

ST. GALLEN MANAGEMENT PROGRAM

Duration: 3 × 4 days

12

The St.Gallen Management Program is an intensive course for managers, juniors and staff members.

In three four-day units participants comprehensively study the spectrum of modern business administration. Course contents are delivered in compact format with actual practical examples, covering proven knowledge as well as new approaches.

PARTICIPANTS

- Managers with responsibility for results, heads of business units, profit centers, or product managers
- Junior managers designated for a higher position
- Staff members and project managers planning to acquire comprehensive business administration knowledge in a bigger context to better serve their coordinating position.

TOPICS PART 1:

Comprehensive Thinking in General Management

- Companies in their environments
- Key success factors
- Corporate policy and corporate culture
- Nature and significance of corporate policies
- Corporate identity & culture
- Vision and core values

Strategic Management and Execution

- Philosophy, tools and methodology of strategic management
- Procedures to develop corporate strategies, business unit strategies and functional strategies
- From customer orientation to actively influencing customer satisfaction
- Building blocks of a marketing concept
- Techniques to improve market performance

TOPICS PART 2:

Human Resources Management

- Employees as primary success factor
- Elements of modern human resources management
- The factors affecting employee performance
- High employee satisfaction through great performance

Leadership Styles

- Methodologies of effective leadership
- Benefits of optimized decision making processes
- Optimizing personal leadership skills

TOPICS PART 3:

Financial Leadership

- Managerial accounting
- Management of financial key factors such as liquidity, profitability, and leverage
- Cost accounting

Planning and Budgeting

- Planning and budgeting in dynamic organizations
- Handling plan deviations

Modern Finance Management

- Finance planning & tools
- Leadership tools for financial management
- Investments and feasibility studies

SESSIONS

2015-E

- part 1: 17.–20.02.2025
Köln, DE
- part 2: 24.–27.03.2025
Frankfurt, DE
- part 3: 20.–23.05.2025
Frankfurt, DE

2025-E

- part 1: 17.–20.02.2025
Köln, DE
- part 2: 23.–26.06.2025
Hallwilersee
- part 3: 06.–09.10.2025
St. Gallen

2035-E

- part 1: 25.–28.08.2025
Davos
- part 2: 06.–09.10.2025
St. Gallen
- part 3: 20.–23.10.2025
Horn/St. Gallen

Program Fees

CHF 10900.–*
(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

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 or by e-mail to 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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