

# Strategic Business Management

IN ENGLISH

This program in two parts is for executives who have recently taken the reins of a company or a major profit center, or will soon take on such a position. Participants improve their competencies in strategic business management, market positioning and management of financial results.

## Concept

The career jump from a functional management position, from being a “high potential” manager or specialist, to a position with general management responsibility is significant and requires preparation. Entrepreneurial skills are required: more leadership, less execution; discovery of new ventures, identifying and seizing opportunities; developing business models; tracking profit potentials; crafting and implementing strategic concepts, inspiring and motivating coworkers. Being successful in the new position takes more than diligent, timely execution of orders. Results achieved become the sole measure of a career; excuses for missed goals hardly interest anyone. The responsible person will always be measured on outcome.

The Strategic Business Management Program is a valuable support for this transition. The course focuses on two main subject areas. In Unit 1, participants learn how to define and implement crystal-clear, concise strategies with high probability of success. Unit 2 enhances competencies of successful financial management. Participants learn the essential methods and techniques for transforming market accomplishments into economic success and actively optimizing results.

## Topics

### Unit 1

#### Strategic Business Management

- > Overview and methodology of strategic business management
- > The career jump from functional management to general management

#### Strategic Navigation

- > How to keep the big picture
- > The ability to develop simple solutions, even in complex situations
- > The Integrated Management Approach

#### Defining the Current Position

- > Practical application of vital analysis tools
- > Core strategic analyses
- > Instruments and tools

#### Strategic Options

- > Creativity and foresight in search of the ideal future position
- > Powerful visions and realism

#### Formulating Strategies

- > Formulating strategic targets
- > “Promising” or “absurd”: How to assess the plausibility of strategies
- > Transparency, acceptance and willingness to change as implementation criteria
- > Considering trends in digital strategy and online marketing

### Unit 2

#### Evaluation of the Financial Situation

- > Quick analyses of financial plans, controlling reports, cost accounting and budgets
- > Getting a general financial overview

#### Financial Goals and Value Added

- > Planning internal growth while keeping up financial stability and profitability
- > The logics of shareholder value
- > Options for increasing shareholder value

#### Financing and Liquidity

- > Optimizing capital employed
- > Managing liquidity

#### Valuation, Mergers & Acquisitions

- > Value calculation: methods and practical aspects
- > Selecting and evaluating acquisitions

#### Program dates (2 x 4 days)

Sem-Nr		Place	Date
E-44122	part 1	Davos	March 21–24, 2022
	part 2	St. Gallen	May 09–12, 2022
E-44222	part 1	Davos	March 21–24, 2022
	part 2	Luzern	October 17–20, 2022
E-44322	part 1	Davos	August 29–September 01, 2022
	part 2	Luzern	October 17–20, 2022

Program fee\*: CHF 9900.– (plus 7.7% VAT for seminars in Switzerland)

Further information and booking via internet: [www.sgm.ch/ens06](http://www.sgm.ch/ens06)

\*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)