

# International Mini-MBA Program

Our most comprehensive management development program covering everything having to do with leadership and general management. Thanks to its high application potential and intensive practical focus, this is an ideal development program – and not just for those with extensive background in business administration. 4 × 4 days.

## DESCRIPTION

How can you become a successful manager? Even if success can only be planned to a certain degree, the foundation for this can certainly be created. Besides expertise and personal commitment, solid leadership and management skills are what make the difference. Only if you can lead, will you be able to effectively realize your concepts and plans and make decisions that achieve results. And if you can plan well, make concept-based, result-oriented decisions, you can lead well too. The goal of this multi-seminar program is to optimize your leadership skills and to teach you everything you need to know about the principles of modern general management including strategy, finance and marketing.

## STRUCTURE

The International Mini-MBA Program consists of four modules:

Module 1: Leadership and People Skills – Self-management, social skills, leading employees as the starting point for management success. 4 days

Module 2: Strategic Management and Implementation – Methods and tools for strategic management and its application. 4 days

Module 3: Marketing – the relationship between market position, customer benefits and market success. 4 days

Module 4: Financial Management – the most important aspects of finance and accounting. 4 days

The order in that the modules are held might vary.

## KEY BENEFITS

Participants will:

- Better understand the overall context of modern management that secures the future and optimizes the present
- Understand the principles and mechanisms of strategic management
- Learn the keys to modern marketing and those factors that determine market success
- Understand the relationship between finance, accounting and corporate value
- Increase even further their social competence and improve their ability to communicate
- Learn to use individual motivators to drive behavior and build successful teams
- Learn how to actively use the full scope of their own management ability

After completing the program, participants will be able:

- To use their knowledge of markets, customers, technologies, competition and industry dynamics to develop sensible concepts, strategies and business models
- To make a contribution to implementing strategic programs and to help drive things forward with new ideas
- To understand marketing concepts and come up with a program to drive customer satisfaction, customer retention and for capitalizing on customer potential
- To make a major contribution to achieving financial objectives by the competent use of financial management tools
- To create a working environment that allows for effective, goal-oriented work and efficiency
- To skillfully apply tools of leadership and together with others achieve ambitious business goals

## WHO SHOULD ATTEND

Participants are young executives and managers, specialists, expert staff, but also high potentials from all areas of a company or institution. They all want to qualify for an advanced management position and move into a leadership role involving greater spans of control and cross-functional collaboration.

## AREAS OF FOCUS

### Leadership and People Skills

- Knowing yourself – managing yourself
- Developing your own leadership style
- Keeping a personal work-life balance
- The elements of social competence
- What characterizes good leadership?
- Different leadership styles – developing the correct situational leadership skills
- Getting objectives approved
- How to delegate in a sensible way
- Getting employees qualified, supporting and coaching them
- Identifying untapped performance potential

- Mastering difficult leadership situations
- Being successful in critical meeting situations
- How to deal with conflicts
- How to build and lead high-performance teams
- Motivating others in international settings

#### Strategic Management and its Implementation

- Holistic strategic management
- The corporation and its environment
- Globalization and internationalization
- Digitalization and technology management
- The interest of stakeholders
- How to think strategically
- How to analyze strategically
- How to generate strategic options
- Understanding the strategy process
- Using the tools of strategic management
- How to successfully implement a strategy using marketing and sales activities
- How to successfully anchor strategies and develop skills to handle resistance to them

#### Marketing and Market Success

- The basics of marketing and how it is conducted
- What does good marketing achieve?
- Creating policies for performing well in the marketplace
- Sales and distribution strategies
- Market cultivation, communication, pricing strategies
- Distribution, logistics
- Innovation management
- Branding and corporate identity
- Marketing plans
- Online and digital marketing, social media
- Performance measurements for marketing

#### Financial Management and Managerial Accounting

- An overview of finance and accounting
- Balance-sheet analysis and performance analysis
- Developing the right control parameters
- Methods of financing – equity or debt capital, internal or external financing
- The cost of capital and capital structure
- Understanding financial objectives, correct use of key-performance indicators
- Financial planning, budgeting and business planning
- Cost accounting, contribution margin calculations and pricing
- Investments, added value, profitability
- Instruments of profit management and how to use them
- Controlling

## Sessions & Fees

EP0711	Part 1: Mar 01 – 03, 2021	Frankfurt, GER
	Part 2: Mar 08 – 11, 2021	Berlin, GER
	Part 3: Mar 15 – 18, 2021	Zurich, CH
	Part 4: Mar 22 – 25, 2021	Davos, CH
EP0721	Part 1: Mar 01 – 03, 2021	Frankfurt, GER
	Part 2: Mar 22 – 25, 2021	Davos, CH
	Part 3: Apr 19 – 22, 2021	Steckborn, CH
	Part 4: Nov 15 – 18, 2021	Cologne, GER
EP0731	Part 1: Jun 14 – 17, 2021	Lucerne, CH
	Part 2: Aug 23 – 26, 2021	Horn, CH
	Part 3: Sep 27 – 30, 2021	Davos, CH
	Part 4: Nov 15 – 18, 2021	Cologne, GER
EP0741	Part 1: Oct 05 – 08, 2021	Hamburg, GER
	Part 2: Oct 18 – 21, 2021	Boston, USA
	Part 3: Nov 15 – 18, 2021	Cologne, GER
	Part 4: Nov 30 – Dec 03, 2021	Cologne, GER
EP0751	Part 1: Oct 05 – 08, 2021	Hamburg, GER
	Part 2: Feb 07 – 10, 2022	Cologne, GER
	Part 3: Mar 14 – 17, 2022	Zurich, CH
	Part 4: Apr 25 – 28, 2022	Steckborn, CH
EP0712	Part 1: Mar 07 – 10, 2022	Frankfurt, GER
	Part 2: Mar 14 – 17, 2022	Zurich, CH
	Part 3: Mar 21 – 24, 2022	Davos, CH
	Part 4: Apr 25 – 28, 2022	Steckborn, CH

Duration: **16 days**

Fees: **EUR 10,900.– | CHF 11,900.– | US\$ 12,400.–**

Registration: [www.bostonprograms.com/ep07](http://www.bostonprograms.com/ep07) or registration form on the back of the brochure

Are you interested in corporate education or consulting?  
Call us at: +41(0)43 499 4020

## General Information

### Registration and Confirmation

You can register by email, mail or FAX, or at our website. Once you register, you receive written confirmation, including detailed information on the location of the program, travel directions, hotel accommodations and an invoice for the program fees. If the program is fully booked, we notify you immediately. When you complete the program, you receive a certificate of attendance. Please note that the program curriculum, faculty and hotels are subject to change and/or amendment.

### Change of Registration

If you need to change your registration, please notify us at least 4 weeks before the program starts. A change of registration entails a fee of 300 Euros. Under some rare circumstances, a program or parts of a program may have to be postponed or modified. In such cases, we will notify you immediately to ensure that you can attend an alternative program with similar content.

### Cancellation

You may cancel your registration free of charge 3 months before the program starts. If you cancel between 3 months and 6 weeks before the start date, you will be charged 40% of the program fees. For cancellations within 6 weeks of the program start date, you will be charged the full program fees. You can arrange to have someone take your place up to 3 days prior to the program start date.

### Program Fees

Program fees for our seminars and programs include the faculty fees and educational materials associated with the program (V.A.T. is not included). Accommodations and meals are not included. If only parts of a program are attended, missed parts may not be made up. Payment is accepted in Euros, Swiss Francs or US Dollars. Reference currency: Euro.

### Accommodation, Daily Delegate Rates

Our programs are held at high-quality hotels and seminar centers. Participants are not obligated to stay at the seminar hotel. Note, however, that Boston Business School customarily negotiates a special room rate with the seminar hotel. Unless it is included in the accommodation rate, an additional daily delegate rate for lunch, coffee, etc., will be charged to participants. For rooms at the seminar hotel, participants make their own reservations following instructions provided by Boston Business School, and pay the hotel bill on the final day of the program.

### Insurance, Disclaimer

Boston Business School does not offer insurance to participants. Therefore, participants must carry their own insurance policies to protect them from damages due to accidents, disease, theft and so on. Boston Business School cannot be held liable for damages. Terms, conditions and course content are subject to change and/or amendment.

## Registration Form

Please complete and print this registration form and mail or FAX it to:

Boston Business School  
Kirchstrasse 3  
CH-8700 Kuesnacht/Zurich

Phone +41 (0)43 499 40 20  
Fax **+41 (0)43 499 40 21**  
Email info@bostonprograms.com  
Internet www.bostonprograms.com

### I wish to participate in the following program:

Name of Program

Program Number

Program Dates

Prefix  Ms.  Mr.

Titel

Last Name

First Name

Company/Organization

Street, P.O. Box

Postal Code, City

Country

Email

Telephone

FAX

Position

Industry (opt.)

Number of Employees (opt.)

under 200  up to 1000  over 1000

Signature

Date