

Virtual MBA Exchange

Your Online MBA Experience at WHU



Join WHU as a virtual MBA exchange student and take courses from the Global Online MBA

What to expect

- 3 ECTS / 24 academic hours per course
- Asynchronous teaching with live sessions on Saturdays at 1.00 pm
- Each course is delivered over a period of 4 weeks
- Case studies, group work, guest-lectures, in-class workshops

Study with an online format that fits your lifestyle while connecting with a global community of top-tier executives and leaders.

Courses offered in 2022

Operations Management

Jan. 3 – Jan 31

In this course, we strive to thoroughly characterize operating processes in terms of “how is this process doing” and “how can the process be improved.” To this end, we shall deal with process analysis, capacity management, forecasting, queueing models, scheduling and quality management. We will furthermore develop spreadsheet models that support decision making.

[Full syllabus](#)

Entrepreneurship

Jan. 31 – Feb. 27

The goal of the course is to provide a comprehensive and relevant overview of methods and tools used in the startup scene and to train building a pitch deck for a business idea, either for developing a venture or for a company innovation/technology project.

[Full syllabus](#)

Financial & Management Accounting

Mar. 14 – Apr. 10

This class is targeted to students having little, if any, background in financial accounting.

Accounting is “the language of business”. It is widely agreed that future business leaders need to understand this language in order to be able to interpret and use financial statements and other accounting information for internal management purposes (e.g., planning, directing, controlling) as well as for external corporate communication purposes (e.g., with investors, capital markets, banks, rating agencies).

[Full syllabus](#)

World Economy

Apr. 11 – May 8

This course introduces students to important economic aspects that are relevant to firms involved in international business. It also discusses special features of the European integration process. The examination of the global business environment focuses on international trade, foreign direct investment, and foreign exchange operations. Cases, which aim at illustrating how economic linkages between countries affect the decision of firms, complement the discussions of concepts.

[Full syllabus](#)

Managerial Finance

May 9 – Jun. 5

The course is sub-divided into 4 topics:

1. Value and Pricing; 2. Trading; 3. Behavioral Finance; 4. Blockchains

The group work is a trading game based on the ByteWorks technology and Thomson Reuters Eikon data.

[Full syllabus](#)

Corporate Finance

Jun. 6 – Jul. 3

This course covers the basic principles of corporate finance and further develops the necessary practical tools for financial decisions and corporate valuation. After a brief introduction, which motivates the goals of a firm against the background of different corporate governance regimes, the course takes a closer look at the determinants that affect the debt/equity choice. In this context, practical guidelines to derive the cost of capital for single projects and for the whole

firm will be discussed. In addition, the course will provide an overview of a firm's external financing alternatives (debt and equity), with a focus on the security issuance process (IPOs).

[Full syllabus](#)

Economics of Corporate & Competitive Strategy

Jul. 4 – Jul. 31

This course enables the business strategist to conduct a thorough and sound situational analysis of a particular firm in its strategic environment as defined by market, industry and macro forces. The course draws on microeconomic theory, game theory, and strategic management theory to distil concepts and tools that help the business strategist determine the strategic positioning of competing firms in a given arena of markets, examine their competitive strategies and tactics, and how they shape market outcomes, such as prices of goods, firm profits and consumer welfare. The objective is to equip the business strategist with a systematic approach and a theory-based toolbox for identifying and evaluating market opportunities, developing strategic judgment and making strategic choices

[Full syllabus](#)

Marketing in a Digital World

Sep. 12 – Oct. 9

The course supplies participants with the most essential Marketing concepts and skills. Participants are introduced to academically grounded concepts and insights. Some emphasis is given to the most essential quantitative techniques, especially regression and customer lifetime analysis. Throughout the course, participants will be challenged by class exercises and case assignments – most of them addressing real-world business problems – participants will learn to apply the provided insights and frameworks.

[Full syllabus](#)

Strategy Management

Oct. 10 – Nov. 6

This course will discuss essential theories and frameworks in strategic management and review the role of strategy-making in a world of surging uncertainty levels. Students will apply theoretical concepts in real-life business situations. We will use several case examples from the global sports and entertainment industry and translate implications into a broader business context. As a final step, students will develop a strategy for their own organization as part of a group assignment.

[Full syllabus](#)

Strategic Sourcing

Nov. 7 – Dec. 11

This course will provide you with in-depth knowledge on supply management essentials and selected concepts from this field, including strategic aspects of sourcing and current developments. You will be able to manage the triangle of “cost out, value in, managing risk” from a procurement perspective.

[Full syllabus](#)



Admission Requirements

MSc and MBA exchange students may apply for our Virtual MBA Exchange Program if they fulfill the following admission requirements:

Minimum Age: 24 years

Fulfill one language requirement below:

- English as mother tongue
- Completed or currently studying in a university degree program taught and examined entirely in English
- Minimum internet-based TOEFL score of 100 points
- Minimum 7.0 in IELTS.

Additionally, MSc students wishing to enroll in our MBA Exchange Program need to prove **two years of work experience** (full-time job or full-time internships in Business Administration).

Nomination Procedure

The home university nominates their student(s) via email including the following information:

- First name and family name of the student (as shown in passport)
- Student's gender
- Student's nationality
- Student's email address

Application Deadline

Preferably 8 weeks before the course starts.

Contact

If you have any further questions, please contact us:

WHU – Otto Beisheim School of Management

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