

INTERNATIONAL EXECUTIVE MANAGEMENT PROGRAM

CONCEPT

By attending this course you will:

- enhance your knowledge of management
- receive an instruction manual for effective management in a globalized economy
- enhance your skills as opportunity and crisis manager even further
- acquire an even more comprehensive understanding about the effect that management intervention has when its goal is setting the course of a company, and about how to achieve outstanding results in a team.

STRUCTURE

Part 1: 4-day seminar about the central themes of corporate management in an internationally active company

Part 2: 4-day leadership seminar about the essential principles of executive leadership

WHO SHOULD TAKE PART

- Senior managers in top executive positions
- Executives with responsibility for result-achievement
- Heads of business areas or business units
- Managers responsible for growth, innovation, market development
- Heads of important operative areas

SUBJECTS COVERED

Setting your Sights on Success

- Every organization needs managing
- Management needs leadership
- Effective corporate management
- Holistic management for result-achievement

Giving Meaning to Motivation

- Business mission and the most important guidelines of the owner
- Values and ethics in a company
- Intended behavior, reputation externally and internally

The Business of the Future

- Identifying the business of the future
- Technology as driver of change
- The business model of the future
- Requirements of staff and managers

Core Business and Market Position

- Optimizing and using your core business
- Defending and expanding your market position

- Maintaining your core competences
- Active portfolio management

Dynamic Structures, superior Processes

- The value-added process
- Structuring your business area into a high-performance organization
- Creating an advantage thanks to processes, IT and communications
- Motivation, trust and commitment as core competencies

Profit and Value Management

- Profit that is above your sector's average as objective
- Increasing profit margins, EBIT, cash flow, return
- Productivity thanks to management and team performance

Implementation thanks to Motivated Employees

- Motivating employees, teams and departments to achieve shared objectives
- Good management, skillful leadership
- Situation-optimized leadership behavior

Executive Leadership

- Leadership as a core competence
- Being an effective role model and motivator
- Executive leadership – best practices

KEY DETAILS

No.	Date	Location
ZN 3310	Part 1: Feb 24 – 27, 2020	Lucerne, CH
	Part 2: Mar 30 – Apr 02, 2020	Hamburg, D
ZN3320	Part 1: Feb 24 – 27, 2020	Lucerne, CH
	Part 2: Jun 22 – 25, 2020	Boston, USA
ZN3330	Part 1: Oct 19 – 22, 2020	Hamburg, D
	Part 2: Nov 09 – 12, 2020	Hamburg, D
ZN3340	Part 1: Oct 19 – 22, 2020	Hamburg, D
	Part 2: Nov 23 – 26, 2020	Davos, CH
Fees:	CHF 9,700.– / EUR 8,900.–* plus VAT	
Program length:	8 days	
Registration:	www.zsom.ch/zn33 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.

REGISTRATION FORM INTERNET: WWW.ZSOM.CH

Send to:Zürich School of Management
Untere Dorfstrasse 2, CH-8700 Küsnacht / Zurich**E-Mail:**
info@zsom.ch**Fax:**
+41 (0)44 913 15 81

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** _____

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