EXECUTIVE CERTIFICATE IN BUSINESS PROCESS MANAGEMENT (ECBPM)
CERTIFICATE COURSE
CONTENTS

CONCEPT AND TARGET GROUP 04
STRUCTURE AND PROGRAM OUTLINE 05
CONTENT 06
ACADEMIC LEAD 08
ADMISSION REQUIREMENTS 09
IMPRINT 10
CONCEPT AND TARGET GROUP

The Business Process Management Executive Program (BPMEP) is a certificate study course that addresses line and middle management specialists to increase their BPM skills and empower them to better understand and handle BPM-related situations and tasks. The study program is designed for managers on group level that are confronted with challenges of business process management and the needs to increase efficiency and foster innovations. To best align the course with the demanding schedules of today’s BPM professionals, and to still offer a personalised education and coaching, the key principle of the study program is “online, but personal”.

BPM has been proven to be a widely successful approach, to improving the efficiency of operations within and between organizations. At the same time, BPM can contribute to fostering organizational innovativeness in terms of leveraging innovative information technologies for business. BPM comprises activities such as the identification, design and modelling of business processes, their implementation, execution, monitoring, mining and control as well as their continuous and disruptive improvement. From an organizational perspective, BPM requires capabilities in areas like governance, methods, information technology, culture, people, and strategic alignment.

The Business Process Management Executive Program is offered by the University of Münster (Westfälische Wilhelms-Universität) in cooperation with the University of Liechtenstein.
STRUCTURE AND PROGRAM OUTLINE

The study certificate course is designed with working professionals in mind enabling participants to study and work at the same time. Distance learning and online courses allow professionals from all over Europe to participate regardless of their location. The program takes one year to complete. Exclusiveness is achieved by limiting participation to 20 people, and by offering individualised group sessions consisting of max 4 participants.

The program starts and ends with the Executive BPM Round Table offering participants the opportunity for networking and experience exchange. The conference is followed by an input part of five online modules, in which participants of the program learn the key concepts of business process management, as well as a case part, in which participants can work on their own project and are coached individually by European BPM experts.

The Business Process Management Executive Program:

- University: Westfälische Wilhelms-Universität in cooperation with the University of Liechtenstein
- Start: February 26, 2018
- Application period: July 2017 - January 15, 2018
- Fees: € 12,500
- Duration: one year
- Max. number of places available: 20
Module 1: BPM Essentials

The module ‘BPM Essentials’ introduces Business Process Management (BPM) by providing an overview on the six pillars of BPM, introducing the principles of BPM and giving guidance on how to implement BPM in an organization. In each session, participants will be presented with theoretical knowledge as well as examples for real-life cases. The module thus presents the core elements of BPM necessary to understand the idea of BPM and creates a common understanding. Participants get a holistic view on BPM which does not solely focus on IT and methods. They further get first impressions how the implementation of BPM in organizations can look like.

Module 2: BPM Models and Methods

The module ‘BPM Models and Methods’ provides knowledge about methods on how to analyse, document and re-design processes. It delivers an introduction on the challenges of modelling in large-scale enterprise context, such as multiple perspectives people are faced with when it comes to modelling. The module discusses different model types and presents a plethora of different modelling methods and techniques suitable for different modelling purposes. This module will increase participants’ understanding of the various modelling challenges that occur in organizations, and accordingly will help them in selecting the appropriate method suitable for the different modelling purposes. Participants will get familiar with methods on how to redesign business processes, as well as on how to govern and maintain process model collections.
Module 3: BPM Technologies

The module ‘BPM Technologies’ discusses how technology can support the analysis and improvement of business processes. It will introduce the key concepts related to process mining as well as advanced analysis techniques for process model collections. The module addresses the increasing need for automated analysis given the large amount of process-related data that is available in organizations. The goal of the module is enabling participants to apply technology to automatically identify process improvement opportunities from both event data and process model collections.

Module 4: BPM Actors, Networks and Innovativeness

The module ‘BPM Actors, Networks and Innovativeness’ explores how BPM can facilitate the more challenging and dynamic domains in the enterprise that are marked by disruptive surprises, expertise and creative innovation. The key focus will be on better understanding how employees generally appreciate and work with BPM implementations and how experts and creatives in flexible and innovative worksettings can be supported in BPM initiatives. The course further illustrates with cases how the increased requirement for lateral coordination and communication is rendering network analysis a valuable tool to link to BPM. The overall course goal is to introduce how BPM can be appropriated and applied in more reflected, integrative, flexible and innovative ways.

Module 5: BPM Application

The module ‘BPM Application’ synthesizes the basics that were presented in the modules 1-4 by putting them into the context of various application areas, namely eGovernment, retail, and service sciences. The students will learn to understand the bigger picture, in which the BPM core concepts can be introduced. During their self-learning sessions, the students will deal with cases from practice and will have to identify and discuss challenges and solutions.

Module 6: BPM Case

In the module ‘BPM Case’, participants work on their own project, either from their working environment or a provided one. BPM experts support the participants in their project through five group sessions of max. 4 participants plus one BPM expert and through two individual coaching sessions, which can be scheduled based on the participant’s needs. The module is structured along six milestones. For each of the first five milestones, one group session is organized to discuss results and provide feedback. These milestones are as follows:

- Case defined
- Situation faced
- Action taken
- Results achieved
- Lessons Learned
- Final presentation

After each of the other modules, a month of working on the case and a group session are planned. Thus, this module is distributed over the whole year.

The results of the case part are presented as part of the yearly organized Executive BPM Round Table. Further, participants are asked to submit a written report describing their results. The best reports have the chance to be considered for publication in the book Business Process Management Cases, edited by Jan Mendling and Jan vom Brocke.

Executive BPM Round Table

Each year in autumn, the Executive BPM Round Table is organized. This conference is both, the end of the last and the start of the new program. For new participants, the conference will be a perfect opportunity to meet their fellow colleagues for the next months, and to learn from the cases presented by the graduating participants. For the graduation group, the conference will be an opportunity to present and discuss their cases with their group, but also get into discussion with the new participants. So, besides valuable input, the conference also provides the opportunity for networking and experience exchange. The conference takes place in a major European city, which will change each year.
ACADEMIC LEAD

> The program will be taught by top leading BPM experts.

Prof. Dr. Jörg Becker
University of Münster
Germany

Prof. Dr. Jan vom Brocke
University of Liechtenstein
Liechtenstein

Prof. Dr. Jan Mendling
Wirtschaftsuniversität Wien
Austria

Prof. Dr. Hajo Reijers
VU University Amsterdam
The Netherlands

Prof. Dr. Matthias Trier
Copenhagen Business School
Denmark
ADMISSION REQUIREMENTS

Applicants must have:
› A relevant undergraduate or first degree (at least 180 ECTS credit points, e.g., Bachelor, Diploma, Master) or an equivalent university degree
› At least two years of relevant work experience

Applicants without a relevant undergraduate or first degree must have:
› At least four years of relevant work experience

The language of instruction of the certificate course is English. We recommend participants to have an English level B2 pursuant to the Common European Framework of Reference for Languages (CEFR).

› Fee
The participation fee for the program is € 12,500. This includes participation in the program, extensive courseware, two individual coaching sessions during the case module as well as catering during the two Executive BPM Round Tables in the study program. Travel costs and expenses for overnight accommodation are not included. The program is free of “umsatzsteuer” (German sales tax) pursuant to paragraph 4 Nr. 21a (bb) UStG.

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