

IN ENGLISH

The International Executive Program is designed for professionals who seek an update on the most recent knowledge on international and global management issues after several years of practical experience. The Program challenges and questions personal concepts and behaviors.

## Concept

A major portion of a professional's business knowledge typically comes from practical experience. This practical know-how is important because it shows what really works. But is it enough to survive in an ever-changing business environment? During the last few years of globalization and internationalization, management theories and methods have changed significantly. Prerequisites and success factors for entrepreneurial excellence have changed dramatically. We live in a time of structural shifts that cause and requiring change.

Executives cannot deny these shifts and should embrace them as a challenge and an opportunity for new approaches to success. Successful change management requires understanding the integrated management approach: the processes involved, global competition and regional circumstances and the perspectives of an increasingly dynamic environment.

The International Executive Program rests on a fundamental question: Which findings, management methodologies and management concepts do managers need to master and apply in order to successfully steer an organization?

## Topics

### Unit 1

#### Business Development and Global Management

This part of the International Executive Program provides information about new management trends and offers insights into how management in a global environment really works. Participants experience how business ventures are born and how business concepts are utilized to successfully roll them out into target markets.

- > How to succeed with new business models
- > Strategies, core competencies, and cultures of international and global organizations
- > Change management as a prerequisite for opportunity based leadership; Organizational leadership

#### Best Practice

The International Executive Program blends management thinking from different cultures. The seminar weeks in USA/China include a best-practice module. Participants will visit or analyze several companies onsite.

### Unit 2

#### Financial Overview

- > Analysis of financial and annual reports
- > Cash-flow analysis, performance evaluation

#### Financial Goals and Value Added

- > Planning internal growth while keeping up financial stability and profitability
- > Impact of value added concepts, EVA & WACC

#### Mergers & Acquisitions, Valuation

- > The practice of mergers & acquisitions
- > Value calculation: methods and practical aspects

### Unit 3

#### Integrated Leadership Concept

Managers are usually committed professionals; not every manager, however, is a good leader. What characterizes excellence in leadership? What makes a leader?

#### Communication

Integrating communication skills as a core competence for leadership is a prerequisite for full effectiveness in leadership processes.

#### Personal Leadership Skills

Research shows what characterizes outstanding leaders. Which leadership styles are most effective in certain situations and which behavior should we avoid to prevent unsatisfactory performance?

### Program dates (3 x 4 days)

Sem-Nr		Place	Date
E-54221	part 1	USA-Boston	October 18–21, 2021
	part 2	Brunnen	November 22–25, 2021
	part 3	St. Gallen	May 09–12, 2022
E-54122	part 1	St. Gallen	May 09–12, 2022
	part 2	Brunnen	June 27–30, 2022
	part 3	USA-Boston	October 18–21, 2022

Program fee\*: CHF 13 900.– (plus 7.7% VAT for seminars in Switzerland)

Further information and booking via internet: [www.sgmi.ch/ens02](http://www.sgmi.ch/ens02)

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

Corporate Programs

As well available as Corporate Program:  
Phone +41 (0)71 223 50 30

## 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](http://www.sgmi.ch)  
E-mail [seminare@sgmi.ch](mailto: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](http://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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or register at [www.sgmi.ch](http://www.sgmi.ch)

