

EXCELLENCE IN GENERAL MANAGEMENT

CONCEPT

How does effective management function? For many years our researchers, professors, lecturers and consultants have been occupied with exactly this question. They examine the patterns that lead to success and failure in mid-sized and in large companies. They test the effects of new theories and models using real cases from the business world. They develop instruction manuals for right or wrong management and give recommendations for achieving excellence in general management.

BENEFITS AND IMPACT

After taking part in this program, you will have an even deeper understanding of integrated management. You will understand that the effects of individual decisions are a controlled intervention into an integrated overall system. This in turn will give you the tools you need to guide your area of responsibility to success that is sustainable within a holistic system of management.

WHO SHOULD ATTEND

This 5-day seminar is designed for the following target groups:

- Senior and mid-level executives
- Members of the management board
- Heads of business units, countries and corporate divisions
- Experienced managers who will soon assume a general management function, who want to prepare themselves for their tasks in a targeted way

AREAS OF FOCUS

Modern Management Approaches

- The concept of integrated, holistic corporate management
- A health-check for the company

Strategic Management

- Strategy as basis for achieving above-average results
- Vision and mission
- Setting a strategic course
- Strategic decisions of top management
- Important strategic tools

Business Development and Innovation

- The right concentration on your core business
- Strategic priorities, portfolio adjustment
- Growth spurts
- Improving profitability
- Innovation and breakthroughs for new business

Marketing Management

- Principles of effective marketing
- The company brand
- Using your brands, renewing your brands
- Deriving promising growth strategies from marketing

Leadership and Change

- My own management conduct
- How to communicate correctly
- The psychology of change
- Effective leadership

Ensuring Results, Achieving Financial Objectives

- Setting ambitious financial objectives
- Recognizing potential for increasing profit
- Introducing measures to improve result achievement

Financial Management

- Financial controlling
- The principles behind the logic of the financial market
- Sustainable increase in corporate value

KEY DETAILS

No.	Date	Location
ZE 1319	Feb 18 – 22, 2019	Davos
ZE 1329	Oct 14 – 18, 2019	Berlin

Fees: CHF 5,400.– / EUR 4,900.– plus VAT

Program length: 5 days

Registration: www.zsom.ch/ZE13 or
registration form on the back of the brochure

*Invoicing in EUR possible (depending on current exchange rate)

ADMINISTRATION, TRAVEL, ACCOMODATION

Consultation

If you need advice, we're available for a personal meeting, by phone or email. Our advanced training portfolio consists of modules, which are optimally coordinated with each other. This creates an attractive, educational curriculum with a strong practical orientation, but it is also possible to develop an individual curriculum from them for the targeted development of a specific set of skills. For all administrative questions, or questions relating to the content of our programs, please contact:

Zürich School of Management

Untere Dorfstrasse 2
CH – 8700 Kuesnacht / Zurich, Switzerland
Phone: +41 (0)44 913 15 88 · Fax: + 41 (0)44 913 15 81
E-Mail: info@zsom.ch · www.zsom.ch

Registration & Registration Confirmation

You can register for one of our programs by mail, fax or on the internet. After you register, you will receive the written confirmation including invoice and seminar location by regular mail. We will inform you immediately if the seminar is booked-out.

The fee listed in the bill covers the costs for the seminar or certificate program, but not the costs for room and board or the daily delegate rate (for the conference package). Value-added tax (VAT) will be calculated separately and shown separately on the bill. It is possible to have your bill calculated in euros. Every participant must pay – independent of his or her seminar fee and hotel – a daily flat-rate fee for the conference package. Our events are held at suitable seminar hotels or at our campus in Kuesnacht / Zurich. All additional costs for hotel amenities, that are separate from the daily flat-rate, must be paid by the participant directly to the hotel. The daily delegate rate corresponds to the usual international costs and is usually between CHF 80 and CHF 110 per day.

Rescheduling, Postponement, Changes

Changing your registration from one event to another, or rescheduling a seminar class to the next one, is possible no later than 6 weeks before seminar begin at a fee of CHF 350/Euro 300. Up until two weeks prior

to seminar begin, you can register a replacement participant at this same rescheduling fee, as long as he or she meets the participant description. There is no compensation required for seminars or parts of seminars not visited. Any seminar can be cancelled by us at any time due to a lack of participants without any claim of damages.

In-company Workshops

After we receive your order for a seminar from our workshop series, we will contact you to arrange a date based on availability that is acceptable to all those involved. Workshops are held at our Executive Campus, 8700 Kuesnacht. In addition to the seminar fee, we charge a daily flat-rate fee of CHF 85 per person. This includes lunch. If you wish, we can hold the event at a location of your choice. In this case, we charge for travel and accommodation costs of our staff.

Cancelling your Registration

Cancellation of your registration is possible no later than 3 months before the start of the seminar at no cost, concerning the seminar fee itself. Concerning cancellation fees for your hotel, this depends on the hotel and when you booked your room. For registered participants who cancel between 3 months and 6 weeks prior to seminar begin, we charge a cancellation fee of 40% of the seminar fee. Registered participants who cancel later than 6 weeks before seminar begin must pay the entire seminar fee. However, they have the opportunity to send a replacement as late as 10 working days prior to seminar begin

Insurance, General Terms & Conditions

Damages incurred due to accident, disease, third-party liability, theft, cancellation of a seminar or damages from using the management knowledge taught, must be insured and covered exclusively by the participant, or the organization or company who contracted the seminar. All liability from our side that exceeds the amount of the paid seminar fee is explicitly excluded. Swiss law applies and the court of jurisdiction is Zurich. All past information concerning content, dates and prices lose their validity upon publication of this new brochure.

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REGISTRATION FORM INTERNET: WWW.ZSOM.CH

Send to:

Zürich School of Management
Untere Dorfstrasse 2, CH-8700 Kuesnacht / Zurich

E-Mail:
info@zsom.ch

Fax:
+41 (0)44 913 15 81

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Management

I wish to participate in the following program:

Name of Program

Number

Program Dates

Personal Data

Ms.

Mr.

Title

Last Name

First Name

Company/Organization

Street, P.O. Box

Postal Code

City

Country

E-Mail

Telephone

Fax

Position

Industry (opt.)

Number of Employees (opt.) under 200

up to 1000

over 1000

Signature _____

Date _____