



## **WHU wins EFMD Excellence in Practice Award 2010 as first German business school Partnerships in Learning & Development**

**The WHU Executive Development Team and Saïd Business School of Oxford University have won the *Excellence in Practice Award 2010* of the EFMD (European Foundation for Management Development) in the category of Executive Development for their programs for the senior management of MAN SE. This is the first time that the Award goes to a German business school and for the first time to a trio of partners, a major company and two business schools in two different countries. International dimension and business impact were the key criteria for selection.**

The three institutions have worked together since May 2008, developing and rolling out two programs, each with two modules, for management levels one to three. A General Management Program (GMP) for managers of level three and an Executive Management Program (EMP) for the leadership levels one and two.

For WHU, this European Prize of EFMD, who among other activities also confers the EQUIS accreditation, strengthens the strategy of international scope and European top quality level also for the Executive Development activities which have doubled in volume over the past two years.

The Prize will be awarded at the EFMD Annual Conference 7 - 8 June 2010 and the MAN-WHU-Oxford Team will present their successful project: [MAN-WHU-Oxford Project](#)

**Board member and Chief HR Officer Jörg Schwitalla and Tatjana Thiel, Head of Management Development of MAN** both agree: "The WHU-Oxford-MAN program, with its opportunities for dialogue, has greatly strengthened the open exchange of ideas and global networking among our employees. Participants from all over the world and diverse business units describe it as state-of-the-art program on the basis of design, content and faculty. Projects and learning have a clear positive business impact."

**The academic directors, responsible for the design, Prof. Dr. Lutz Kaufmann (WHU) and Prof. Dr. Gerd Islei (Saïd / Oxford)** confirm: 'The partnership of MAN, WHU and Oxford far exceeded our expectations. Underpinning its success was a detailed understanding of the business, mutual trust, rapid implementation of changes and, in particular, a constant willingness to work out joint solutions to the strategic challenges posed by the difficult economic context.'

**Bernadette Conraths, Head of Executive Development at WHU and her colleague Gay Haskins at Saïd Business School**, are very happy that they jointly launched this project two years ago: "The Award is a wonderful recognition, both an honor and an incentive to continue to grow the partnership proactively. "



For more information about the EFMD EIP Award go to  
<http://www.efmd.org/index.php/research-publications-a-awards/awards/excellence-in-practice-award/excellence-in-practice-award-2010>