



Dean's Report 2021: Growing to Reach the Top Ten

Discover



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WE FOSTER
SOCIAL
&
COMMITMENT



WVH

Otto Beisheim School of Management



Dear WHU Community

2021 was another year of pandemic-induced uncertainties. I am very proud that WHU has not only successfully coped with these challenges but also managed to take the first steps towards becoming one of the top ten European business schools.



As individuals, as an institution, and as a community, we constantly strove to improve our research and our programs – and thereby our students' future job prospects –, our alumni and WHU startup success stories after graduation, our strategic partnerships with outside companies, and

A handwritten signature in blue ink, appearing to read 'M. Rudolf', located below the main text.

Professor Dr. Markus Rudolf
Dean

WHU in 2021

2021 was full of events and activities for the WHU community. The following section showcases WHU's events which were significant to the continued improvement of the School in 2021.

January

+

February

+

March

+

April

+

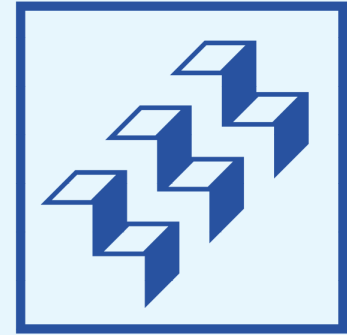
May

+

June

+

WHU



Otto Beisheim School of Management

July



August



September



October



November



December



01

Our Pursuit of Excellence

This chapter establishes the basis upon which WHU is built and continues to grow in its Pursuit of Excellence, discussing everything from the WHU **Mission, Vision, Strategy, and Values** to significant members of the **WHU Community** to our most recent **Rankings, Awards, and Accreditations**.

WHU Mission and Vision



Values and Positioning



WHU Foundation



WHU Organizational Structures



Academic Programs



Honors and Awards



Rankings, Accreditations,
and Quality Management



1.1

WHU Mission and Vision



WHU Mission
Statement



WHU Vision



WHU



Otto Beisheim School of Management

WHU Mission Statement

At WHU - Otto Beisheim School of Management, we shape personalities and business by delivering excellence in research, teaching, and corporate connections. Our core values are ...

1. ... excellence in management education by focusing on ambitious goals and performance.
2. ... a cosmopolitan sensibility cultivated by promoting diversity and the internationality of the school's stakeholders - we are curious about diverse people, cultures and new ways of doing things,
3. ... a caring community characterized by a family atmosphere and mutual trust, and
4. ... our entrepreneurial spirit fostered by passion and innovation among all members of the WHU community.

Our core values underpin our positioning: Show courage and commitment always.



1.2

Values & Positioning

Community

Family & Trust



Cosmopolitanness

Diversity & Internationality



Entrepreneurship

Passion & Innovation



Excellence

Ambition & Performance





WHU Values & Positioning



1.3

WHU Foundation

Established in 1984, the WHU Foundation is a charitable foundation registered under German law in Vallendar, Germany. Its main purpose is to fund and support WHU - Otto Beisheim School of Management, one of Germany's leading business schools. The Foundation's activities are financed by its capital and third-party donations.

The Executive Board is responsible for the efficient and effective management of the Foundation's business. It ensures that WHU properly fulfills its obligations and maintains its aims. One of the primary duties of the Executive Board is to increase the assets of the Foundation to ensure the sustainable development of WHU. To this end, the Executive Board works closely with WHU's administration. Therefore, the Executive Committee of WHU and the Executive Board of the WHU Foundation meet regularly.



Discover Members



1.4

WHU Organizational Structures

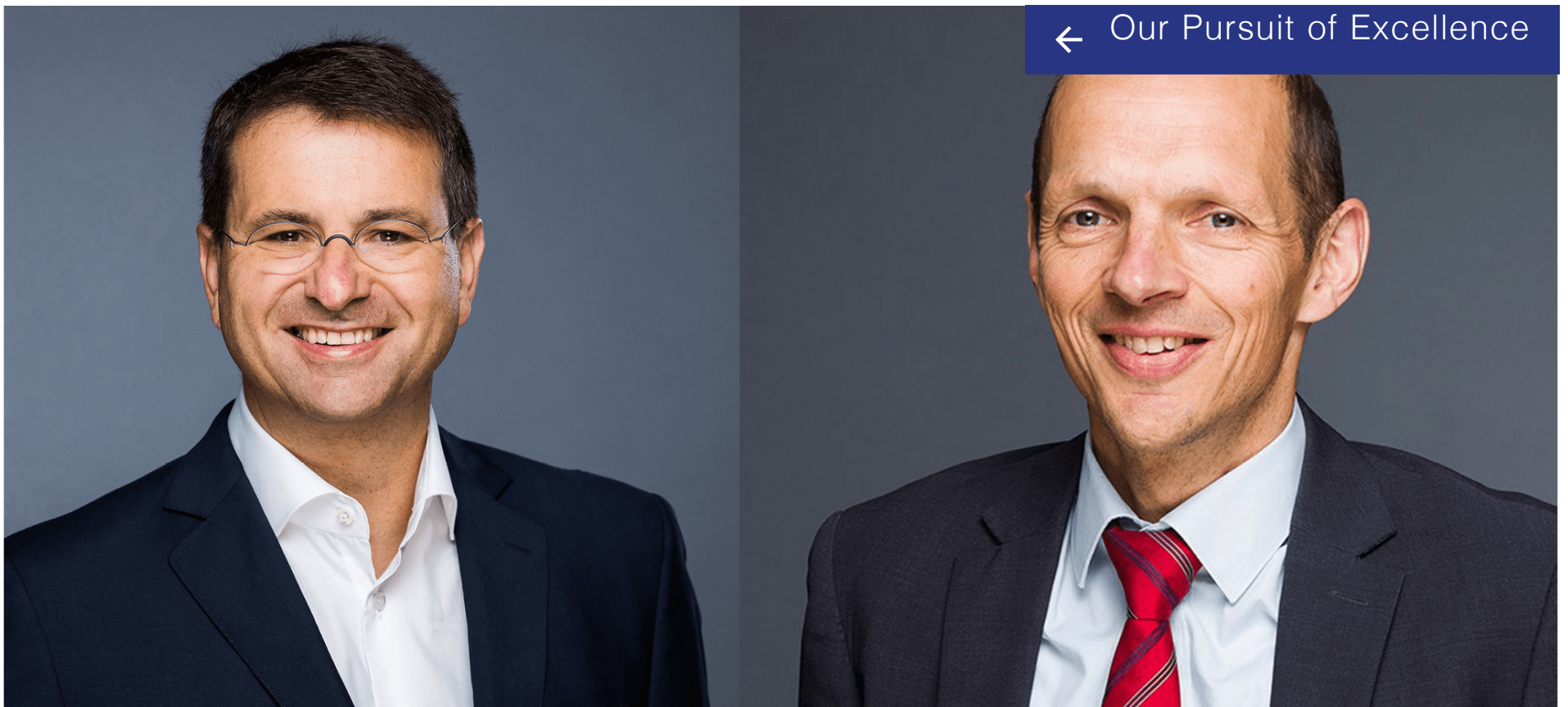
The WHU organizational structure can be divided into the Executive Committee, the Board of Directors, the faculty and chairs, the Senate, and the staff. These bodies are comprised of an ever-growing and increasingly integral network which enables the WHU community to thrive. Each of these bodies plays an important role in the Pursuit of Excellence whether it be through leadership, research, teaching, or strengthening our cooperation with corporate partners, making it possible for WHU to respond quickly to the most recent industry developments – e.g., by establishing new chairs, centers, and institutes.

Board of Directors



Faculty and Chairs





THE EXECUTIVE COMMITTEE

The Executive Committee consists of the Dean, the Associate Deans, and the Head of Administration:

- Professor Dr. Markus Rudolf, Dean
- Professor Dr. Jürgen Weigand, Deputy Dean & Associate Dean Programs
- Professor Dr. Christian Andres, Associate Dean Research
- Professor Dr. Michael Frenkel, Associate Dean International Relations
- Peter Christ, Head of Administration

Board of Directors

The Board of Directors - consisting of the Dean, the Associate Deans, the Academic Directors, and the Directors for special focus topics - is the main board for interaction around the status and further development of the different operational areas of the business school.



Board of Directors Overview



Board Members



Faculty and Chairs

As of December 2021

Full
Professors

40

Assistant
Professors

19

Adjunct
Professors

03

Honorary
Professors

17

Apl.
Professors

03

Senior
Fellows

04



In addition to the Board of Directors, Executive Committee, and Chairs, the faculty fulfills a myriad of further roles at the school.

Group Speakers



Further Roles and Responsibilities



Elected Faculty Senate Members



Faculty Expansion and New Chairs



1.5

Academic Programs

WHU also pursues excellence in its range of academic programs. The expansive program portfolio at WHU allows for students from all walks of life to find the program which best fits their needs.

This portfolio grew with the addition of the Bachelor's in Business Psychology in 2021.



Bachelor Programs



Master Programs



Part-Time, Full-Time
& Global Online MBA



Kellogg-WHU Executive MBA Program



Doctoral Program



Executive Education



Career Development



BACHELOR OF SCIENCE PROGRAM

WHU's Bachelor of Science programs are a core pillar of the school's academic endeavors.



See in Detail



MASTER PROGRAMS

WHU's Master programs are comprised of the Master in Management, the Part-Time Master in Management, Master in Finance, Master in Entrepreneurship, and the new Master in International Business program.



See in Detail



PART-TIME / FULL-TIME, AND GLOBAL ONLINE MBA PROGRAMS

With international exposure and opportunities to develop leadership skills, entrepreneurial spirit, strategic vision, and intercultural awareness, WHU's 12-month Full-Time MBA program aids its students in their search for their next leadership roll. Offering access to essential



See in Detail



EXECUTIVE MBA PROGRAM

The Kellogg-WHU Executive MBA Program unites Kellogg School of Management with WHU in a global partnership which elevates experienced professionals and leaders to reach peak potential. Since its inception, the program has continuously increased international and senior-level intake and represents a network of peers from 23 different countries.



[See in Detail](#)



DOCTORAL PROGRAM

WHU's doctoral program is continuously evolving and producing top-notch research.



See in Detail



EXECUTIVE EDUCATION

Although Executive Education activities, as with the activities of all WHU academic programs, have been affected by the global pandemic crisis, a multitude of customized and open programs have been held both in class and online. Not only that, but new programs were also launched to expand the Executive Education portfolio.



Open Programs



Customized Programs



Intakes



Career Development

Efforts from both the Vallendar and Düsseldorf

Career Centers have been absolutely integral to the success of WHU students. Students have come to know and love the services offered by both centers and to recognize the importance of networking and self-development over the course of their studies at WHU.





Vallendar Campus



Düsseldorf Campus



1.6

Honors and Awards

This section is a selection of the honors and awards received by our outstanding students and faculty in 2021.

Professors



Students and Alumni





1.7

Rankings, Accreditations & Quality Management

Rankings and accreditations are just a few of the many ways WHU is able to gauge its progress, development, and standing both within Europe and across the globe. 2021 proved to be a fruitful year with regards to both rankings and accreditations despite the challenges faced by the pandemic, and the future continues to look bright.



02



Courage & Commitment in 2021

Courage and Commitment are two of WHU's core values which are evidenced on a daily basis. This chapter elaborates on activities and developments in 2021 which highlight these values.



Crisis Management



Diversity and Internationalization



Digitization and Innovation



Strengthening WHU's Entrepreneurial Ecosystem



Sustainability



Student Activities



Alumni Activities



2.1

Crisis Management

Further steps had to be taken in 2021 for the sake of crisis management in the face of another year of the COVID-19 pandemic such as the COVID-19 test centers introduced on both campuses in cooperation with Intervivos, the WHU vaccination campaign, and WHU's promotion of the Rhineland Palatinate



Quality Management during COVID-19



Test Centers on Campus



Vaccination Campaign and Vaccination Bus





2.2

Diversity & Internationalization

In recent years, diversity has gained increased attention in both organizations and academic research. While organizations have begun to realize the potential for and importance of diverse and inclusive work environments, researchers have begun to explore its underlying factors and moving parts. WHU is no exception in its efforts as an organization to not only promote but also to celebrate diversity in all its forms. Furthermore, WHU has a long-standing tradition of encouraging internationality in its student body. Promoting diversity and internationality means celebrating humanity.



Roles and Responsibilities





Highlights



Clubs, Initiatives, Events, and Cooperations



#WHUareyou



Internationalization at WHU



2.3

Digitization & Innovation

WHU has made it its mission to develop digitalized and innovative learning and teaching methods in order to provide a high-quality study experience. This has been accomplished by developing the digital learning, teaching, and study experience, innovating our program portfolio, making improvements to the campus management system, and so much more.



Digital Learning & Teaching



Digital Study Experience



Digital Infrastructure



Launch of myWHU:

New Modern Intranet Platform
for the WHU Community



2.4

Strengthening WHU's Entrepreneurial Ecosystem

Entrepreneurship continues to be a core pillar of WHU's identity, and with new programs resulting in new alumni and thereby many new potential founders, WHU's entrepreneurial ecosystem continues to evolve. This year, the ecosystem has enjoyed the addition of six phenomenal new startups with WHU roots which reached unicorn status in 2021, meaning that WHU can now claim a total of 15 unicorns.



WHU – Germany's Fastest Growing
Startup Hub



Entrepreneurship Center Highlights



Startup News



2.5

Sustainability

WHU is an institution established upon the premise that education is vital to the further enhancement of society. It is therefore also tasked with the responsibility to give students not only a traditional business education, but to imbue degree of conscious awareness of the world around them on a social and environmental level. We find it very important that sustainability is not just about checking the 'environmentally friendly box' but rather the cause is truly embraced and that all members of the WHU community are involved in sustainability efforts.

For a comprehensive overview,
[click here.](#)



Sustainability Report



Hybrid Work Models and Sustainability on Campus



Facility Management Strategy



Sustainability as an Academic and Research Focus



2.6

Student Activities

Student life at WHU is not just about studying



- in their free time, students enthusiastically pursue a wide range of extracurricular activities, making the WHU campuses an exciting place to be. Whether they love sports, theater, music, entrepreneurship, the community, debating, or wine tasting, there truly is something for everyone.

Students are able to apply their newly acquired knowledge at WHU to the organization of massively successful events.

During the pandemic, WHU students stepped up to the plate and continued to organize innovative and highly professional events through digital and hybrid formats. With the relaxation of COVID-19 crisis regulations, life is returning to both campuses and so are the varying initiatives and clubs. Students are more eager than ever to meet entrepreneurs,



Student Clubs and Initiatives



Special Events



2.7

Alumni Activities – In Praxi Alumni Association

An active and functioning alumni network requires a lively exchange between WHU alumni. This year, In Praxi offered online events to supplement its onsite events which were limited due to the pandemic. In 2021, In Praxi welcomed five new classes of WHU Alumni as In Praxi members and 874 students as Friends-Members, bringing the total number of current In Praxi members to almost 6,000. The new In Praxi online community (alumni.whu.edu) and the In Praxi app launched in the summer in 2021.





Online Events



Physical Events



Well Positioned for the Future



03



Growth in 2021

The following chapter elaborates on the importance and implementation of growth in all aspects at WHU, with sections focusing on the **WHU Growth Strategy 2021 – 2026, Enhancing the Community, Strengthening Thought Leadership, and Enhancing the Organization.**



Growth Strategy 2021-2026



Enhancing the Community



Strengthening Thought Leadership



Enhancing the Organization



3.1

Growth Strategy 2021 – 2026

In 2021, WHU embarked on its most unprecedented journey since the founding of the school itself in 1984. It is a journey that requires courage and commitment – true to the WHU Spirit. At home in the contemplative town of Vallendar in the Middle Rhine Valley, as well as in the North Rhine Westphalian powerhouse city of Dusseldorf, WHU's primary competition is not located in Germany, but rather in top business schools in Europe and worldwide.

[Read more](#)





3.2

Enhancing the Community

The section on Enhancing the Community will

highlight: **Program Portfolio Enrichment, Student Growth, and Assistant Professor Development.**





Program Portfolio Enrichment



Student Growth



Assistant Professor Development



3.3

Strengthening Thought Leadership

This subchapter elaborates on the ways in which WHU is strengthening its thought leadership whether it be through the development of its new platform **WHU KNOWLEDGE** with reports on research results relevant for business leaders and a larger public audience, new **Podcasts** with WHU partners, and public events like that of the **Political Debate**, held on Campus Vallendar in 2021 involving politically active alumni.



WHU KNOWLEDGE



Podcasts



Political Debate



3.4

Enhancing the Organization

This section focuses on the **Professionalization of Sales** processes through Salesforce, the Personalized Sales Unit, and the Online Sales Unit, **Infrastructural Developments** on both campuses, and the **WHU Welcome Center**, which makes it much easier for new faculty and staff to join the WHU community.



Professionalization of Sales Processes



Infrastructural Developments



WHU Welcome Center



Thank you for your interest in the 2021 Dean's Report, we would love to get your feedback!

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WHU – Otto Beisheim School of Management

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