



#### About WHU

WHU – Otto Beisheim School of Management is an internationally oriented and privately financed Business School based in Vallendar and Düsseldorf. Founded in 1984, WHU is now one of the most renowned German Business Schools with an exceptional national and international reputation.

WHU Executive Education participants profit from high-quality programs for managers, high-potentials, and (senior) executives, representing the leading minds of today and tomorrow:

## Leading Leading Minds.

#### About BOOKBRIDGE

BOOKBRIDGE develops leaders while creating impact. In university-accredited action learning programs, professionals, social entrepreneurs and impact investors develop their business and leadership skills while co-creating tangible social enterprises for the world's most pressing challenges.

Find more details and register on:

**[ee.whu.edu/gmp](http://ee.whu.edu/gmp)  
+49 211 44709 178**



**Open Programs**  
Entrepreneurship

# Entrepreneurial Thinking & Acting

**Develop your business  
and leadership skills while  
creating social impact**

+49 211 44709 178  
[openprograms@whu.edu](mailto:openprograms@whu.edu)  
[ee.whu.edu/gmp](http://ee.whu.edu/gmp)

Erkrather Straße 224a  
40233 Düsseldorf  
Germany

WHU – Otto Beisheim  
School of Management  
Executive Education

# Action Learning with Impact

Combine a hands-on entrepreneurial experience with cutting-edge business and leadership lectures at WHU



The Team of the 3rd WHU General Management Plus Program opened up a learning center as a social enterprise in Bandarawela, Sri Lanka, enriching the job and life chances of thousands of people in the community.

## What you can expect

Combine theory and practice in a unique life-time experience. With **BOOKBRIDGE**, you take the role as an entrepreneur, co-creating a social enterprise in a disadvantaged community. You experience design thinking, lean start up and agility in its truest form. Professional coaches accompany you on your learning journey. At **WHU – Otto Beisheim School of Management**, you combine the unique experience of the Capability Program with **cutting-edge general management skills during the Management Essentials Program** in the areas of finance, leadership, strategy and entrepreneurship.

For detailed information or a one-on-one consultation please contact us at [openprograms@whu.edu](mailto:openprograms@whu.edu) or **+49 211 44709 178**.

## You will walk away with:

- entrepreneurial track record
- business and leadership skills
- purpose and motivation
- memories for a life time

## Short Facts



**Location:**  
Düsseldorf, Zürich and Project Country



**Date:**  
on-going program kick offs



**Language:**  
English



**Fees:**  
€2,500 – €17,500  
depending on modules booked



**Details & Registration:**  
[ee.whu.edu/gmp](http://ee.whu.edu/gmp)



**Participant Profile:**  
Managers, Executives and Top Talents

**I had the chance to enhance my entrepreneurial thinking while working on setting up a worthwhile, tangible business in an intercultural & challenging environment”**

Andreas Probst,  
Group Leader, B/S/H



## What makes the program unique

- 1. You are the entrepreneur in an agile team.**  
Take the CEO perspective and learn what it takes to be an entrepreneur.
- 2. You earn a WHU Mini MBA.** Combining the experience in the field with the Management Essentials Lectures at WHU makes you earn a WHU Mini MBA with 15 ECTS credits.
- 3. You create long-term sustainable impact.**  
You will lay the foundations for long-term sustainable change to people and their communities.

## Awards & Recognitions

