

SGMI
MANAGEMENT INSTITUT
ST. GALLEN





# International Management Certificates



# International Management Certificates

## Concept

The part-time Management Certificate Programs provide compact and practical state-of-the-art knowledge in different areas of business management. Set in an international context and thaught in cooperation with leading US professors, the programs are specially designed for managers with the aim of obtaining a Management Certificate, despite of their limited time budgets. The courses are supported by modern learning methods (blended learning) and are being provided on the following subject areas:

- CEO Certificate with focus on the areas of Strategic Management, Marketing, Finance and HR & Leadership.
- Business Strategy Certificate with focus on Strategic Business Management.
- Financial Management Certificate with focus on Finance and Accounting, Controlling and Financial Management.

## Design and Duration

The certificate programs include three units:
- Intensive onsite seminar (4 days)
- Distance learning unit (4 weeks)
- Independent literature study and project paper (4 weeks)

The overall duration of the certificate programs is at least three months. By considering the individual needs and time frames the program duration can be adapted accordingly.

## Program

**1. Seminar**
The program starts with a four-day course:
- **CEO Certificate:** General Management (4 days)
- **Business Strategy Certificate:** Strategic Management (4 days)
- **Financial Management Certificate:** Financial Management for Executives (4 days)

**2. Distance Learning**
The distance-learning unit, set in an international context, broadens and deepens participants' knowledge. In addition to their literature assignments, participants take a four-week distance learning course (one evening per week) designed and taught by leading US professors. Participants select one of the following three distance learning modules.

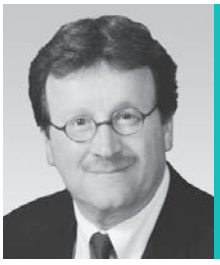
**Description module: Business Strategy**
This course-module explores the differences between the various managerial strategies and systems used to increase productivity. Participants will learn that organizations can achieve the scale, scope, and efficiency that come from being large and the flexibility, speed, and responsiveness of being small. The course discusses Harvard University Professor Michael Porter's Industry and Competitive Analysis Framework; the importance of core competencies and analysis of the value chain for finding business opportunities.

**Description module: Marketing Management**
This course is concerned with the adaptation of resources and objectives to outside market opportunity. It covers strategic planning, segmentation, positioning, marketing mix development, and relationship marketing among other viable topics. This course will enable the participant to conceptualize marketing issues and to make viable marketing recommendations.

**Description module: Financial Management**
The purpose of this course is to familiarize managers with essential techniques and perspectives needed to make sound financial decisions. By completing the assignments and working through the materials, participants should come to understand the difference between economically sound and flawed financial decision analysis.

**3. Project Paper (Practical Part)**
The practical part of this program ensures that your studies relate to your current professional environment. Participants select a subject or a project and write a 30- to 50-page project paper. The paper should build participants' knowledge and skills in their specific business areas.

**4. Certificate**
After successfully completing this program, participants are awarded the Management Certificate in their selected area from SGMI Management Institute St. Gallen.



**Walter Rodriguez**
Prof. Dr.
FGCU, Ft. Myers, USA

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## CEO Certificate

**Part-time CEO Certificate Program for**

- CEOs or senior executives
- Board members, executives, directors and entrepreneurs
- Executives who are preparing for any of the leadership positions listed above and want to earn a management certificate by completing the three parts of this program

**Program dates**

| | | |
|---|---|---|
| ED-50127 | Seminar<br>Distance Learning<br>Project Paper | Own choice<br>May, June, July 2027<br>Summer 2026 |
| ED-50227 | Seminar<br>Distance Learning<br>Project Paper | Own choice<br>Oct., Nov., Dec. 2027<br>Winter 2027/2028 |
| ED-50128 | Seminar<br>Distance Learning<br>Project Paper | Own choice<br>May, June, July 2028<br>Summer 2028 |

**Programm fee*:**
**CHF 8 900.–** (plus 8.1% VAT)
**Further information and booking via internet: www.sgmi.ch/end02**
*Invoicing in EUR possible (depending on current currency rate)

## Business Strategy Certificate

**Part-time Business Strategy Certificate Program for Executives and specialists who**

- seek comprehensive basics and continuing education in strategic management,
- hold responsibility for strategic management and want to complement their practical experience with thorough theoretical understanding and research,
- develop strategies,
- will soon be taking over strategic responsibilities.

**Program dates**

| | | |
|---|---|---|
| ED-70127 | Seminar<br>Distance Learning<br>Project Paper | 01. - 04.03.2027<br>May 2027<br>Summer 2027 |
| ED-70227 | Seminar<br>Distance Learning<br>Project Paper | 27. - 30.09.2027<br>October 2027<br>Winter 2027/2028 |
| ED-70128 | Seminar<br>Distance Learning<br>Project Paper | 03. - 06.04.2028<br>May 2028<br>Summer 2028 |

**Programm fee*:**
**CHF 8 900.–** (plus 8.1% VAT)
**Further information and booking via internet: www.sgmi.ch/end03**
*Invoicing in EUR possible (depending on current currency rate)



## Financial Management Certificate

**Part-time Financial Management Certificate Program for**

- Executives responsible for financial results, or prospective managers of a similar position
- Heads of business units or project heads who are nonfinancial managers
- Specialists and practitioners of all business segments who are complementing their education with comprehensive financial management basics
- Managers who will soon be taking over finance function

**Program dates**

| | | |
|---|---|---|
| ED-74127 | Seminar<br>Distance Learning<br>Project Paper | 19. - 22.04.2027<br>June 2027<br>Summer 2027 |
| ED-74227 | Seminar<br>Distance Learning<br>Project Paper | 08. - 11.11.2027<br>November 2027<br>Winter 2027/2028 |
| ED-74128 | Seminar<br>Distance Learning<br>Project Paper | 09. - 12.05.2028<br>June 2028<br>Summer 2028 |

**Programm fee*:**
**CHF 8 900.–** (plus 8.1% VAT)
**Further information and booking via internet: www.sgmi.ch/end05**
*Invoicing in EUR possible (depending on current currency rate)

# Administration & Registration

## 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
E-mail info@sgmi.ch

## Registration

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

SGMI Management Institute St. Gallen
Bogenstrasse 7
CH-9000 St. Gallen
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 8.1% 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 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 cancelation insurance to cover the above seminar cancelation 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

E-mail | Number of Employees

Industry | Function

Date | Signature

PPM27

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

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Bogenstrasse 7
CH-9000 St. Gallen
Phone +41 (0)71 223 50 30
Internet www.sgmi.ch
E-mail seminare@sgmi.ch

or register at www.sgmi.ch