

General Management for Emerging Leaders

A integrated approach that fosters business talent and teaches them how to develop entrepreneurial thinking and focus on results. In this concise and well-structured course, they will get everything they need to know about general management in 4 days.

DESCRIPTION

This holistic «all-in-one» general management course offers you a complete and concise overview of result-oriented management techniques. During the 4-day course, you will learn the principles and factors for good and successful management. The seminar has a structured approach that delivers clear and understandable know-how. You will have numerous examples to learn from, and we will give you valuable tools, used every day in business, which will help you apply what you learned at our seminar at your company.

WHO SHOULD ATTEND

- Emerging leaders from every area of the company, who want to learn about modern general management
- Practitioners, professionals, specialists and project managers, who want to prepare themselves for responsible management tasks by sharpening their practical-focused knowledge, abilities and tools
- Engineers, technicians, lawyers, medical doctors etc. who want to acquire management knowledge about their specialist areas so they can be more effective in handling their own tasks
- High potentials, management talents and young professionals who want to increase their expertise in using their ideas for the market and the opportunities they see there, to create a growing and profitable business

AREAS OF FOCUS

A Integrated Approach to Modern General Management

- The company and its environment
- Corporate objectives and their significance
- How does successful management function, what are the factors for success?
- Putting results in the center of all activities, the importance of efficiency and effectiveness
- Operational excellence, performance and productivity

Strategic Management

- Strategic management as a concept
- Competition and having the ability to compete
- An analysis of strategic «must-dos»
- Using the tools of strategic management correctly
- What processes should be used in creating a strategy?
- Business development
- Developing precise strategies with ambitious objectives
- Targeted use of resources and skills

Customer-Oriented Approaches to Innovation

- Recognizing market opportunities
- Analyzing markets
- Understanding what customer demands are
- Developing value innovation
- Working out customer benefits in a team

The Business Model and its Components

- The value proposition, the architecture of value creation and profit models
- Identifying and describing business models
- Drafting a promising market model
- Developing innovative business models
- How the internet and digitalization are influencing business models

Marketing, Sales and Market Success

- What you need to do to achieve success in the marketplace
- Positioning and brand management
- How best to use marketing tools
- Managing the product portfolio
- Controlling the selling process
- Potential-oriented customer focus
- How to amaze your customers

Financial Decision-Making

- The role key-performance indicators play in success-oriented planning
- Understanding the true profit potential of a business
- Wanting and achieving profitability
- Deriving the right actions to take

Successful Implementation

- What do you need to win people over?
- Avoiding typical implementation mistakes
- Change Management

Sessions & Fees

EP2811	Feb 01 – 04, 2021	Berlin, GER
EP2821	Sep 13 – 16, 2021	Zurich, CH
EP2812	Jan 31 – March 03, 2022	Frankfurt, GER

Duration: **4 days**

Fees: **EUR 3.700.– | CHF 3,900.– | US\$ 4.200.–**

Registration: www.bostonprograms.com/ep28 or registration form on the back of the brochure

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