

International Junior Management Program

Understanding all the facets of management and leadership. Strategy, marketing, customer-orientation, implementation, people skills and leadership. 5+4 seminar days.

DESCRIPTION

As a young manager, junior staff or a specialist with responsibility, you have ideas that you want to bring to your company and you want to make a difference. There are lots of things to improve, optimize and change. The only thing you don't have is experience. You haven't learned what working for an organization for many years can teach you. Knowledge that is expensive to come by – through tests, paying for coursework, through systematic learning. But primarily, you do not yet know the difference between good management and bad management, which management models in which situation lead to objective-attainment, what tools and methods you need to think holistically in specific real-world situations and how to always work in a result-oriented way. In short, you have yet to learn the art of holistic general management. The good news is – this knowledge you can learn. For many years, our lecturers have pursued the goal of making management knowledge teachable and learnable. They have analyzed countless case studies from the business world. They have met with companies, CEOs, those responsible for management development and Human Resources, along with management and staff to learn the factors for successful, effective management. And they have read international studies and publications. From the multitude of business models, teachings, false teachings and passing fads, they have created the content of this program in condensed form.

The 2-part International Junior Management Program teaches you all of this. It will help you fill the gaps in your experience, avoid management mistakes, improve your social competence, and to differentiate between correctly-conceived approaches from those that are wrong. You will profit directly from the comprehensive knowledge about right management this program has to offer.

WHO SHOULD ATTEND

This program was created especially for early- and mid-career executives, junior management and professionals, project managers and specialists from all areas of business who want to learn – in a concise and condensed form – the tools needed for good and effective management. This is the ideal course of instruction for 28-42 year-olds who are growing into more management responsibility and seeking the tools and methods to improve their personal effectiveness. And it is also the right program to foster high potentials from the ranks of young management.

AREAS OF FOCUS

Part 1: Strategic Management and Market Success

All the Facets of Effective Management

- Developing a holistic understanding of a company
- Effective tools, models and system orientation
- Tools for attaining results

General Rules of Management

- General rules behind managing a company, an organizational unit or operational areas
- General rules behind managing individuals, teams, departments and networks

Corporate Policy Measures

- Guiding principles and business mission
- Fundamental corporate policy decisions

The Company and its Environment

- Underlying conditions and external influences
- The business environment and its constellation of industries

Normative Guidelines and Corporate Values

- Values, normative management
- Shareholder or stakeholder value?
- Customer value as principle to orient business activities on
- Management and behavior guidelines

Strategic Management, Strategic Direction

- What differentiates good from bad strategies
- Developing a strategy that promises success, formulating it and condensing it into decision-making guidelines

The Logic of My Industry, the Logic of the Market

- Competitive behavior today and in the future
- The importance of the industry lifecycle
- Level of maturity and general principles of the market
- Anticipating how the market will develop
- Creating and developing markets

Customer Orientation and Market Success

- Never stop looking for new value for the customer
- How to build-up and use profitable customer relations
- The prerequisites for sales success
- Achieving the right positioning in the market

Sales Success

- Everything is for naught without sales
- Understanding good sales concepts that promises success
- How should you manage sales success?

Structures and Processes

- How company structures and processes bring about efficiency or inefficiency
- Optimizing structures and processes

Results, Cash Flow, Return on Investment

- What opportunities are there to manage yearly results, cash flow, return on investment or profit margins?
- Identifying and using opportunities to increase profits

Part 2: Modern Leadership

Self-Management

- The art of setting the right priorities
- The ability to delegate
- The necessity of using your time sensibly

Social Competence

- Psychological foundation
- What effect to I have on others?
- Social competence as a prerequisite for successful leadership

Communication

- Conducting meetings to be solution-oriented
- Rhetoric and appearance
- Skillful negotiations

Leading Employees

- Developing employees and leading them to success
- Tools and methods for leading employees
- Agreeing on objectives, managing with objectives
- Coaching and support, getting employees the right qualifications

Leading Teams

- Organizing teams to achieve results
- Leading an interdisciplinary group of people
- Using the principles of group dynamics

Your Personal Leadership Style

- Managing the situation correctly
- Leadership styles

Your own Strengths in the Leadership Process

- Using your strengths to initiate change when change is needed
- Using your strengths in the analysis process
- Using your strengths when formulating measures and courses of action
- Using your strengths to motivate and during the implementation process
- Using your strengths to coach and control

Sessions & Fees

EP3110	Part 1: Feb 03 – 07, 2020	Berlin, GER
	Part 2: Mar 02 – 05, 2020	Berlin, GER
EP3120	Part 1: Feb 03 – 07, 2020	Berlin, GER
	Part 2: Jun 08 – 11, 2020	Rottach-Egern, GER
EP3130	Part 1: Sep 14 – 18, 2020	Lucerne, CH
	Part 2: Oct 19 – 22, 2020	Davos, CH
EP3140	Part 1: Sep 14 – 18, 2020	Lucerne, CH
	Part 2: Oct 19 – 22, 2020	Davos, CH

Duration: **5 + 4 days**

Fees: **EUR 5,900.– | CHF 6,500.– | US\$ 7,200.–**

Registration: www.bostonprograms.com/ep31 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 6 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 reimbursed 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