

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.



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.



Code of Conduct Members



Professor Lukas Löhlein
Director & faculty representative



Heike Hülpüsch
Staff Vallendar representative



Caroline Vaessen
In Praxi – WHU Alumni Association



Dr. Rebecca Winkelmann
Staff Düsseldorf representative



Katharina Godon
BSc representative



Carolina Kertz
Doctoral representative



Asst. Professor Anna Ressi
Faculty representative



Professor Nic Schaub
Faculty representative

“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 Lukas Löhlein
Director Code of Conduct



How it works

The “Code of Conduct” commits itself to establishing the principles of 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 continuous improvement and can comment on its interpretation. 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.

The CoC consists of one person representing each of the following WHU groups: the students in the pre-experience programs (BSc and MSc), the students in the post-experience programs, the post-graduates (doctoral and post-doctoral candidates), the non-academic staff, and the faculty (the full and assistant professors). The alumni can delegate a representative with no voting right. The working group shall adhere to the principle of unanimity.

- The CoC can be called by all members of the WHU community – directly or anonymously – by using the specific CoC email address (coc@whu.edu) or by writing to one of the CoC representatives.
- Based on internal discussions and with all involved individuals, the CoC makes proposals to the WHU Administration about how to respond to the identified CoC violation.



“The Code of Conduct reflects the WHU Community’s common understanding of how we want to treat each other and others. It’s the essence of our culture.”

Professor Christian Andres
WHU Dean

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COURAGE
TENESS
COMMITMENT