

Systematic Quality

WHU's lived quality culture ensures a high standard of learning: Under the slogan "Excellence in Management Education", all WHU members strive to enable optimal student success supported by the central quality management unit.

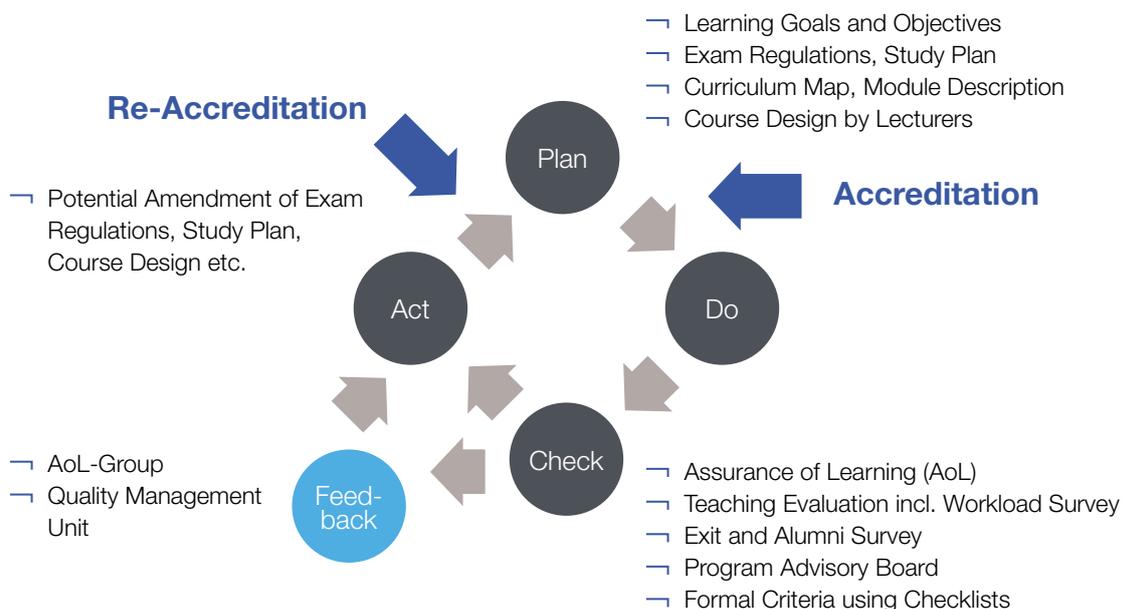
Regarding learning and teaching, WHU's quality management activities focus on the continual development of WHU's degree programs. Overarching learning goals are conceived for each program particularly targeting social responsibility, internationality, and entrepreneurial spirit. These learning goals provide a common theme throughout each degree program down to the individual course level.

Through the "Assurance of Learning" (AoL) process, WHU collects impulses for program development from various internal and external stakeholder groups and empirical results from quality management tools. The focal point of that process is a high-level working group consisting of the dean, all academic and program directors, and members of the quality management team. This group is responsible for the continuous improvement of the degree programs based upon data and feedback from faculty, alumni, employers, and, most importantly, students. They are invited to give direct feedback regarding courses and lecturers through a teaching evaluation administered in all courses. Additionally, both program management and members of the executive committee hold regular feedback sessions with the student representatives as well as Q&A sessions with all students.

Having been awarded institutional accreditation, WHU can independently (re-)accredit its own degree programs. WHU gladly accepts the resulting responsibility this entails as it allows the school to act dynamically and flexibly in response to developments in the scientific and business fields. This freedom means WHU consistently offers its students future-oriented degree programs.

The following chart illustrates the continual development process for degree programs along with the stakeholders and tools involved:

Process for Internal Program Accreditation



In addition to the measures described above, WHU receives feedback regarding core areas from experienced peers through regular external accreditation proceedings.