

IN ENGLISH

Seminar for nonfinancial managers of all business segments, who hold responsibility for revenue, results or profits.

Concept

Financial results are not just bottom-line variables at the end of the year. Financial results of an organization have to be planned and actively influenced. The financial effects have to undergo controlling. This seminar provides systematic, practical understanding of the relevant instruments in the fields of finance, accounting, controlling and profit and result management. Exercises and smaller case studies with IT tools help cement lessons learned and foster application in participants' companies. Attendees include general managers, divisional and business unit heads, profit center and project managers, and junior managers,

- > **who seek to undergo an intensive methodical and practice oriented training in the basics of financial management and controlling in order to improve their managerial skills;**
- > **who seek to safeguard future business success with an understanding of the frameworks of financial management, accounting, and controlling;**
- > **who intend to support finance, accounting and controlling with substantial impulses and seek to reduce dependency on specialists.**

Topics

Overview of Financial Management

- > Financial management as part of integrated business administration
- > Instruments and methods for managing profits, results, cash-flow, liquidity and shareholder value
- > Superior goals as targets

Financial Management Tools

Proper use of financial tools to get the financial situation of the firm under control.

- > Comprehensive use of balance sheets, profit and loss statements and financial reports
- > Overview of accounting standards and accounting practices
- > Financial management with performance ratios
- > Flow of funds statements (cash flow statements)

Cost Accounting

- > Characteristics, functions and basics of cost accounting
- > Cost allocation (object of costing, cost accumulation, cost apportionment)

- > Full costing and direct costing
- > Calculation systems with marginal costs and contribution margins
- > Managerial accounting
- > Break-even analyses

Planning and Budgeting

- > Development of effective planning and budgeting systems
- > Planning as a tool for coordination and controlling

Investments and Cost Effectiveness Analysis

- > Investment planning
- > Methods of cost effectiveness analysis

Strategic and Value Based Controlling

- > Developing strategic controlling tools
- > Using balanced scorecards (BSC) to operationalize strategies
- > Performance controlling
- > Sustainable enhancement in value

Profit Management

- > Profit goals and profit potentials
- > Levers of active profit management
- > Profit improvement programs
- > Customer orientation opposed to result orientation

Achieving Results

- Executives who are responsible for a company or for a business unit have to deliver results. How can they achieve results?
- > Procedures to ensure liquidity
 - > Ways, concepts and processes for increasing profit, cash-flow and result contributions
 - > Influencing factors and actions to achieve profitability goals
 - > Corporate value: Contribution to lasting value added

Program dates (4 days)

Sem-Nr	Place	Date
E-74022	A-Vienna	January 24–27, 2022
E-74122	Steckborn	April 25–28, 2022
E-74222	Luzern	September 26–29, 2022

Program fee*: CHF 3900.– (plus 7.7% VAT for seminars in Switzerland)
Further information and booking via internet: www.sgmi.ch/ens09
*Invoicing in EUR possible (depending on current currency rate)



Information and Advice

We will gladly provide you with more information about our seminars, programs and diplomas. Call us if you would like an SGMI advisor to help you make the right personal-development choice among our many courses and programs.

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Registration

Please fill out the attached registration card and send it back to:

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Internet www.sgmi.ch
E-mail seminare@sgmi.ch

After we receive your registration, we will send you the following

- > The confirmation of your registration with an invoice.
- > Information on logistics, hotel and travel to the program venue.
- > A room reservation sheet for your hotel reservation.

If a seminar is fully booked or if acceptance in a diploma program is not possible, we will inform you immediately. SGMI reserves the right to make small adjustments to programs or changes of faculty.

Seminar Fees

Seminar fees include the cost of the seminar and the seminar materials (plus 7.7% VAT for seminars in Switzerland). Not included are all hotel costs participants pay the hotel directly, including room and board. Multipart seminars can be booked only as a whole. Missed seminar days or seminar parts cannot be made up at a later date.

Seminar and diploma fees may be paid in EURO (EUR) or Swiss Franks (CHF) at the daily currency exchange rate.

Change of Registration / Cancellation

Changes of registration from one seminar or diploma to another are possible only up to 6 weeks before the start of the seminar and only at the cost of a CHF 350 change of reservation fee. Cancellations are free up to 3 months before the start of a seminar. Registered participants who cancel their registration between 3 months and 6 weeks before the start of a seminar will incur a charge of 40% of the respective seminar or diploma fee. Registered participants who cancel their registration within 30 working days of the start of the seminar will be charged the full seminar fee.

We recommend that participants take out cancellation insurance to cover the above seminar cancellation costs in case of illness or other unforeseen circumstances.

The complete SGMI terms and conditions are available here at www.sgmi.ch/tc.

Travel to the Hotel

Travel directions and information about the hotel are sent with the registration confirmation.

Registration Card

We register for the following program:

Number/Date	Last Name	First Name
	Date of Birth	
	Company/Organization	
	Street, Number	
	ZIP Code/City	
	Phone	Fax
	E-mail	Number of Employees
	Industry	Function
	Date	Signature

We are looking forward to your registration. Please send your registration card by mail, fax, or e-mail.

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