MBA Program
16-month General Management Program in Germany
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From the Deans

WHU – Otto Beisheim School of Management has long established its reputation as a business school par excellence. Our tremendous standards are held in the highest regard not only by our students, but also by businesses, academics and educators. Only some 20 years following its establishment, WHU is now one of the top schools in Germany and enjoys high international recognition. The basis for our success is established by our mission statement, which prescribes the pursuit of excellence and which WHU has rigorously put into practice from day one.

The essence of the WHU spirit can be described by our three Ps:

**Passion.** Excellence for us means – motivation and passion. We promote entrepreneurial, innovative thinking and action through an intellectually stimulating and creative environment characterized by the participation and commitment of all involved.

**People.** Excellence for us means – dedication to cooperation. We encourage and stimulate individual personal development and social responsibility of the individual through mutual trust, support and respect within a community of students, alumni and faculty.

**Performance.** In addition, excellence for us means – hard work. We therefore encourage high 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. As a private university, we conduct a constructive dialog with people from the academic world and the business and political spheres who share our goal and who have an interest in facilitating the excellent education of our future generations of business leaders.

We believe that learning is lifelong experience. Improving your skills and adding new ones is an investment in your future. The WHU MBA program offers an excellent opportunity for such an investment. Face the challenge of a highly demanding international program and acquire the skills for coming out on top.

Prof. Dr. Michael Frenkel, Dean of WHU (right)
Prof. Dr. Jürgen Weigand,
Academic Director MBA Program (left)
Where Education Meets Business

WHU – Otto Beisheim School of Management is a private institution, enjoying the status of a state-accredited school of university ranking.
WHU at a Glance

WHU – Otto Beisheim School of Management is a private international business school. Based on the foundations of our own research, we teach and train future business leaders for the benefit of business and society as a whole. As expressed in the claim 'Excellence in Management Education', we pursue excellence in everything we undertake: our degree and continuing education programs are characterized by innovative curricula, superior instruction, outstanding research, first-class international partnerships and a network of contacts to the business world. WHU is located in Vallendar, near Koblenz, where the beautiful Rhine and Moselle river valleys meet (a UNESCO World Heritage site).

Founded in 1984 by a private initiative, WHU is today ranked amongst the best business schools in Europe. Via our network of over 150 partner universities around the world, we offer global reach and focus.

The MBA Program
The MBA program is designed to equip participants from all over the world with skills in international strategy, change and competition in order to advance their careers. A maximum class size of 30 ensures excellent mentoring between professors and students.

Our Vision
We believe that excellence in management requires not only superior knowledge of management concepts and tools, but effective leaders should have strategic vision, team spirit and a deep sense and appreciation of ethical behavior and responsibility. Managers should understand the broader consequences of their managerial decisions.

Our Mission
We are committed to educate general managers who can function in a variety of areas and cope with diverse and challenging environments. Our programs provide the analytical and conceptual skills for our participants to master management challenges in globalized, dynamic and increasingly competitive markets. Our standards of excellence value honesty, integrity, mutual trust and respect as the foundations for competent and confident leadership.

Participants
The MBA program is designed for participants seeking a career change and who are eager to learn more about general management. Ideally, applicants should be aged 26–30, hold a degree in a specific academic discipline, and have professional experience.

Participants with a degree in law, engineering or the natural sciences will benefit the most from the program. However, participants with a degree in business administration or economics will find the program highly valuable due to a strong emphasis on integrating theory and practice. You will gain experience of working in interdisciplinary, multicultural study groups and have the opportunity to develop leadership and interpersonal skills in an international environment.
EQUIS- and FIBAA-accredited

EQUIS is one of the leading international systems of quality assessment and accreditation of higher education worldwide. It assesses and accredits entire institutions.

FIBAA accredits Bachelors and Masters degrees and, since 2003, German ‘Diploma’ courses in fields such as business administration, economics, business computing, engineering, business psychology, business law, etc. throughout Germany, Austria, Switzerland.

Institutions that are accredited by EQUIS or FIBAA must demonstrate not only high general quality in all dimensions, but also a high degree of internationalization.

Member of AACSB

Our AACSB accreditation is in progress. AACSB International accreditation represents the highest standard of achievement for business schools worldwide. Institutions that gain accreditation confirm their commitment to quality and continuous improvement through a rigorous and comprehensive peer review. AACSB International accreditation is the hallmark of excellence in management education.
Globalization, deregulation and technological innovation expose companies to increased competition pressure. Fast changing markets force managers to think creatively and strategically to gain and sustain competitive advantage for their companies. Thus, continuously broadening horizons and enhancing skills are the key to making a difference as a manager.

**Our Approach**
Teamwork is an essential element of our teaching approach. In study groups of four to five, participants discuss current course contents and apply concepts and tools in practically oriented projects. Group success critically depends on group members working as a team and not as individuals. Participants therefore learn to function in teams, developing a deep sense of team spirit. By selecting participants from a wide variety of professional backgrounds and nationalities, we make every effort to ensure a diversity of skills and experiences. To achieve the highest team potential, course instructors provide regular feedback on team and individual progress.

The program is taught by senior members of the WHU faculty and, in the program’s international module, by the faculty of hosting partner universities. The teaching faculty has an outstanding research record as well as solid experience in management practice. Lectures by senior executives of successful international companies complement the program to include the industry perspective on effective international management.
MBA Program Structure

**Prep Courses**
(Optional courses in German, quantitative methods and a case writing seminar)

**Core Courses (Module 1)**
Foundations of Management: General Management, Managerial Economics, Business Law, Managerial Finance, Financial Accounting, Economics of Strategy

**Advanced Core Courses (Module 2)**
Innovation Management, Organizational Behavior, Operations Management, Management Accounting, Marketing, The World Economy, Corporate Strategy

**Specializations and International Modules**

**Specialization Courses in:**
- Marketing
- Finance
- Innovation
- Strategy
- Supply Chain Management
- Leadership

**International Modules in the USA, China & India**
Tailor-made lectures by senior faculty and company visits

**Master Thesis**
The thesis gives you the opportunity to apply all you have learned in a real life project. We encourage our students to do their Master Thesis as part of a company project.

**Graduation – Commencement Ceremony**
(Beginning of September)
Prep Courses
Prep Courses are not part of the official program, instead, they are offered to those candidates who would like to prepare themselves before the program starts. Prep Courses in German, quantitative methods and a case writing seminar will be offered in February.

Core and Advanced Core Courses
Core management concepts and tools are provided in the first two modules. Basic management concepts and functions as well as concepts and tools for economic analysis will be introduced.

Specializations
Whilst the fundamental strength of the program is general management, all participants have the chance to deepen their knowledge of Marketing, Finance, Innovation, Leadership, Strategy or Supply Chain Management within the scope of the specialization modules. In the specialization track, you have the opportunity to choose two concentrations out of the six offered. Each concentration consists of four to five courses. Alternatively, participants can follow the general management track and select two courses from each of the six concentrations.

International Module
During the International Module, all participants learn about business opportunities and management challenges in the USA, China and India. You will study at renowned partner universities in the respective regions. The program consists of tailor-made lectures delivered by senior faculty members of our partner universities and company visits.

Thesis
The thesis serves to demonstrate the participant’s ability to work independently on a problem by applying research methods. The subject of the thesis will be defined by arrangement with the supervising member of the teaching faculty. We encourage our students to do their thesis as part of a company project.
Courses

Core Courses

General Management
Investigates important management functions such as purchasing, investing, manufacturing, marketing, and accounting. The major goal of this course is to understand success factors in management.

Managerial Economics
Introduces students to the functioning of markets. The course shows that analysts, directors and senior managers use economic theory to make decisions consistent with the objectives of the organization.

Business Law
This course will help you develop an insight into international business law and introduces you to the provisions of public as well as private international business law and international dispute resolution.

Finance
Develops a thorough understanding of financial decision-making and investment in organizations and the capital market.

Financial Accounting
Provides a comprehensive introduction to financial accounting, accounting techniques and their impact on financial statements. Participants will learn to use accounting for internal management purposes (planning, directing, controlling, etc.) as well as corporate communication purposes (capital markets, banks, rating agencies, etc.).

Economics of Strategy
Good management is all about making the right decisions at the right time. It is the General Manager, operating at the executive level, who is typically responsible for deciding what products to produce, which markets to go after, and the company’s general philosophy. You will learn about strategic direction and guidance at all organizational levels by thinking strategically and out of the box to see the big picture.

Advanced Core Courses

Innovation Management
Gives an overview of fundamental aspects of innovation management such as strategic, organizational and procedural aspects of managing product, process and service innovation in different industrial and competitive environments.

Organizational Behavior
Introduces you to the fundamentals of managing organizations at three levels: individual level, team level, organizational level. Using important models and concepts of organization management science, you will analyze human behavior in organizational settings as well as organizational processes and systems.

Operations Management
Deals with production and service operations management. Focuses on process management and control as well as on process improvement and management models for industrial excellence. Shows how to effectively analyze, manage and improve processes of manufacturing or service operations.

Management Accounting
This class is about management. Accounting only serves as a basis to provide us with the figures we need to discuss and support decisions. Rather than obtaining mathematically correct solutions, the course focuses on the behavioral issues of management accounting.

Marketing
Teaches the importance of marketing for a company. Class participants will get a sound understanding of the scope of marketing decisions and selected marketing concepts, tools and frameworks.

The World Economy
This course discusses crucial aspects of doing business on a global scale. The focus is on the environment of international business, as this is essential to understand the functioning of the world economy.

Corporate Strategy
Teaches the recent advances in corporate strategy and the control and coordination of the multi-business corporation.
Specializations

Marketing
- Brand & Price Management
- Sales & Customer Relationship Management
- Market Research
- Consumer Behavior & Communications

Finance
- Capital Budgeting
- Corporate Restructuring
- Taxes & Business Strategy
- Corporate Financial Policy
- Asset Management
- Investment Banking

Innovation
- Entrepreneurship
- Strategic IT Management
- Innovation Audit
- Strategic Technology Management

Supply Chain Management
- Strategic Supply Chain Management
- Logistics
- Purchasing
- Controlling & Performance Measurement

Strategy
- Change Management
- Mastering Strategy in Dynamic Environments
- Business, Government & Society
- Economic Policy & Policy Reform
- International Business Strategy

Leadership
- Corporate Governance
- Innovation & Leadership
- Business Ethics
- Negotiations

Courses within the specialization module will be selected based on detailed course outlines.
For further information on the curriculum please contact your MBA office at: mba@whu.edu

Courses are subject to minor changes.

International Management Modules in the USA, China and India

Business Opportunities & Challenges in the USA
The program consists of tailor-made lectures delivered by senior faculty members of our US partner university, combined with company visits. During a management game, participants will practice how to run a company. The game teaches students how to develop a strategy, execute tactics and analyze competitors by integrating functional disciplines from earlier courses.

Business Opportunities & Challenges in China
Investigates how companies can profit from the rapid-paced growth of the Chinese economy. Lectures at our Chinese partner university along with visits to local companies help students identify and understand cultural differences.

Business Opportunities & Challenges in India
Identifies and exploits growth opportunities in emerging markets, in particular India. Visits to local companies help you to understand how to develop organizational cohesion and individual commitment in cross cultural environments.
International Partner Universities

WHU has a unique network of over 150 top quality partner universities worldwide; a network unrivaled by any other German university. We believe that international experience is a crucial element of the integrated management training provided by WHU. By taking a global perspective on management studies, students are able to benefit from a wider range of teaching methods, cultures and customs.

Tailor-made international modules offer the best way for our MBA students to understand what global business is all about. During your studies in the USA, China and India, you will attend lectures by senior faculty at our partner universities. Company visits will expose you to the world of international management and help you understand business opportunities and challenges on a global level.

We currently cooperate with Kellogg School of Management in Chicago (USA), China Europe International Business School (CEIBS) in Shanghai (China) and the Indian Institute of Management in Bangalore (India) for the international modules in our MBA program. Nevertheless, the choice of partner universities for our international MBA modules is subject to change.
WHU – Otto Beisheim School of Management is proud to be the only private university member of the prestigious German Research Foundation. Our faculty members have an outstanding research record and solid experience in management practice. Students benefit our faculty’s business networks via regular guest lectures from top international speakers. Conversely, WHU professors are in great demand abroad at our 150 partner universities around the world.

Klaus Brockhoff  
Professor of Business Politics at WHU

Olav Ermgassen  
Partner at Ermgassen & Co, Member of the Monitor Group, UK

Holger Ernst  
Professor of Technology and Innovation Management at WHU

Martin Fassnacht  
Professor of Marketing at WHU

Michael Frenkel  
Professor of International Economics and Dean of WHU

Rolf Uwe Fülbier  
Professor of Accounting at WHU

M. V. Rajeev Gowda  
Professor of Economics & Social Science at Indian Institute of Management Bangalore, India

Hans Peter Grüner  
Professor of Economic Policy at University of Mannheim

Bernhard Hirsch  
Professor of Controlling at the University of the Federal Armed Forces in Munich

Martin Högl  
Professor of Leadership and Human Resource Management at WHU

Wayne D. Hoyer  
Professor of Marketing at McCombs School of Business, USA

Arnd Huchzermeier  
Professor of Production Management at WHU

Thomas Hutzschenreuter  
Professor of Corporate Strategy and Electronic Media Management at WHU

Ove Jensen  
Professor of Business-to-Business Marketing at WHU
Lutz Kaufmann
Professor of International Management at WHU

Karl-Ludwig Kley
Vice Chairman of the Executive Board of Merck KGaA, Germany

Deborah Knirsch
Professor of Taxation and Accounting at WHU

Christian Koziol
Professor of Finance at WHU

Enrique Kramer
Professor of Strategic Management at Universidad ORT, Uruguay

Hartmut Leser
Head of Institutional Business Development for Aberdeen Fund Management, Germany

Matthias Meyer
Assistant Professor of Controlling and Telecommunications at WHU

Matthias Muck
Professor of Finance at University of Bamberg

Michael Nolan
Entrepreneur and Lecturer at Melbourne Business School, Australia

John Onto
Professor of Negotiations Management at Melbourne Business School, Australia

Timothy A. Thompson
Professor of Finance at Kellogg School of Management, USA

Thorsten Truijens
Managing Partner at Controlling Partner St. Gallen AG, Switzerland

Stephan M. Wagner
Professor of Logistics Management at WHU

Carl Marcus Wallenburg
Assistant Professor of Logistics Management at WHU

Georg Weidenbach
Associate at Baker & McKenzie, Germany

Jürgen Weigand
Professor of Microeconomics and Industrial Organization at WHU and Academic Director of the MBA Program
MBA Students Profile

MBA Class of 2008
The MBA class of 2008 is an extraordinarily diverse group of young professionals. Our students come from a variety of educational and professional backgrounds.

At present our students are on average 28 years old and have an average of 3 to 4 years work experience in the fields of engineering, business administration, science or arts. 50% of our MBA students are international students – reflecting the global nature of the program.

Class Profile

- Average age: 28
- Average years of work experience: 3–4
- Share of international students: 50%
- Maximum class size: 30

Academic Background 2008

- Business 23%
- Engineering 26%
- Arts 27%
- Science 9%
- Computer
- Other 5%
- Law 5%
WHU Students Initiatives

To be at WHU means to be part of student life at WHU. All students have an opportunity to shape school policy. Student representatives have voting rights in the school’s senate, and school strategies are discussed in teams made up of students, the dean, professors and administration officials.

Campus life at WHU is rich and vivid. Barely a single class leaves WHU without having launched an entirely new initiative. Be it sports, music, art, humanitarian aid projects, journalism, theater or the ‘WHUDaxe’ stock market club – campus life offers something for everyone. Here are a few examples:

WHU Euromasters
Since 1997, WHU students have organized Euromasters, an international athletics festival to which business schools from all over Europe are invited. Almost 1,000 students compete against each other on the first weekend of November every year.

Theater Group
Every semester the WHU theater group stages a play on campus, and the number of talented actors and actresses grows continuously.

Campus for Finance
WHU is the proud host of one of Germany’s leading congresses for the international financial community. ‘Campus for Finance’ is a unique platform for discussion bringing together academic staff, corporate representatives, politicians and a selected group of international students. Events include keynote speeches by business leaders and renowned professors, workshops and social gatherings all designed to facilitate effective networking and the exchange of new ideas.

First Responder
The First Responder team provides qualified medical emergency services throughout the Vallendar region. The Regional Rescue Coordination Centre is on-call to WHU and can be on campus in a matter of minutes, thanks to their Smart emergency vehicle – provided by donations from the WHU alumni association and supporting companies.
The WHU spirit, the international but homely and touchable atmosphere of our business school and its alumni network make it a unique study experience.
Some Quotes of your Fellow Team Members

Marcel Coulon, German

“The 16-month MBA program at WHU is certainly challenging. The excellent content, the multicultural dynamic learning experience and the international modules always make me want to go the extra mile. Passion and team performance take center stage in this program. This WHU spirit can be experienced from day one, and I think this attitude is something I can certainly take from the MBA program. Equipped with this and the incredibly professional alumni network WHU exposed me to, I feel ready to take on future challenges.”

Arlette Hernandez, Mexican

“WHU's MBA program is not only about acquiring knowledge; it's also about developing your interpersonal skills. I truly believe that the most valuable lessons learned are from the people around you. In this program, you learn to cope with different opinions in the group meetings, deliver the best for your team and stand up for your ideas in the classroom. The best thing of all is when strangers become friends and your photo album starts to fill with wonderful memories.”

Marit Loewer, German

“Studying management skills at WHU is a great experience. Not having studied business administration before, the course provides a wealth of new knowledge and valuable insights for me. I feel I am prepared for the business world in the best possible way and within a wonderful environment – excellent professors, intensive group work with my classmates and practical case studies make the learning experience unique. I highly recommend it!”

Amit Kukreja, Indian

“After working for two years within the engineering industry back home, I wanted to add an entrepreneurial edge to my technical know-how and learn how to excel in the competitive business world. Thus I chose WHU. Located in a beautiful landscape along the river Rhine, it is an ideal place to study and have fun at the same time. The blend of international classmates with varied backgrounds proves to be a great pool of knowledge and an opportunity to explore new cultures and beliefs. Moreover, insight into companies like Porsche, Daimler Chrysler, BASF and Deutsche Post provides me with a profound understanding of the opportunities and challenges faced by these industries today. In a nutshell, WHU is an outstanding place that helps you shape your future the way you want it.”
Placement

WHU has its own Placement Center for on-campus recruitment, hosting recruiting events for more than 60 companies on-campus every year. Company presentations, career days, career markets and informal dinner conversations all contribute to successful networking. A first exposure to our corporate network often results from meeting corporate guest speakers in class and afterwards. Companies can assist with project assignments, and the final thesis is often based around a company case study.

Placement Brochure
The resumes of our graduating MBA students are published every year in the ‘MBA Resume’ placement brochure, which is sent to more than 130 selected companies worldwide. Companies then contact candidates whom they would like to meet.

MBA Recruitment Fair
The MBA Career Fair is an initiative of the five leading German business schools. The event gives students from these schools the opportunity to get to know a selected circle of distinguished companies via workshops and personal interviews.

Companies attending this event have positions targeted at MBA students.

Careers and Networking

Start-ups
Approximately one in ten WHU students and graduates successfully launches his or her own business. Some of the more well-known start-ups include Sushi-Factory, Jamba, JustBooks.de, alando.de (today eBay Germany), OnVista Group, minewolf.com and yamando.com. A very recent one is hitflip.com. WHU supports and encourages this distinct entrepreneurial spirit amongst its students.

Post Placement Services
Former WHU students stay in touch with the school via our active alumni association, ‘In Praxi’. It currently has more than 1,600 members and offers exclusive access to high quality job openings throughout your professional career. The positions are usually offered or brokered by ‘In Praxi’ members, or partly hosted by professional human resources consulting agencies.
Corporate Sponsors

Studying business at WHU includes intense participation in our extensive corporate network. More than 60 corporate sponsors – ranging from global management consultancies, investment banks to large blue chip companies – are committed to supporting WHU and our students.

The MBA Advisory Board (consisting of high-ranking members of corporate boards) regularly evaluates the quality of the MBA program. This is what some of our corporate sponsors think of WHU:

**Prof. Dr. Paul Achleitner**  
Member of the Board of Management, Allianz AG  
“WHU is well recognized by companies as a key source for individuals with proven academic excellence and strong managerial potential. The organization of the recruiting and placement process allows companies to recruit in a most efficient way.”

**Dr. Uwe Franke**  
Chief Executive Officer of Deutsche BP AG  
“Specialist knowledge is important, but it is not the only thing. In a globalized economy, we need motivated workers who can operate confidently in an international context and who are willing to assume responsibility. That is the reason for our commitment to WHU.”

**Philipp Justus**  
Senior Vice President and General Management, U.S. Auctions Business, eBay Inc.  
“The WHU has built a great reputation for providing the highest quality education. The 16-month MBA Program at WHU will be the right program for highly qualified young managers who have a passion to learn and grow.”
WHU Alumni Association

A Network that Enables Careers
Personal networking is recognized as the best way to make important business connections. WHU supports the close interaction of students with the business community, and the school maintains a network of industry partners and contacts via the Placement Center. On-campus career and networking events are organized throughout the year, providing the perfect opportunity for students to meet recruiters and find their dream job.

By Alumni for Alumni: WHU Alumni Association (In Praxi)
WHU is unique, as are its students and alumni. Founded by the first graduating class in 1988, WHU’s alumni association ‘In Praxi’ is regarded as the best alumni association in Germany. More than 90% of the graduates become members. The association celebrates the diversity of its members by fostering lifelong links between the school, its students and alumni. Local chapters hold events and meet-ups on a regional basis, thus enabling a global network of business contacts and friends. The annual ‘In Praxi Days’ are an important date for the diary – many members return to Vallendar to meet old friends and establish new contacts.

Events and Services
The unusually high level of cohesion amongst WHUers lasts far beyond university. The WHU Alumni Association works hard to maintain old connections and establish new ones. Regular events include speeches, company visits, seminars and social activities. Innovations also include a post graduation placement program for members, an alumni mentoring system for current students, internship opportunities, membership involvement in the WHU Foundation’s Board, a lifelong learning program for alumni and a members’ website. The WHU Alumni Association acts as a driving force behind many successful WHU careers, and for this reason, it is widely acknowledged to be the best alumni association in Germany.

Joint Forces at WHU
A far-sighted donation culture is an important part of any university. WHU alumni not only support the school by enabling corporate sponsorship – many also personally engage by donating money or profitable ideas. Recent alumni initiatives include the auctioning of seats in WHU’s largest lecture hall, and the ‘1,000 faces’ project started to celebrate WHU’s 20th anniversary. As part of this project, the portraits of 1,000 alumni donators hang in the main staircase in WHU’s historic building.
Some MBA Alumni Statements

**Vaidehi Sridharan**, Indian
Associate, Corporate Banking, Citigroup

“My time as an MBA student at WHU has been a challenging, rewarding and a wonderful experience. Not only has it been instrumental in enhancing the knowledge and opportunity to open up various exciting career prospects, but it has also been enriching on a personal level. The overall school set-up, the quality of education and easy access to the professors have been some of the key drivers in making the whole educational experience at WHU an invaluable one.”

**Jan Henrik Leisse**, German
Consultant, Struktur & Management, Landwehr, Faulhaber & Partner GmbH

“With an engineering background, pursuing my MBA at WHU has been quite challenging with countless hours of hard work, which however was compensated with the wonderful moments that I spent with my fellow students at WHU. Not to mention the commendable help and support I received from the staff and the professors alike. Along with all the skills and ideas, the MBA degree has brought a new perspective to my professional and personal life, and I now enjoy being a member of the WHU community.”

**Vuyiswa M'Cwabeni**, South African/Canadian
Consultant, Corporate Strategy Group, Office of the CEO, SAP AG

“I admire the overall hands-on approach of the members of the faculty at WHU. The program has provided a dynamic learning experience with excellent instructors who provide a wealth of knowledge and experience to share. The 16-month program has allowed me to not only focus on its challenging content, but also to develop more depth by living and working in a multicultural context. Something that I believe provides an invaluable experience.”

**Cem Savas**, Turkish/German
Investment Banker, Associate, Mergers & Acquisitions, Ermgassen & Co

“I have always been interested in working at a top investment bank but felt that I had to prove myself to prospective employers. The MBA program at WHU provided a certification of my international skills in addition to a world-class business education. The WHU introduced me to investment banks both in and outside of Frankfurt and gave me numerous networking opportunities. The fabulous alumni network enabled me to establish valuable mentoring relationships.”
Application and Admission

We look for a large variety of cultural and professional backgrounds when selecting our students. We are interested in you as an individual, just as you should be interested in the school in all its variety.

The MBA admissions committee will base its admittance decision on the candidate’s application documents and two personal interviews. Candidates will receive a decision in writing after the completion of the interviews and the submission of all application documents.

The application deadline is February 1 every year. As applications are reviewed and evaluated on a rolling basis and seats are limited, candidates are encouraged to apply as early as possible.

Admission Requirements
We require the following for application to the MBA program:
- Completed application form
- Curriculum vitae
- Official transcripts from all colleges, universities and professional schools attended
- Two letters of recommendation from professors and/or supervisors (standard form is on website)
- Application fee of 95 €
- TOEFL test results (250 computer based, 100 internet based) if English is not your native language
- GMAT test scores (500 minimum score)

To find out more and register for the GMAT and TOEFL tests please go to: www.ets.org or www.mba.com
Tuition Fee
The total fee for the 16-month MBA program is 35,000€.
This fee includes:
+ All tuition
+ All books and materials
+ Accommodation and full board during the international modules

Terms of Payment
- A non-refundable payment of 5,000€ is to be paid on acceptance to reserve a seat on the program.
- The first installment of 15,000€ is due at the start of the program (March).
- The second installment of 15,000€ is due in January the following year.
If a participant leaves the program for any reason after he or she has been accepted and enrolled, no tuition refund will be made.

Tuition is payable via bank transfer to WHU upon receipt of the invoice.

Bank Details
When transmitting your fees, please mention the name of the program:

MBA
Bank Name: Sparkasse Koblenz
Account Number: 94 102
German Bank Code: 570 501 20
Swift Code (BIC): MALA DE 51 KOB
IBAN: DE 85 570 501 20 0000094102

Living Expenses
Please budget an average of 600€ per month for living expenses.

Financing Options
Student Loans
Our local savings bank offers loans to WHU students. Please contact your MBA office for details.

Scholarships
Scholarships are awarded to highly talented candidates whom WHU and its sponsors believe possess the aptitude, personal qualities and entrepreneurial talent to be future leaders. The candidate’s financial status will also be assessed and verified in the decision-making process.

Scholarships are open to both national and international students and take the form of partial fee reductions. The total scholarship amount varies from year to year depending on the available funding.

The deadline for scholarship applications is December 15, unless otherwise stated.
Location

A World Cultural Heritage Site
Vallendar (where WHU is located) is situated in the heart of the famous Rhine Valley, a UNESCO World Heritage Site. There are excellent opportunities for students to explore the beautiful surroundings of WHU – take a boat trip through the ancient Rhine gorge past castle-topped cliffs, or cycle through the Moselle valley, home to some of Germany’s best vineyards. There is a huge selection of outdoor activities available throughout the region.

The big city is not far away. Enjoy a drink in one of Frankfurt’s many applewine taverns, or climb to the top of one of Europe’s biggest cathedrals in Cologne – both cities are only an hour away by train. Closer to home is the medieval town of Koblenz, just six kilometers from the WHU campus. Koblenz is a student town and has an excellent array of bars, shops and restaurants.

Housing
As with many European universities, most students live in private apartments in the local area. The WHU housing department will help you find suitable and reasonable-priced accommodation here in Vallendar – apart from campus dormitories, there is a range of shared and single options available.
Contact

Personal Visits
Come visit us! We welcome personal visits throughout the year; please contact us for an appointment. The MBA team also regularly attends MBA events and fairs around the world. Please check our website to see if we’ll be visiting your country this year.

Information Days
MBA Information Days are held on campus twice a year. At these events you will learn more about the program, and it’s a great opportunity to meet current students, faculty, alumni and the admissions team.

Directions
By Plane
WHU can be reached from Frankfurt International, Cologne/ Bonn and Frankfurt/Hahn Airports in about 1 hour.

By Car
Take the A61 motorway. At the Koblenz junction (Autobahnkreuz Koblenz), take the A48 motorway towards Koblenz. If you are travelling via the A3, exit at Dernbach junction (Dernbacher Dreieck) towards Koblenz/Trier. Take the Bendorf/Neuwied/Vallendar exit and follow the signs to Vallendar. There is a public car park right next to WHU.

By Train
Take the Deutsche Bahn train to the main station in Koblenz. “Kevag” bus lines 7 and 8/8a (outside the station) will bring you to Vallendar. Depending on the train timetable, it may be faster to travel to Montabaur with the ICE train. A taxi ride to Vallendar takes about 15 minutes.

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