

# Our Customers

Internationally operating corporations from diverse industries have been working with WHU Executive Development to pursue their development goals – among them **Deutsche Börse Group, Henkel, L'Oréal, METRO Group, MAN, 3M** and **Renault**.

Companies have very diverse needs for their different management levels. Depending on their focus WHU is able to offer leading edge international programs for different customer groups. Due to its impressive international business school network WHU can also draw on collaboration with other top business schools or integrating their individual faculty members into the curriculum.

Programs are carefully customized to different corporate target groups: High potentials, middle managers and top managers.

Yvonne Benkert, Head of the MAN Executive Academy, judges the MAN General Management Program developed jointly by WHU and Oxford Said Business School a resounding success:



“It is undoubtedly the best program we have ever had. Participants have described it as a state-of-the-art program on the basis of design, content and faculty. And in addition, the participant projects have had a high business impact.”

# Our School

WHU has been founded as one of the first private business schools in Germany and is constantly ranked among the top five in the German-speaking area. Academic programs, research and executive education are the three pillars of our school. In all its activities WHU – Otto Beisheim School of Management pursues a model of excellence.



## Contact

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WHU – Your Partner  
in Strategic Executive  
Development



25 Years  
Excellence in  
Management  
Education

1984-2009

# Our Philosophy

The internationalization of business and acceleration in innovation are defining factors in the current and future competitive business environments. Drawing from long-time experience in integrating knowledge with competitive insights and practical application, WHU creates custom-oriented formats for the strategic benefit of the companies.

We support our clients in achieving strategic objectives through systematic enhancement of business knowledge, leadership skills and competencies.

We work in close cooperation with companies to generate a relevant long-term learning experience. To this end we carefully identify key needs of business and leadership in the organization.

We develop programs jointly with the client, integrating participants' and companies' experience and expertise and designing individual action agendas.

We also offer open seminars around topical business issues and management problems.



# Our Program Offer

WHU – Otto Beisheim School of Management offers international executive development programs with four major program formats:

**GENERAL MANAGEMENT PROGRAMS:**  
The innovative general management programs are customized for decision makers who manage complex issues in global corporations.

**FOCUS PROGRAMS:**  
These client-centered programs are designed around specific business areas and topics of a company and aim to enhance line managers' understanding and mastering of related business issues (key account management, marketing etc.).

**LEADERSHIP PROGRAMS:**  
These programs are developed for managers who want to learn more about concepts of strategic human resource development and to strengthen their leadership and teambuilding skills.

**PLATFORM PROGRAMS:**  
These open seminars are built around strategically critical business issues. These programs offer research-based insights and concepts as well as practically proven tools for implementation (e.g. Business innovation for a global market place, Managing change and accelerating implementation)

# Our Excellence in Management Education

- Proven expertise in strategy and general management
- Prestigious local and global business network and international partnerships with leading business schools and faculty (e.g. Oxford Said, Melbourne Business School, CEIBS ...)
- Top-quality international programs from Bachelor through to Executive level
- Globally top-ranked Executive MBA program offered jointly with the Kellogg School of Management, Chicago, one of the top US Business Schools

