Excellence in Management Education

Code of Conduct
I. Objective

The objective of the Code of Conduct is to capture the WHU community’s shared understanding of standards of good conduct in written form. It will help us to act in accordance with the “WHU spirit”, which will foster the achievement of our goals as described in our mission statement and vision.

“The Code of Conduct summarizes our common understanding of good behavior, ensures a decent and continuous dialogue and strengthens the relationship between all our stakeholders.”

Professor Dr. Christina Günther
Director of Code of Conduct
II. Scope

Target group
The Code of Conduct applies equally to all members of our WHU community, including:
- the students of every program, including doctoral students,
- the academic staff members,
- the non-academic staff members, and
- the faculty members.
We hope the Code of Conduct also finds acceptance with the WHU Alumni.

Purpose
As a set of concrete standards of good behavior, the Code of Conduct complements our mission statement, our vision, our motto „Excellence in Management Education“ as well as our pledge to foster courage and commitment. The standards of good behavior contained in the Code of Conduct are applicable to all members of our WHU community in a multitude of contexts, and we voluntarily pledge adherence to them. The Code of Conduct also constitutes a common framework for developing more specific codes of behavior. The Code of Conduct neither establishes a new legal basis, e.g. for penalties, nor does it amend or replace existing laws or regulations.
III. Standards of Good Behavior

We shall strive for exemplary conduct in everything that we do in our roles as WHU members.

**Respect**
- We shall treat each other with respect, fairness, and tolerance.
- We shall value people without regard to characteristics or attributes such as gender, skin color, religion, nationality, age, social status or other traits similar to those mentioned.
- We shall champion the active integration of all, especially foreign, WHU members into our community.

**Responsibility**
- We shall be aware of our social responsibilities and shall emphatically support the WHU community as well as society at large.
- We shall avoid or, where applicable, resolve conflicts between personal interests and those of WHU.
- We shall respect WHU resources and use them in a responsible way.
- We shall carefully and diligently handle our responsibilities for others.
- We shall follow prevailing law, generally-accepted ethical principles, and the applicable WHU rules and standards, as well as work towards an appropriate culture of compliance.

**Initiative**
- We shall conduct ourselves in an exemplary manner as members of the WHU community, both inside and outside WHU, thereby contributing to a positive image of WHU and its acceptance in society.
- We shall cultivate an entrepreneurial culture in which personal initiative is encouraged.
- We shall show moral courage.
- We shall actively contribute to solving problems and alleviating the grievances that we observe.

**Cooperation**
- We shall communicate and cooperate openly and honestly, while dealing with information conscientiously and responsibly.
- We shall help and support one another, in a careful, dependable, and prompt manner.
- We shall cultivate the constructive use of criticism and be liberal with praise.
- We shall help and promote each other in our professional and personal development.
IV. Implementation

A working group „Code of Conduct“ commits itself to establishing the Code of Conduct in the hearts and minds of our WHU community as a key element of our daily interactions and our culture. Furthermore, it devotes itself to its continuing improvement and can comment on its interpretation.

The working group recommends steps aimed at embedding the Code of Conduct within the daily life at WHU and at communicating its contents effectively, especially to new members of the WHU community. Furthermore, the working group serves as a contact point for suggestions regarding the enhancement of the Code of Conduct. It supports those WHU groups who intend to establish for themselves more specific rules, and it will help verify the consistency of these rules with the Code of Conduct.

Material amendments to the Code of Conduct can only be passed after broad discussion among all WHU members and an affirmative vote in the Senate. Finally, when called upon by the WHU Administration or representatives of WHU groups, the working group can comment on the consistency of concrete situations with the Code of Conduct.

“We, the WHU faculty, consider the Code of Conduct a central element of our daily lives.”

Professor Dr. Markus Rudolf
Dean
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