

# BUSINESS LEADERS PROGRAM

Duration: 2 × 4 days

Management course in two parts for executives without formal education in business administration.

## CONCEPT

The St. Gallen Business Administration Course imparts the current business and management knowledge that is a prerequisite for any successful management and staff activity in today's business world.

For people who have not yet completed a higher education or further training in business administration.

## PARTICIPANTS

- Junior executives and staff members who have not yet completed a higher education and training in business administration.
- Up-and-comers from technical or commercial backgrounds seeking solid knowhow in business administration.
- Engineers, technicians, lawyers, etc. acquiring knowledge beyond their field of expertise.

## TOPICS PART 1

### Fundamentals of corporate management

- Business administration at a glance
- The St. Gallen Management Concept
- System theory, management systems, and management concepts
- Interrelationships and influencing factors of modern corporate management

### Corporate policy and strategic management

- A company and its environment
- Developing corporate goals, principles, and visions
- Strategic elements
- Analyses and methods for formulating and implementing strategies

### Corporate structure

- Organizing structures and processes
- Organizational methodology

### Business environment

- Customer needs and orientation
- Shareholder logic and owner strategy
- Importance of the general public

### Marketing management

- Market research and marketing analysis
- Marketing system: product, market, and sales policy
- Marketing strategies, marketing mix
- Controlling sales performances

## TOPICS PART 2

### Finance and accounting

- Financial basics: the meaning of cash flow, return, and liquidity
- Forms of financing
- Balance sheet and income statement

### Controlling and investment appraisal

- Outlining an investment appraisal
- Controlling as a management tool
- Reporting, management reports
- Executive's controlling responsibility

### Planning and budgeting

- Planning: Structure and logic
- Accurate budgeting
- Recognizing deviations, corrective actions
- Planning results, achieving financial goals

Approach and seminar procedure. The seminar is based on active teaching methods, which are used alternately: guided discussions, case studies, group work, individual presentations, as well as role plays.

## SESSIONS

### 2215-E

- part 1: 17.–20.02.2025  
Köln, DE
- part 2: 20.–23.05.2025  
Frankfurt, DE

### 2225-E

- part 1: 17.–20.02.2025  
Köln, DE
- part 2: 06.–09.10.2025  
St. Gallen

### 2235-E

- part 1: 25.–28.08.2025  
Davos
- part 2: 06.–09.10.2025  
St. Gallen

## Program Fees

CHF 7900.–\*  
(plus 8.1% VAT)\*\*

\* Invoicing in EUR possible (subject to daily exchange rates).

\*\* country-specific VAT for seminars outside of Switzerland.

# REGISTRATION, ADMINISTRATION AND ORGANIZATION

Our paramount goal is to provide top of mind, holistic and practical management knowledge.

If possible, the content and structure of the seminar is adapted to a certain degree to the specific interests and backgrounds of the participants to foster the transfer of the provided concepts and methods into practice.

Our seminars in management education are structured as standalone modules that allow topic specific combinations. This facilitates the option to customize the programs to the individual needs of our clients.

We will gladly explain the advantages of this concept and advise you on the selection of the optimal program for you.

The following administrative references allow for a smooth process of your registration. We gladly assist you in any queries

## Certificate

After your attendance of the seminar/ completion of a program, you will receive a certificate on the last course day.

## Fees and Accommodations

Seminar fees include the cost of the seminar and the seminar materials (plus 8.1% VAT for seminars in Switzerland). Seminars outside of Switzerland are taxed according to local regulations. Not included are all hotel costs of the participant including room and board, directly payable at the hotel. Multipart seminars can be booked only as a whole. Missed seminar days or seminar parts cannot be made up at a later date (Exceptions may apply). Seminar and diploma fees are invoiced in Swiss Francs (CHF). Upon request, payment in EURO (EUR) is possible at the daily currency exchange rate.

## Change of Registration / Cancellation

Changes of registration from one seminar or diploma program to another are possible only up to 6 weeks before the start of the seminar at the cost of a CHF 400 change of reservation fee.

Cancellations are free up to 3 months before the start of a seminar or diploma program. 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 or diploma program will be charged the full fee.

We recommend that participants take out cancellation insurance to cover the above seminar cancellation costs in case of illness or other unforeseen circumstances.

With your registration you accept the General Terms and Conditions of the SGMI Management Institut St. Gallen AG. For further information please go to [www.smp.ch/en/tc](http://www.smp.ch/en/tc)

## Hotel

Seminars are usually organized in hotels. You hereby benefit from a reasonably priced fixed rate. However, you are free to select your own accommodation. In any case, a daily flat rate is to be paid directly to the hotel. With the registration confirmation you will receive detailed hotel information and a room reservation sheet, which you should fill out and return to us immediately. We will then take care of the hotel reservation on your behalf. The hotel will then invoice you individually on departure.

## REGISTRATION

We welcome your registration.

Please register using the form on the corresponding product website at [www.smp.ch](http://www.smp.ch) or by e-mail to [seminare@smp.ch](mailto:seminare@smp.ch) with the corresponding product information. Thank you very much.

Registrations will be considered on a first-come, first-served basis. If there are no more places available for a seminar, you will be informed immediately. Partial attendance of multi-part programs is possible on individual basis.

We reserve the right to make minor changes to the program, provided that they are beneficial to the success of the seminar.

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