



General Management Program

IN ENGLISH



General Management Program

The General Management Program is split into three courses. It is for business unit heads and business segment managers with result responsibility, heads of staff functions and project managers, engineers, technicians, lawyers, business administrators and everyone designated for one of these positions.

Concept

Integrated management competence is mandatory for managers with responsibility for results, regardless of their place in the hierarchy: single organizational units, self-reporting teams, profit centers, cost centers, product and market segments, business units or business segments. All these managers have entrepreneurial responsibility of some kind and become "intrapreneurs," entrepreneurs inside their organizations. The integrated management approach provided by this General Management Program offers the methodical knowledge required to succeed as a leader of any area of responsibility. Consequently, this program also serves managers who wish to update and broaden their managerial knowledge and management competencies. After graduating from the General Management Program, participants

- ▶ know most recent business administration knowledge,
- ▶ have an in-depth understanding of the most important concepts of integrated management and
- ▶ can apply methods and tools for implementation in their personal business environment.

Topics

Unit 1

General Management:

The Integrated Management Approach

Why is managing such a difficult task? Mainly because there are so many issues and unpredictable factors to consider. And because stakeholders have different, sometimes contradicting goals. However, there are certain meaningful criteria for high-quality management. These will be outlined methodically with the integrated management approach.

Strategy and Execution

- ▶ The strategy concept
- ▶ Business segments as planning units
- ▶ The strategic "must-analyses"
- ▶ Promising strategy options
- ▶ Methodology of strategy formulation
- ▶ Functional strategies
- ▶ Digital strategy
- ▶ Financial aspects of strategy
- ▶ Leadership, execution, implementation

Unit 2

Financial Leadership and Controlling

- ▶ Basics of financial leadership
- ▶ Understand and utilize balance sheet, profit and loss accounts and financial reports
- ▶ Cash flow statement
- ▶ Planning and budgeting
- ▶ Investments and profitability accounting
- ▶ Financing options
- ▶ Controlling systems and methods
- ▶ Performance improvement programs

Unit 3

More Efficiency with Leadership

The way a manager leads coworkers and teams directly influences the effectiveness of an organization. Motivating people is important because encouraged workers achieve better results. How important are rules? And which rules lead to above-average results? What arsenal of leadership techniques does a great leader need to intuitively master every possible situation?

- ▶ Basics of efficient leadership
- ▶ Prerequisites for successful leadership
- ▶ Developing leadership personality
- ▶ Leadership behavior, social competence
- ▶ Employee management tools
- ▶ Leading teams to success

Program dates (3 × 4 days)

Sem.-Nr.	Ort	Datum
E-88124	part 1 D-Cologne	19. - 22.02.2024
	part 2 D-Frankfurt	18. - 21.03.2024
	part 3 D-Frankfurt	15. - 18.04.2024
E-88224	part 1 D-Cologne	19. - 22.02.2024
	part 2 D-Frankfurt	15. - 18.04.2024
	part 3 Davos	24. - 27.06.2024
E-88324	part 1 Davos	26. - 29.08.2024
	part 2 Lucerne	07. - 10.10.2024
	part 3 Lucerne	21. - 24.10.2024

Program fee*: CHF 10 900.– (plus VAT for seminars in Switzerland, see p. 146)

Further information and booking via internet: www.sgmi.ch/ens12

*Invoicing in EUR possible (depending on current currency rate)



Corporate Programs:

As well available as Corporate Program

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.

Phone +41 (0)71 223 50 30

Fax +41 (0)71 223 50 32

Registration

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

SGMI Management Institute St. Gallen

Bogenstrasse 7

CH-9000 St. Gallen

Fax +41 (0)71 223 50 32

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, from 2024 8.1 % VAT). 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 Francs (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 400 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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