

St. Gallen Certificate in General Management & Leadership

Develop entrepreneurship within the company.

Sessions

Dates

St. Gallen Business School organizes each course and program several times a year. Dates see: www.sgbs.com/e36

Location

Some courses take place in Switzerland, others in Germany or Austria.

Course fee, Duration

CHF 12'900.- excl. VAT, 3 + 4 + 4 + 4 days
Invoicing in Euro is possible, at the current daily rate.

Registration

Internet: www.sgbs.com/e36

E-Mail: seminars@sgbs.com

Phone: +41 71 225 40 80

Please note our General Terms & Conditions, see www.sgbs.com/terms

Participants

1. Specialists, experts and young managers who are expected to provide ideas and impetus for start-ups or new business models
2. Younger managers, specialists and junior staff who want to launch or are already responsible for programs for innovation, entrepreneurship and digital start-ups
3. Specialists in the areas of new business development, product, market and customer management
4. Project managers who want to contribute to new growth, new profitability and new value contribution thanks to innovative projects
5. Junior staff who are allowed to engage in entrepreneurial activities and are looking for comprehensive knowledge.

Structure

- Part 1:** The St. Gallen Management Concept in practical application
- Part 2:** From business idea to business
- Part 3:** Planning and achieving financial results
- Part 4:** Self-management and team behavior

Concept

If established companies want to implement good conceptual ideas, they need one thing above all: entrepreneurial top performers with "doer qualities", business acumen and leadership skills. This is where this SGBS program helps.

1. Turning ideas into new business

Investing in new businesses has its pitfalls: The funds required are usually underestimated; the required timeline until the first successes are achieved is set far too short; too little consideration is given to the risk of flops and thus the danger of failure.

2. Be financially successful

Partial successes motivate: A great innovation; surprised customers; employees proud of their own achievements. However, it is easy to overlook this: The financial results must also be right.

3. Winning employees for change thanks to leadership

Anyone who brings dynamism, change and new ideas into the company quickly encounters resistance. This is particularly the case with long-standing employees who are satisfied with themselves and the past and often see new things as an attack on their long-standing success story in the company. This is why younger top performers in particular need a high level of social skills.

Topics

Part 1: The St. Gallen Management Concept in practical application

Using concrete examples from practice, we demonstrate the importance of holistic general management for successful leadership. In the practical section, participants learn how to apply the most important tools of the St. Gallen Management Concept to solve specific cases.

Part 2: From business idea to business

How to recognize market opportunities at an early stage. How new business is developed and successfully established. How to turn good ideas into successful business or project results.

Part 3: Planning and achieving first-class financial results

A business should have above-average profitability and, after a successful start-up phase, deliver a high cash flow and free cash flow. This is because it is needed to expand the competitive position and invest sustainably in the future. What do business managers need to do to achieve first-class financial results on a sustainable basis?

Part 4: Self-management and team behavior

Leadership is an important skill, as it is about achieving sustainable and first-class results. The diverse skills of an authentic leader must be learned step by step in order to mature into an outstanding leader with great responsibility. What are the characteristics of strong leaders? What are their own strengths?

Enrollment Form

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CH-9000 St. Gallen
Switzerland

Phone +41 71 225 40 80

Internet www.sgbs.com

e-mail seminars@sgbs.com

Seminar-Name

Seminar-Number, Seminar-Date

First Name, Family Name

Company

Address

Country, ZIP-Code, City

Business type, number of employees

Telephone

e-mail

Job title

Date of Birth

Date

Signature

JPE 25

Enrollment

Terms & Conditions for Seminars and Programs

Registration

We are happy to accept your registration or application for a management seminar or program by email, post or internet.

After receiving your registration, we will send you:

- confirmation of your registration with invoice
- information on the schedule, hotel/conference center and arrival
- the room reservation form for your hotel booking

If the seminar is already fully booked, you will be informed immediately.

Information about the seminar hotels

Further information about our seminar centres and hotels can be found on the Internet www.sgbs.com/hotel

Course fee, Hotel costs, Topics

The course fee (plus VAT, depending in which country the seminar takes place) includes includes tuition and all course material. Participants will download the seminar materials electronically from our download center shortly before the seminar. We will send you an email with a link to download them. The course fee does not include any hotel services such as overnight accommodation, breakfast, meals and the daily flat rate for the hotel or conference center. Participants must pay these directly to the hotel. The daily delegate rate of the conference centers in London, Boston and Shanghai is billed directly by the St. Gallen Business School and forwarded to the conference center.

Participants are of course free to stay overnight outside the seminar hotel. In this case, you pay only the daily flat rate charged by the hotel/conference center directly to the hotel or conference center.

The course fee is charged after registration and must be transferred no later than 6 weeks before the start of the seminar. We reserve the right to make minor changes to topics, the sequence of topics and speakers.

We as organizers have the right to move a seminar to our study center in St. Gallen for valid reasons without this justifying cancellation of registration.

Cooperation, Questionnaire

Some of our seminars are held in cooperation with other renowned institutions. The respective event partner records customer satisfaction at the end of the seminar and forwards the evaluation to the cooperation partner.

Certificate

You will receive a course certificate upon completion of the course, or in the case of a multi-part program, during the last part of the program.

Change of Booking, Postponement

If you rebook a booked seminar or part of a seminar up to 3 months before the start, we charge a re-booking fee of CHF 400 plus VAT. If you rebook between 6 weeks and 3 months before the start of the seminar, 20% of the fees for the rebooked event must be paid. If you rebook less than 6 weeks before the start, 40% of the fee is due. If you re-

book less than 2 weeks before the start of the seminar, 80% of the fee is due. If you do not show up, the fee will be forfeited without compensation. Seminars and parts of seminars not attended will be forfeited.

When rebooking, there may be program changes/ adjustments and overlaps. This does not entitle you to a partial refund of the seminar fee.

Cancellation, Withdrawal

ECancellation of registration (withdrawal or cancellation) is possible free of charge up to 3 months before the start of the seminar. If you cancel between 3 months and 6 weeks before the start of the seminar, 40% of the seminar fee plus VAT will be charged.

Alternatively, a replacement participant can be provided up to 14 days before the start of the seminar against payment of the rebooking fee of CHF 700.- plus VAT, in accordance with the target group description.

The full seminar fee will be charged if the cancellation is made less than 30 working days before the start of the seminar.

Individual seminars can be cancelled by the organizer at short notice due to force majeure or due to a lack of participants up to 10 working days before the start of the seminar at the latest, without any claim for damages being made.

Postponement in case of danger, pandemic

We treat rebookings made due to a pandemic or an acute danger situation (terror, war) with great

goodwill: We waive the usual rebooking fees. Due to the extended rebooking option, the above-mentioned "free cancellation up to 3 months before the start of the seminar" does not apply. The seminar fee, if not already paid, remains due with the value date stated in the invoice.

Dangerous situations include events such as an epidemic, a pandemic, disasters, serious political or social upheavals that pose a danger to the participants that should reasonably be avoided by postponing the event. A postponement for such reasons by St. Gallen Business School does not entitle the participant to cancel the booked seminar or program.

Insurance, Liability, Price Changes

We recommend that you take out seminar cancellation insurance with your insurance company to cover cancellation costs due to illness and other events.

Any other damage that could be directly or indirectly related to the seminar attendance, whether from accident, illness, liability, theft, cancellation of the seminar by the organizer or damage resulting from the application of the management knowledge imparted by the participants or the company commissioned by us, must also be insured or covered. We exclude any liability.

Swiss law applies **and the place of jurisdiction is St. Gallen.**

With the publication of a new brochure, all previous information regarding content, speakers and prices become invalid.