

Corporate Management for High Potentials

The preparation for a higher task in the company. For the leaders of the future.

Seminar Dates

2023

No. E56123 1st Session 2023

- part 1 Feb 13 – 16, 2023, Cologne, D
- part 2 March 6 – 9, 2023, Frankfurt, D
- part 3 March 27 – 30, 2023, Zurich, CH
- part 4 April 24 – 27, 2023, Frankfurt, D

No. E56223 2nd Session 2023

- part 1 June 26 – 29, 2023, Davos, CH
- part 2 August 21 – 24, 2023, Davos, CH
- part 3 Sept 25 – 28, 2023, Lucerne, CH
- part 4 Nov 13 – 16, 2023, Cologne, D

Duration: 4 + 4 + 4 + 4 days

Course Fee*: CHF 13 900.–

* excl. VAT. Invoicing in EUR possible (depending on current currency rate).

Registration: www.sgbs.ch/e56

Participants

The program for when you are soon promoted to a management position with responsibility for results. For the leaders of the future.

Concept

Whoever wants to contribute to the whole must know the overall contexts of successful corporate management. Those who want to think and act in a process-oriented way need a holistic understanding of the instruments and methods of management and their effects.

Those who do not want to think in terms of divisions and "silos", but rather in terms of customers and customer benefits, need cross-departmental knowledge: General Management. Marketing. Leadership Skills. Financial Competence.

In order to move from knowledge to skills and to the desired result, the second step is to recognize one's own competencies and skills: What skill portfolio do managers need to think outside the box, networked and interdisciplinary?

Learn what usually works and what doesn't. Seek out conversation with our instructors, who are among the best in their field. And come back full of ideas

and impetus, equipped with tools that enable you to implement them together with your employees, colleagues from other areas.

Topics

Part 1: Business Administration and General Management

Understanding the whole. How a company functions. What must work together.

What Companies should do

- The owners and the real decision-making center of a company
- Create a vision, business mission, corporate identity
- Have company values and an ethical-moral commitment
- Expected behavior and management directives
- Clarify primary goals and guidelines

What Makes a Company Successful

- Having a strong core business in attractive markets
- Creating new ideas, innovation and growth
- Having good profit margins, being competitive and profitable
- Working on business development

What Corporate Management Entails

- Strategic management
- Managing a corporate culture
- Structure and process management
- HR management
- Robust implementation

How to Achieve a Strong Market Position

- Be a leader in quality and performance
- Be a leader for service and solutions
- Dominate your niche
- Lead your market through outstanding brand appeal or reputation
- Possess unique capital strength and robust financing
- Be a leader for costs
- Possess other, industry-specific core expertise

Strategy Implementation

- What an employee at the operative level can do to contribute to implementing strategy

Corporate Management and Financial Success

- The most important key-performance indicators
- Calculating investments

Topics

Part 2: Finance

Finance and Accounting

- Costs and performance calculations
- Types of costs, cost centers
- Calculation and pricing

Capital, Investments, Financing, Liquidity

- Capital, investment
- Capital intensity, investments
- Types of financing and the cost of capital
- Managing liquidity

Profitability, Rate of Return, Corporate Value

- Cash flow, EBIT, profit margins and other key-performance indicators
- Return on equity
- Drivers of corporate value

Opportunities for you to influence things

- What opportunities does an individual employee have to make a contribution to achieving financial targets?
- What you can do personally to result-improvement

Part 3: Leadership and Leadership Behavior

Interpersonal Relationships

- Dealing with people in an open and respectful way
- Finding common ground, fostering contacts
- Support, learning from others
- Building trust, creating your first networks
- Finding joy in your work and result-achievement

Group Dynamics and Emotional Competency

- The principles of human interaction
- Possible roles to play in a group
- Analyzing your own role
- Enhancing your emotional competency

Motivation, Proficiency and Performance

- Motivating yourself and others
- Learning fast – using the experiences of others
- What the boss expects of your performance
- Being willing to work, committing yourself to performing well

Leadership and Communication

- The rules behind good conversational skills
- Communication in everyday business
- Admitting mistakes
- Do not be afraid to ask questions
- How to deal with conflict in the right way

Leading and Leadership Skills

- Experiencing your own talent for leadership
- Seeing yourself as a leader
- First leadership position – initial steps to developing your own style of leadership

Part 4: Marketing Management

The Factors determining Success in Modern Marketing

- Marketing creates markets
- Marketing offers unique customer benefits
- Marketing creates communities and bonds with people
- Marketing creates preference

Knowing your Markets, Understanding Customers

- Professional analyses of markets
- Understanding the customer's system
- What customers want

Strategic Marketing

- Defending your position, gaining market share
- Growth in attractive markets
- Strengthening your relative competitive position
- Having a clear market strategy, brand leadership
- New distribution channels, online business
- Innovation and Designing your Portfolio
- Price and Conditions Strategy
- Sales and Distribution Concept
- Communication



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Announcement, Confirmation, Hotel

Please complete and return the attached registration form by e-mail or post.

All announcements are accurately checked, in order to set up interesting groups.

After checking the announcement you will get a written registration confirmation and the bill for the course fee as well as detailed information to the hotel and arrival. In case of an overbooked course we will contact you immediately. Hotel reservations are directly carried out by the participants. You benefit from a very reasonable seminar flat rate. Carefully selected hotels favour a stress-free learning atmosphere.

Please note that partial participation in a course is only possible after consulting the study direction.

Course Fee, Hotel costs, Topics

The course fee (plus VAT, depending where the seminar takes place) includes tuition and all course material. Hotel charges as for example accommodation, breakfast, subsistence of the hotel or conference center are not included. These charges are billed by the Hotel directly to the participants. Of course it is possible not to spend the night at the semi-

nar hotel. In that case you pay the daily delegate rate directly to the hotel as well. The daily delegate rate of the conference centers in London, Boston and Shanghai is billed directly by the St. Gallen Business School and forwarded to the conference center.

The course fee is charged after the registration and has to be transferred by 6 weeks before the seminar starts.

Please note that missed lectures due to tardiness or absence are not refunded and cannot be made up later. It may be necessary to apply minor changes to the program in order to guarantee a successful course.

Certificate

Due to the participation of the seminar you will get a seminar certificate.

Information to the Seminar Hotels

More information regarding our seminar hotels you can find directly on the internet (www.sgbs.ch).

Change of Booking, Postponement

If attendance at a seminar has, for compelling reasons, to be postponed, an administration fee of CHF 300.- will be charged. A re-scheduling is possible only up to 6 weeks before the start of the seminar, and only once. Seminars and parts of seminars not attended are forfeited. In the case of booking changes later than 6 weeks before the start of a seminar, following re-scheduling fees will be billed: up until 4 weeks prior to the start of the course, 20% of the course fee; up until 2 weeks prior to the start of the course, 40% of the course fee; up until 1

week prior to the start of the course, 80% of the course fee. In case of a later re-scheduling the entire seminar fee is forfeited. Alternatively, a booking for a substitute participant can be made up until 4 working days before the start of the seminar. For booking a substitute participant, an administration fee of CHF 300.- will be charged.

If a participant is obliged for compelling reasons to change a booking for an individual seminar part so as to attend this in another session, then a change in booking fee of CHF 300.- will be charged. The participant should be aware, that in this case program adaptations or alterations may occur. Please therefore contact us 10 days before the start of the seminar in order to talk the seminar program over for preventing program overlaps.

Cancellation / Withdrawal

The cancellation of an enrolment (a complete withdrawal) is possible up until 3 months before the start of a seminar without charge. In the case of a cancellation (complete withdrawal) up until 8 weeks before the start of the seminar, 20% of the course fee will be charged, in the case of a cancellation (complete withdrawal) up until 6 weeks before the start of the seminar, 40% of the course fee will be charged. After this time, the entire course fee is to be paid as a forfeit, unless provision has been made via re-booking for a substitute participant.

The booking of a replacement participant or deputisation is to be made at the latest 4 working days before the start of the seminar. In the case of booking a replacement

participant, an administration fee of CHF 300.- falls due. In principle, seminars may, due to force majeure or because of an insufficient number of participants, be cancelled by the organiser at short notice, however only up until 3 weeks before the seminar start, without being liable for compensation for any resulting consequences.

Insurance, Liability, Price Changes

We recommend that you take out cancellation insurance policy covering cancellation due to illness and other occurrences. Likewise, it is the client's own personal responsibility to insure against or cover all possible damages or losses which might either directly or indirectly arise from the attendance at a seminar. No matter whether it is due to accident, illness, personal liability, theft, cancellation of the seminar by the organiser, or from damage resulting from the use of the imparted Management knowledge on the part of any participant or the company appointed to us. Any liability on our part is expressly precluded. All matters are subject to Swiss law, the place of jurisdiction is St. Gallen. By the publication of new prospectus/brochures, all previous details pertaining to contents, speakers and prices cease to be valid.

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Enrollment Form

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Switzerland

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Internet www.sgbs.ch/international

e-mail seminare@sgbs.ch

Seminar-Name

Seminar-Number, Seminar-Date

First Name, Family Name

Company

Address

Country, ZIP-Code, City

Business type, number of employees

Telephone

Fax

e-mail

Job title

Date of Birth

Date

Signature

2023

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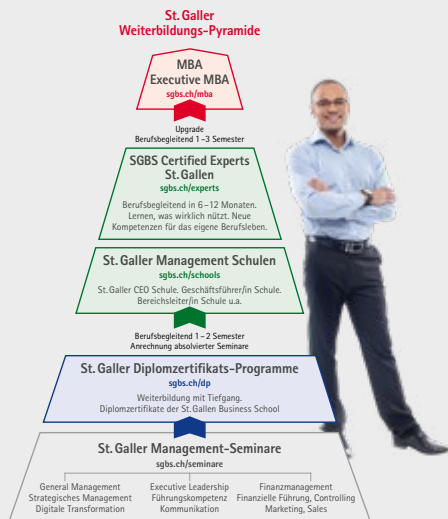
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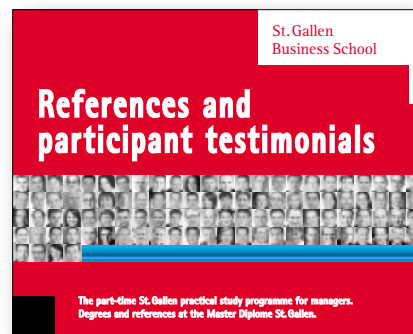
Signature

2023

Enrollment



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