

Digital Controlling Program

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Open Programs
Finance & Accounting

Drive the digital transformation in your company

The Digital Controlling Program is designed for professionals and leaders in controlling & finance who aspire to drive digital transformation in their organizations. This intense and highly practical development program focuses on fostering an entrepreneurial, agile, and customer-centric mindset during periods of corporate transformation, and the ability to lead digitalization within organizations from the finance function.

Impactful learning experience

The Digital Controlling Program is offered by WHU – Otto Beisheim School of Management and The Association/CIMA (Chartered Institute of Management Accountants).

This engaging six-day program consists of two modules with three in-class days each. You will gain a strategic understanding, practical tools, and actionable plans to successfully initiate and lead digital transformation with the aim of becoming innovative, more agile, and more customer-focused.



Participants will experience learning in different formats (lectures, discussions, simulations, e-learning courses) and will benefit from best practice examples from leading companies.

Complementary e-learning sessions

Complementary e-learning sessions by our cooperation partner The Association/CIMA (Chartered Institute of Management Accountants) will round up the program. Complete up to three e-learning courses by our cooperation partner The Association/CIMA.

Completion of one e-learning course is mandatory to conclude the Digital Controlling Program. Please find detailed information on the e-learning courses on our website: ee.whu.edu/dcp



The first module starts with a deep dive into digital transformation in controlling including best practice examples from leading companies. In addition, you will gain insights into data science & technology including leveraging analytics insights in the organization. Besides that, we offer deep dives into predictive and prescriptive analytics, enabling you to broaden your understanding of how to use machine learning for prediction as well as classification.

The second module of this learning journey is all about digital business models & innovation, digital leadership, and agile mindset. You will learn how digital business models differ from conventional business models as well as a variety of strategies and practices that companies can use to unleash creative thinking, risktaking and game-changing innovation. Furthermore, you will discover and discuss how digitalization rewrites the rules of leadership and how to develop an agile mindset.

Get the full overview about digital transformation in controlling

The Digital Controlling Program serves three purposes:

- No 1** To prepare controllers to become drivers of digital transformation.
- No 2** To offer strategic understanding, practical tools and actionable plans to successfully initiate and lead digital transformation.
- No 3** To foster an entrepreneurial, agile, and customer-centric mindset.

During the program, participants will experience learning in different formats: interactive lectures, group work, case studies, and simulations. Renowned WHU faculty members will share the latest research results, practical tools, and encourage participants to exchange experiences and ideas with their peers.

Short Facts



Location:
WHU Campus Düsseldorf
& Online



Format & Dates:
2 x 3 days on-campus & e-learning;
detailed information online



Language:
English



Certificate:
WHU Executive Education Certificate



Fees:
€ 6,950 including tuition, session materials, case studies, e-learning courses and most meals; excluding accommodation.
Special fees available online.



Application:
ee.whu.edu/dcp



Participant Profile:

Professionals and leaders in controlling who...

- aspire to gain an understanding of how digitalization will impact the future of controlling.
- want to broaden and deepen their understanding of how to drive digital transformation from the controlling function.
- are in charge of the digitalization of controlling.
- seek to gain insights into how they can have strategic impact on digital transformation in their organizations.

Timetable

Module 1: WHU Campus Düsseldorf

	Day 1: Digital transformation in controlling	Day 2: Data science & technology	Day 3: Data science & technology
Morning Session	<ul style="list-style-type: none">Setting the stage: an agenda for digital transformation in controlling	<ul style="list-style-type: none">Sensor technology, IoT & data lakesThe data analytics project cycle	<ul style="list-style-type: none">Predictive analytics & machine learning
	Lunch	Lunch	Lunch
Afternoon Session	<ul style="list-style-type: none">Learning from example: best practices digital transformation in controlling	<ul style="list-style-type: none">Hackathon: build your own analytics model in less than a day	<ul style="list-style-type: none">Prescriptive analytics & optimization
	Joint Dinner		

Module 2: WHU Campus Düsseldorf

	Day 1: Digital business models & innovation	Day 2: Digital leadership	Day 3: Agile mindset
Morning Session	<ul style="list-style-type: none">Strategic innovationInnovation ecosystems in a digital age	<ul style="list-style-type: none">Digital leadershipLeadership effectiveness	<ul style="list-style-type: none">Agile idea development: problem orientation, hypotheses development & sprints
	Lunch	Lunch	Lunch
Afternoon Session	<ul style="list-style-type: none">Stimulating creativity & entrepreneurial thinking	<ul style="list-style-type: none">Digital culture	<ul style="list-style-type: none">Storytelling & pitchingWrap-up
	Joint Dinner		

Timetable, faculty, and speakers are subject to change.

Program Faculty

Professor Dries Faems, Professor of Entrepreneurship, Innovation and Technological Transformation at WHU

Professor Christoph Hienert, Professor of Entrepreneurship and New Business Development at WHU

Professor Miriam Müthel, Professor of Organizational Behavior at WHU

Professor Utz Schäffer, Director Institute of Management Accounting and Control (IMC) of WHU

Professor Stefan Spinler, Director Center of Digitalization at WHU

“The digital transformation of finance is the key challenge and a big opportunity for every controller. It is therefore of the utmost importance **to develop new competencies.**”

Your personal benefit

- Enhance your impact within the organization.
- Develop your strategic understanding and your expertise in digitalization, data science, and digital leadership.
- Foster an entrepreneurial, agile, and customer-centric mindset.
- Become part of an active network of peers and program alumni.
- Get a certificate by WHU and The Association/CIMA.
- Benefit from dedicated e-learning courses on a wide range of topics from The Association/CIMA.

Your company's benefits

- Intensive, hands-on exercises in the program will equip participants with relevant soft and hard skills that can be implemented in your company.
- Controllers will be inspired to act as change agents in the digital transformation of your company.
- Participants will be able to share what they have learned and inspire colleagues to reflect on their own approaches.



Professor Utz Schäffer, Director Institute of Management Accounting and Control (IMC) of WHU



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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 – all of them representing the leading minds of today and tomorrow:

Leading Leading Minds.

Both Open and Customized Programs enable executives to achieve their professional goals and improve their company's strategy by giving them deep insights into current global economic developments, by providing practice-oriented knowledge, and by offering excellent networking opportunities.

More information: ee.whu.edu

About “The Association/CIMA” (Chartered Institute of Management Accountants)

The Association of International Certified Professional Accountants® (the Association) is the most influential body of professional accountants, combining the strengths of the American Institute of CPAs® (AICPA®) and The Chartered Institute of Management Accountants® (CIMA®). It represents 650,000 members and students across 179 countries and territories in public and management accounting and exists to power trust, opportunity and prosperity for its members, students, people, businesses and economies worldwide.

More information: www.cimaglobal.com

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