IME

INTERNATIONAL MANAGEMENT EDUCATION

eNGLISH PROGRAM

ST.GALLEN

MANAGEMENT SCHOOL ST.GALLEN

INTERNATIONAL PROGRAMS 2021

Managing Business

Managing Business gives you the skills to make far-sighted decisions between the conflicting priorities of market opportunities and company strengths. Strategic planning will lead you faster and safer to future success.

Management is responsible for securing the future success and thus the long-term economic viability of an organization. This is a question of strategic conceptualization. Company-specific strategies can be defined only between the poles of strategy, structure, culture and processes. Besides the ability to manage complexity, knowledge of the influencing factors of financial power, organizational structure and company culture is absolutely essential. The quality of an organization's management is indicated by long-term results and successful strategy implementation. It is not the vision itself that is critical, but its realization and implementation. This seminar follows a consistent approach: to impart knowledge, concepts and tools which are already tried and tested and can be directly put into practice.

www.mssg.ch/managing_business

PROGRAM CONTENTS

With an experienced coach and a powerful group of peers you can expect to work on the following topics:

Business management
Defining the basic direction: Vision and mission for corporations, businesses and departments.

Top Management Perspective
The playground: Individuals, organizations, corporations, businesses and departments.

The integrated St.Gallen management approach
The company navigation system. Levels of strategic and operative management.

Strategy radar
Health Check: Strategy radar for corporations, businesses and departments.

Strategy development process
Getting into action: How to define a strategy development process.

Implementing strategy
Key features of strategy controlling and how to link strategies to annual objectives and to the annual (financial) planning cycle.

How to deal with the future
Operative mid- and long-term planning, strategic planning, forecasts and scenarios. Dealing with the unknowable. Scenario technique.

New target groups, new markets
Between grey surfers and digital natives. New target groups in the digital age.

Customer orientation
From a buzz word to a more structured understanding of the concept. Customer oriented innovation, management, and cost structures.

KNOWLEDGE TRANSFER
Q&A/experience exchange session web session to secure transfer process 4–6 weeks after seminar.

OPTIONAL
Individual coaching on managing the own department.

ST.GALLEN MANAGEMENT & LEADERSHIP PROGRAM

The seminar is part of our three-part program:

MODULE I
Personal Excellence
Personal Excellence actively encourages you to change your personal perspective on others and on yourself. This gives you the opportunity to self-reflect more deeply in order to get to know yourself better and to be able to communicate and to use your strengths and talents in a more targeted way.

MODULE II
Executive Leadership
Stop and take stock of your leadership journey so far, assess where leadership is going in the digital age and construct your own individual development path for the future. With an experienced coach and a powerful group of peers you will enhance your leadership skills.

MODULE III
Managing Business
Managing Business gives you the skills to make far-sighted decisions between the conflicting priorities of market opportunities and company strengths. Strategic planning which will lead you faster and safer to future success.

FURTHER INFORMATION:
www.mssg.ch/management_leadership