

General Management for Young Professionals

The fundamentals of general management, marketing and the skills needed as early career manager and future leader.

Seminar Dates

2023

No. E55123 1st Session 2023

- part 1 February 13 – 16, 2023, Cologne, D
- part 2 March 27 – 30, 2023, Zurich, CH

No. E55223 2nd Session 2023

- part 1 August 21 – 24, 2023, Davos, CH
- part 2 Nov 13 – 16, 2023, Cologne, D

Duration: 4 + 4 days

Course Fee*: CHF 7900.–

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

Registration: www.sgbs.ch/e55

Concept

This program introduces promising early career employees to the tools of effective general management and marketing. Participants will get an overall view of their tasks in the company. They learn how to analyze business tasks. They learn how to develop business ideas and turn them into strong business plans. They learn, how to turn good ideas into sustainable business activities, by doing integrative exercises and real life cases.

But this program also helps establish mutual respect between executives and their potential future managers:

- It shows junior talent how overall management of a company functions and what it means to bear responsibility for result-achievement
- It reveals their entrepreneurial talent and shows if they have business in their blood
- It helps identifying preferences in the career planning for future managers, and what business activities they are enthused about

Topics

The persuasive Marketing Concept

- How to develop a marketing concept
- What you need to watch out for in particular

Understanding the Company

- The parts and how they interact
- The existing business model
- Principles behind result-achievement and success
- Holistic corporate management

The Business Environment and its Dynamics

- Market and rules governing the marketplace
- Customers, demand, industries and the business framework
- Competition and competitor behavior
- Stakeholder groups
- External changes and the art of permanent development and adaptation

Customer Benefits

- Always try to increase the benefits you offer the customer
- How to create new markets with new business ideas
- Success with your core business
- How to develop business with a promising future using customer demands and new technologies

Strategic Management

- The importance of strategic management
- Principles and methods
- Implementing in your own area

Financial Management

- Planning and budgeting
- Key-performance indicators and targets
- The effect your actions have on financial results

Marketing

- Understanding marketing as a concept
- Marketing tools
- The building blocks of effective marketing
- Classic and digital marketing concepts
- Planning and achieving success in the marketplace

Sales and Distribution

- Customer management
- Developing and optimizing the sales process
- Optimizing and expanding existing distribution channels
- Internet, online shop, marketplace – having success with digital sales

Office

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Internet: www.sgbs.ch/international

E-Mail: seminare@sgbs.ch

Announcement, Confirmation, Hotel

Please complete and return the attached registration form by e-mail or post.

All announcements are accurately checked, in order to set up interesting groups.

After checking the announcement you will get a written registration confirmation and the bill for the course fee as well as detailed information to the hotel and arrival. In case of an overbooked course we will contact you immediately. Hotel reservations are directly carried out by the participants. You benefit from a very reasonable seminar flat rate. Carefully selected hotels favour a stress-free learning atmosphere.

Please note that partial participation in a course is only possible after consulting the study direction.

Course Fee, Hotel costs, Topics

The course fee (plus VAT, depending where the seminar takes place) includes tuition and all course material. Hotel charges as for example accommodation, breakfast, subsistence of the hotel or conference center are not included. These charges are billed by the Hotel directly to the participants. Of course it is possible not to spend the night at the semi-

nar hotel. In that case you pay the daily delegate rate directly to the hotel as well. 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.

The course fee is charged after the registration and has to be transferred by 6 weeks before the seminar starts.

Please note that missed lectures due to tardiness or absence are not refunded and cannot be made up later. It may be necessary to apply minor changes to the program in order to guarantee a successful course.

Certificate

Due to the participation of the seminar you will get a seminar certificate.

Information to the Seminar Hotels

More information regarding our seminar hotels you can find directly on the internet (www.sgbs.ch).

Change of Booking, Postponement

If attendance at a seminar has, for compelling reasons, to be postponed, an administration fee of CHF 300.- will be charged. A re-scheduling is possible only up to 6 weeks before the start of the seminar, and only once. Seminars and parts of seminars not attended are forfeited. In the case of booking changes later than 6 weeks before the start of a seminar, following re-scheduling fees will be billed: up until 4 weeks prior to the start of the course, 20% of the course fee; up until 2 weeks prior to the start of the course, 40% of the course fee; up until 1

week prior to the start of the course, 80% of the course fee. In case of a later re-scheduling the entire seminar fee is forfeited. Alternatively, a booking for a substitute participant can be made up until 4 working days before the start of the seminar. For booking a substitute participant, an administration fee of CHF 300.- will be charged.

If a participant is obliged for compelling reasons to change a booking for an individual seminar part so as to attend this in another session, then a change in booking fee of CHF 300.- will be charged. The participant should be aware, that in this case program adaptations or alterations may occur. Please therefore contact us 10 days before the start of the seminar in order to talk the seminar program over for preventing program overlaps.

Cancellation / Withdrawal

The cancellation of an enrolment (a complete withdrawal) is possible up until 3 months before the start of a seminar without charge. In the case of a cancellation (complete withdrawal) up until 8 weeks before the start of the seminar, 20% of the course fee will be charged, in the case of a cancellation (complete withdrawal) up until 6 weeks before the start of the seminar, 40% of the course fee will be charged. After this time, the entire course fee is to be paid as a forfeit, unless provision has been made via re-booking for a substitute participant.

The booking of a replacement participant or deputisation is to be made at the latest 4 working days before the start of the seminar. In the case of booking a replacement

participant, an administration fee of CHF 300.- falls due. In principle, seminars may, due to force majeure or because of an insufficient number of participants, be cancelled by the organiser at short notice, however only up until 3 weeks before the seminar start, without being liable for compensation for any resulting consequences.

Insurance, Liability, Price Changes

We recommend that you take out cancellation insurance policy covering cancellation due to illness and other occurrences. Likewise, it is the client's own personal responsibility to insure against or cover all possible damages or losses which might either directly or indirectly arise from the attendance at a seminar. No matter whether it is due to accident, illness, personal liability, theft, cancellation of the seminar by the organiser, or from damage resulting from the use of the imparted Management knowledge on the part of any participant or the company appointed to us. Any liability on our part is expressly precluded. All matters are subject to Swiss law, the place of jurisdiction is St. Gallen. By the publication of new prospectus/brochures, all previous details pertaining to contents, speakers and prices cease to be valid.

Volume Sept. 22



Enrollment Form

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Switzerland

Phone +41 71 225 40 80

Internet www.sgbs.ch/international

e-mail seminare@sgbs.ch

 Seminar-Name

 Seminar-Number, Seminar-Date

 First Name, Family Name

 Company

 Address

 Country, ZIP-Code, City

 Business type, number of employees

 Telephone

 Fax

 e-mail

 Job title

 Date of Birth

 Date

 Signature

2023

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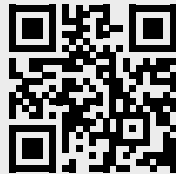
 Date of Birth

 Date

 Signature

2023

Enrollment



www.sgbs.ch/praxisstudium

St. Gallen Business School

References and participant testimonials

The part-time St. Gallen practical study programme for managers. Degrees and references at the Master Diplôme St. Gallen.

www.sgbs.ch/referenzen

St. Gallen Business School

Akademisches Programm

Management-Studium für berufstätige Führungskräfte. Mit intensiver Praxisbegleitung und optimaler Integration in die berufliche Praxis.

- M.A. Master in Int. Management
- MBA in General Management
- Executive MBA – für berufstätige Führungskräfte

www.sgbs.ch/studium

St. Gallen Business School

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