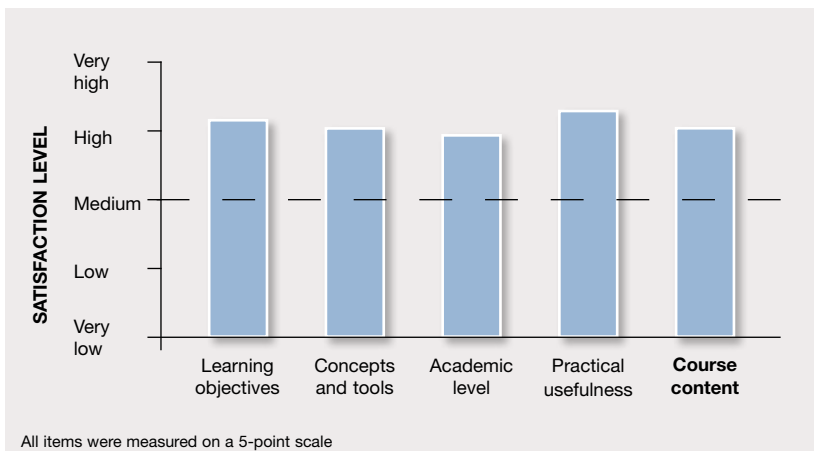
TEACHING PERFORMANCE



The instructors' teaching skills have been evaluated positively on all measured aspects. Students appreciate the way in which the course content is presented as well as the comprehensive explanations and the lecturers' openness for questions and discussion.

"[The lecturer was] very dynamic, open, easy to communicate and approach, responsive and very knowledgeable."

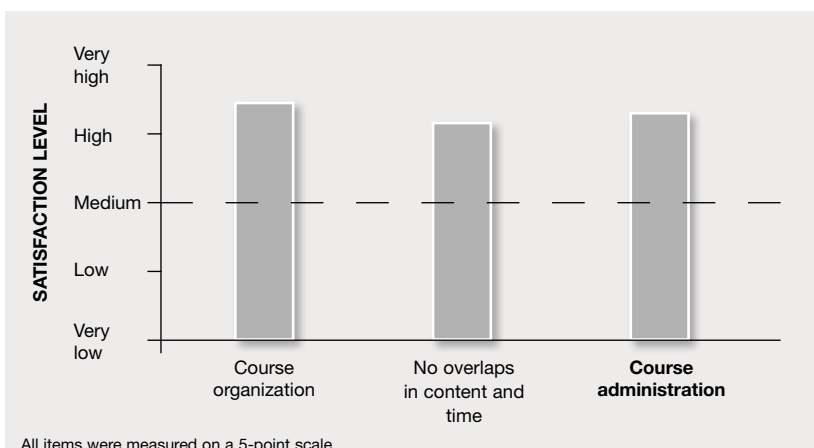
COURSE CONTENT



Our Part-Time MBA students are highly satisfied with all aspects of the category course content. Particularly, practical usefulness of the contents and the focus on predefined learning objectives are evaluated positively.

"A great choice of relevant cases [...] looking from different angles at similar issues."

COURSE ADMINISTRATION



The course evaluations reflect the fact that WHU lecturers are well prepared, organize their courses appropriately, and avoid overlapping content across courses.

"The professor was really well prepared and [...] always available for questions - really great involvement and help!"

Kellogg-WHU Executive MBA



Kellogg-WHU Executive MBA (EMBA)

Collaborative. Innovative. Global. Leadership.

The Kellogg-WHU Executive MBA program is designed for executives working in medium and upper management with at least eight years of work experience. Our candidates are experienced executives with an international focus, eager to learn, motivated, and willing to grow. The program's time structure of weekend courses allows participants to continue in their profession while at the same time actively participating in the program. Thanks to the time structure, participants can immediately put into action what they learned during the program.

In the academic year 2012/13, 107 international participants have benefited from the holistic approach of our EMBA program, which is rated the best Executive MBA in Germany and among the top-ten Executive MBAs in Europe by the Financial Times Ranking of 2013. The Kellogg-WHU EMBA program synthesizes American and European management know-how and puts strong emphasis on teamwork to

prepare our participants for future leadership roles. A mix of techniques, focused strongly on the case study methodology, allows students to work in interdisciplinary groups and, in turn, discuss, debate, and solve real-life business problems. A mix of additional methods is used to draw on the participants' own professional experience, creating an interactive learning environment and promoting an exchange of ideas between students and faculty. As part of the Kellogg Global Executive MBA Network, students have the opportunity to gain perspectives from around the world through participation in global modules, and are taught by world-renowned faculty from the Kellogg School of Management, Northwestern University, WHU - Otto Beisheim School of Management, and prestigious partner schools.

The key facts and the main advantages of the Executive MBA program are summarized below. On the next pages, students' evaluations of the courses in the program are presented.



KEY FACTS

- Two-year general management program
- Modular structure and weekend courses
- Focus on teamwork and case studies
- Possibility to continue with profession during program



EXCELLENT STUDY CONDITIONS

- Highly diverse environment in terms of culture, industries, and academic background
- Structured approach to personal development with coaching, 360° feedback, self assessment, and training
- Integration of participants' professional experience
- Small class sizes of approximately 50 students



ACADEMIC EXCELLENCE

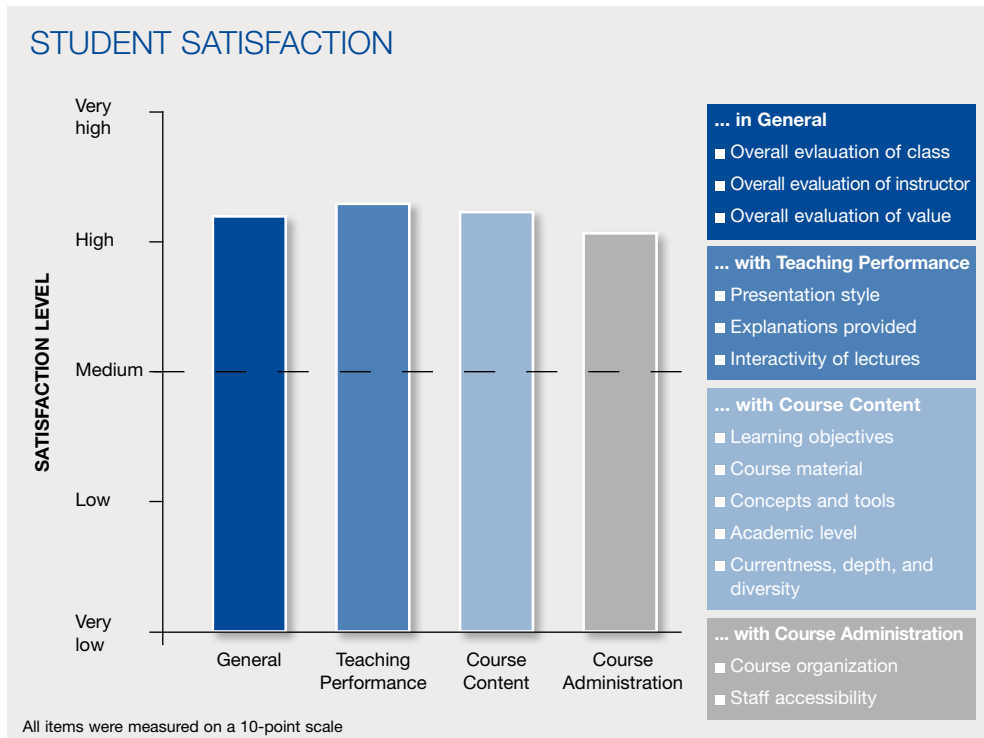
- Joint MBA-degree of WHU and Northwestern University
- Professors with both, extensive academic and professional experience
- One of the leading EMBA programs in Germany and Europe
- Multiple accreditations (EQUIS, AACSB, FIBAA Premium)



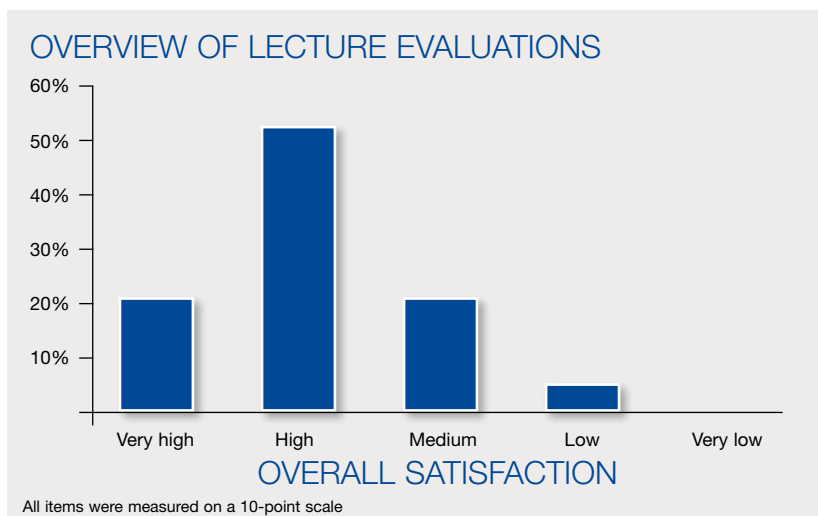
INTERNATIONAL EXPERIENCE

- First transatlantic EMBA program
- Part of the Kellogg School of Management's global network of top business schools
- International professors and participants
- Global network of students and alumni

High Student Satisfaction

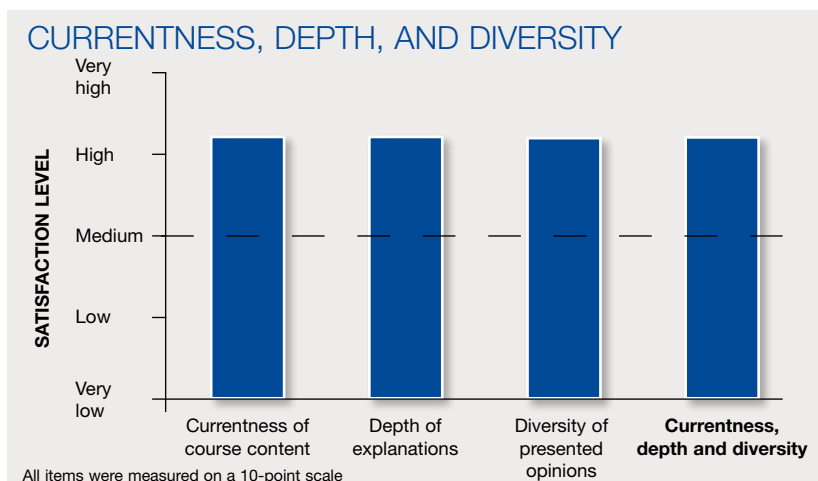


Courses in the Executive MBA program are evaluated based on the four dimensions: general satisfaction, instructors' teaching performance, course content, and course administration. The results suggest that our students are highly satisfied with their courses and particularly appreciate the excellent teaching performance of our instructors. Also course content and administration are experienced positively by our EMBA students.



The majority of the EMBA courses is evaluated positively by our students. Specifically, 74% of the classes are perceived as outstanding or highly satisfying.

“Actively finding opportunities to put into practice what I have learned will allow me to increase my level of responsibility in the company, build on my leadership skills and play a greater role in the development of the organisation and its people.”

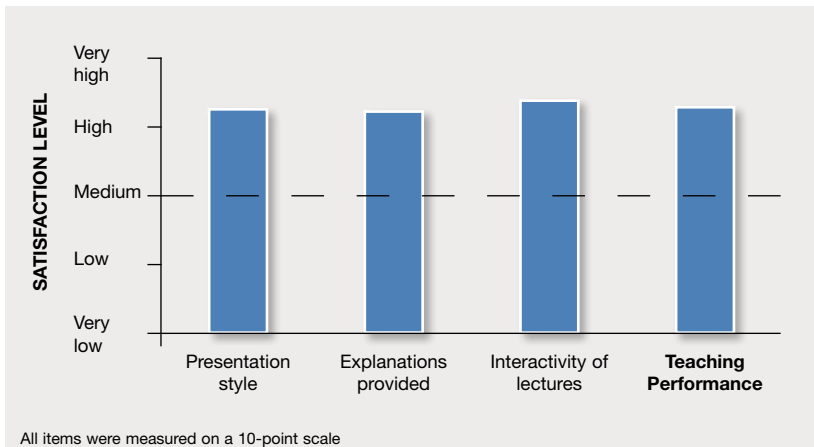


In the EMBA program, special attention is given to currentness of course content, thorough explanations, and discussions of different perspectives on course topics. All of these dimensions are experienced very positively and satisfying by our EMBA students.

Evaluations in Detail

Overall, our students seem to be satisfied with the courses offered in the Executive MBA program. Next, a detailed analysis of the dimensions teaching performance, course content, and course administration is provided.

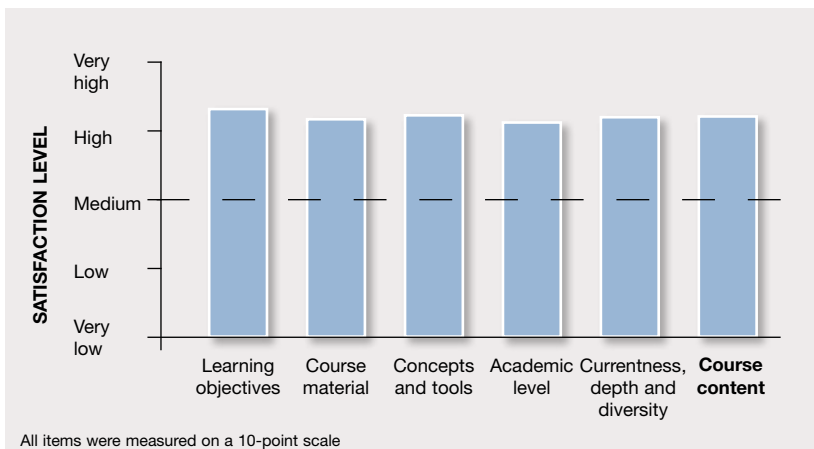
TEACHING PERFORMANCE



Overall, our EMBA students were highly satisfied with their instructors' presentation style, their explanations of course contents, and their ability to motivate and involve students.

"What's incredible about the EMBA program is the professors. They take your questions and problems [...] and translate them in a way you haven't thought about [...]. You can even bring in issues from your company and then it's addressed within the [...] entire group."

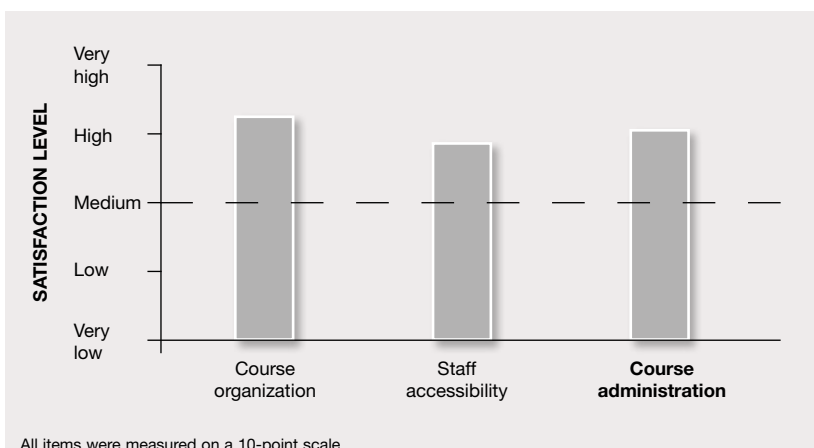
COURSE CONTENT



The results imply that our students were highly satisfied with all aspects related to the content of the Executive MBA courses.

"The program and its content provided me with a profound toolbox on every aspect of general management."

COURSE ADMINISTRATION



Finally, the participants of the Executive MBA program were highly satisfied with the accessibility of our staff as well as with the organization of the courses.

"On top of things, the way the program is organized, mainly using the weekends for on-site studies [...], leaves enough room to combine both personal & professional goals with a great academic experience."

Bucerius/WHU Master of Law and Business



Bucerius/WHU Master of Law and Business Joachim Herz Program

The Bucerius Law School and the WHU - Otto Beisheim School of Management offer a joint Master's program, which aims to convey both law and business knowledge. The program is designed for international students whose first degrees are in law or business studies with at least two years of working experience. The program primarily takes place on the campus of Bucerius Law School in Hamburg, but the participants also spend time on the WHU campus for two live-in weeks, for some student events, and, in some cases, while they are writing their Master's thesis. The 12-months program consists of academic courses, practical exercises, and social projects.

The Bucerius-WHU Master of Law and Business is a truly interdisciplinary program that combines the various aspects of international business law with topics in international management. Exercises and case studies are used to enable students to apply the learned concepts, frameworks, and techniques in practice. The entire program is accompanied by a "Studium Generale" (general course of studies) which consists of lectures and other events in international politics, business ethics, as well as German and European culture, society, and politics.

The key facts and the main advantages of the Master of Law and Business program are summarized below. On the next pages, students' evaluations of the courses in the program are presented.



KEY FACTS

- Intensive 12-months program taught entirely in English
- Combination of academic courses, thesis, 8-week internship, and social projects
- Main study location: Hamburg
- 50 students from around the world



EXCELLENT STUDY CONDITIONS

- Careful alignment of law and business courses
- Career service supporting internship placements
- Intercultural training, courses in drafting English-language contracts and in negotiation skills
- Small class sizes



ACADEMIC EXCELLENCE

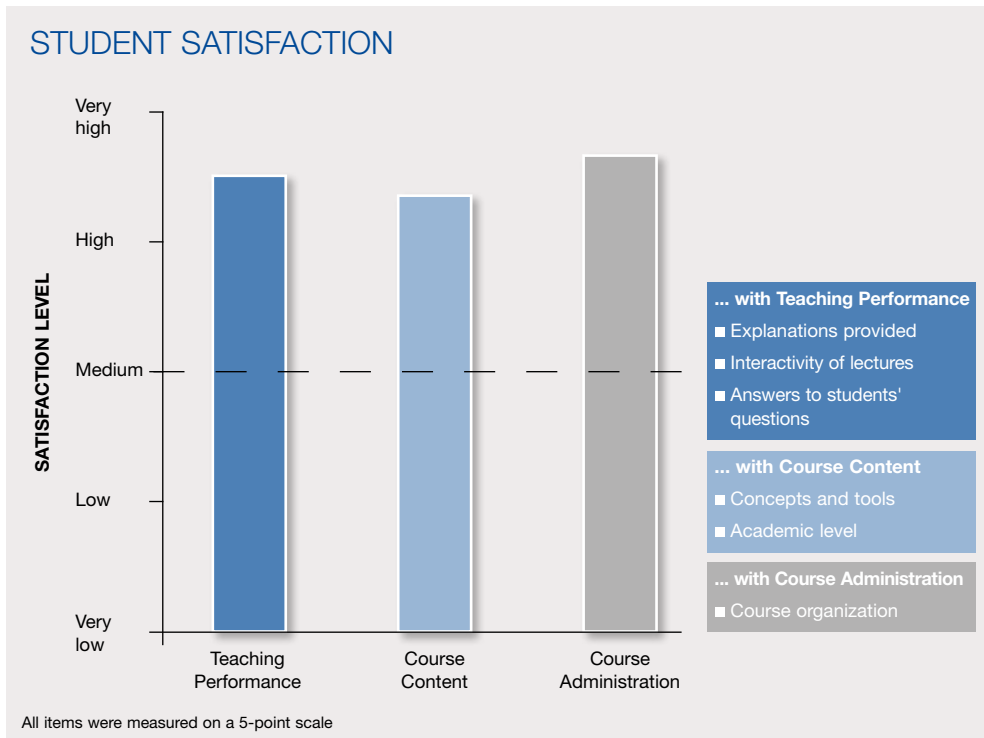
- Combination of challenging academic courses with practical exercises
- Excellent fit between courses in international management and international business law
- First-class professors from WHU and Bucerius Law School



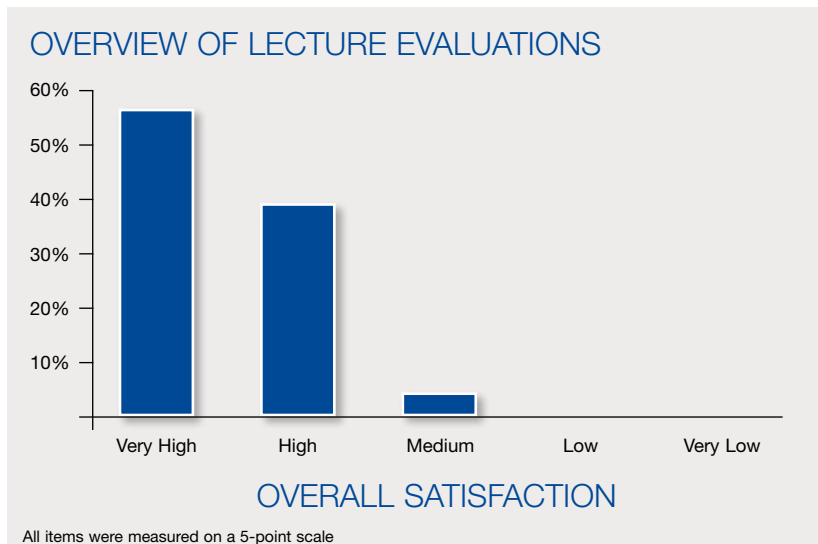
INTERNATIONAL EXPERIENCE

- Focus on international firm strategies from two perspectives: law and business
- International faculty
- International participants from over 30 different countries

High Student Satisfaction

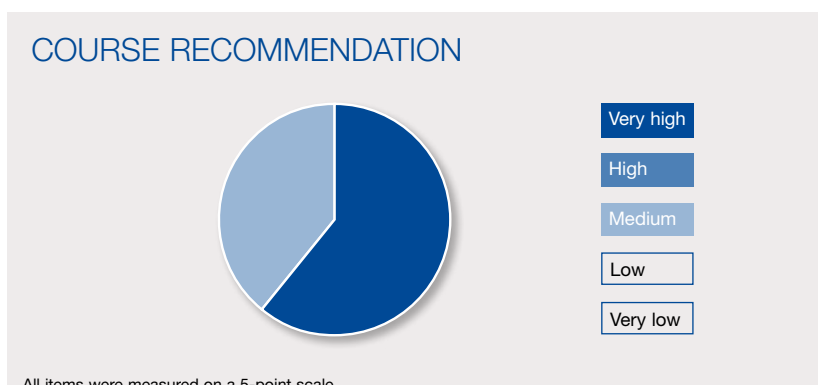


Overall, our students in the Master of Law and Business program are highly satisfied with their courses. The smooth course administration and extraordinary teaching performance of our professors are perceived very positively by our students. Furthermore, they seem to appreciate the concepts and tools introduced in the courses as well as the academic level of the program.



57% of the courses in the Master of Law and Business program are evaluated as outstanding by our students and 39% of the classes are perceived as highly satisfying.

"Taking part in the Master of Law and Business Class [...] has been one of the most rewarding experiences in my professional and personal life."



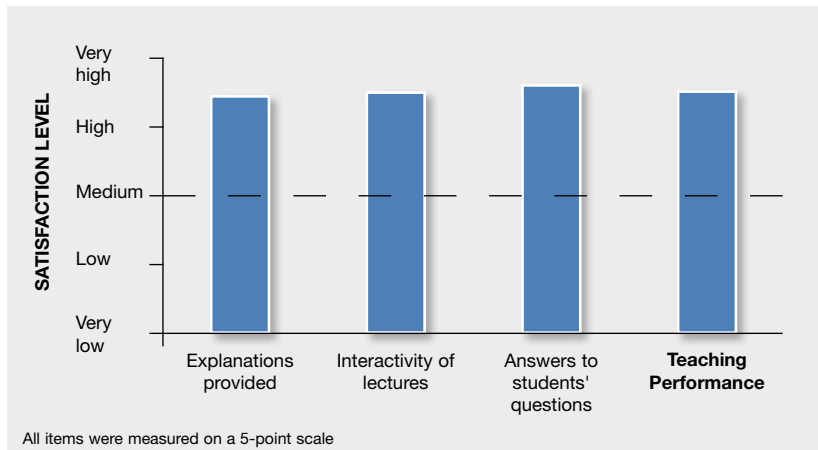
The high student satisfaction in the program is reflected by the fact that all courses achieve a high or very high recommendation rate.

"I just wish I could do this program one more time."

Evaluations in Detail

Overall, our students seem to be satisfied with the courses offered in the Master of Law and Business program. Next, a detailed analysis of the dimensions teaching performance, and course content is provided.

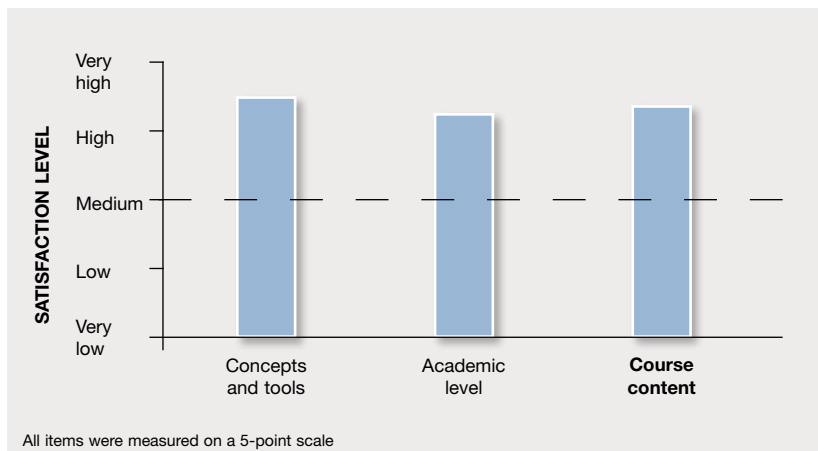
TEACHING PERFORMANCE



Students in the Master of Law and Business program especially value their lecturers' openness to questions, their thorough explanations of course topics, and their ability to motivate and involve students.

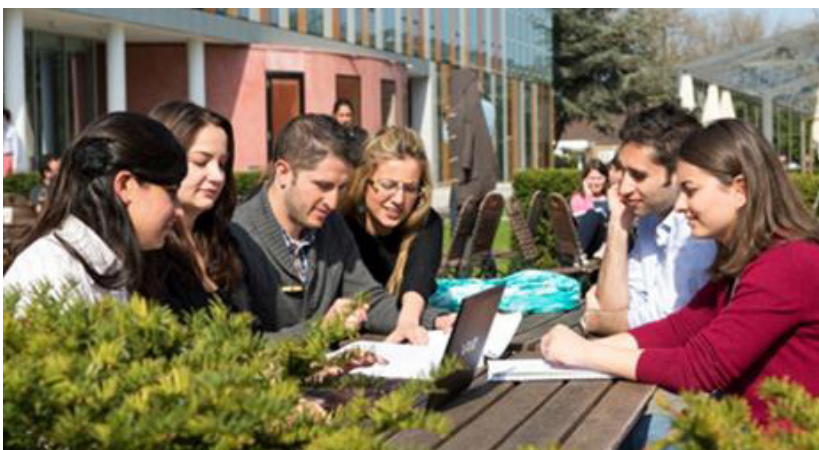
"The program distinguishes itself for being offered by two prestigious German universities, with top-notch lecturers from the international legal and business scene."

COURSE CONTENT



Finally, the results indicate that our students are highly satisfied with the concepts and tools that are provided in the lectures, but also appreciate the academic challenges they face in the courses.

"It is remarkable how classes connect to each other as if they were pieces of a puzzle."



"The MLB program brings together what belongs together. The knowledge in business and law helped me to understand the bigger picture of today's work life."



Future of the Program

Termination of our Bucerius/WHU Master of Law and Business Program

In 2006, the Bucerius Law School and the WHU – Otto Beisheim School of Management introduced the MLB program that combined elements of graduate law and business programs. Through 2013, about 360 students from more than 70 countries enrolled in the joint MLB program. Taking the students' home country as a measure, the MLB is by far the most international program at both institutions. Additionally, the Bucerius-WHU MLB cooperation has yielded various other collaborations in different aspects of the universities' academic lives. For example, WHU has, for some years, structured the business curriculum in the LL.B. Program at the Bucerius Law School, while the Bucerius Law School has orchestrated the law courses for WHU students. This cooperation will endure in the years to come.

As of fall 2014, the MLB program itself will not be continued as a joint Bucerius/WHU program. While the MLB program has been a huge academic success for both schools and its graduates, both institutions wish to adjust their respective program portfolios to reflect their institutional developments over the past 8 years. As the MLB Program is currently the only master's level program at the Law School, Bucerius will continue to offer the MLB degree. In addition, the Law School now wishes to introduce the internationally-recognized LL.M. (Legum Magister) degree with a focus on business law, thus creating synergies with the MLB Program. WHU, in turn, will continue its successful programs Master in Management, Master in Finance, MBA, Part-time MBA, and Executive MBA, in order to focus on pure business programs as a part of its growth strategy.



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