

# St. Gallen Management Seminar

CRACOW  
2012, November 22-24



CRACOW  
UNIVERSITY  
OF ECONOMICS



CSB  
Cracow School  
of Business  
MBA Postgraduate Studies

St. Gallen  
Business School

## PARTICIPANTS:

The "St. Gallen Management Seminar" is designed for managerial staff at middle and upper levels wishing to prepare themselves for a more challenging role in an international environment. The seminar is organized by Cracow School of Business at Cracow University of Economics and St. Gallen Business School, Switzerland and is based on the internationally well-established Swiss St. Gallen Management Concept, designed by Prof. Dr. Dres. h.c. Knut Bleicher, former president of the advisory board of St. Gallen Business School, honorary doctor of Cracow University of Economics.

## TRAINERS:

The sought-after trainers from St. Gallen Business School are proven and highly skilled specialists in the development and implementation of strategies and concepts. Beside management consulting activities they are active as fixed-term and turn around managers for international companies.

## CONCEPT:

Managers are nowadays in particular demand. One of the most important tasks lies in their function as a link between what Top Management wishes and prescribes, and which aspects of this are pertinent to and implemented at the operational levels. Their role is thus that of a «transmission belt», which should generate results from strategies and projects. The greater the shift, the speedier strategic changes become necessary, and, consequently, the more important this role becomes. The people «at the bottom» have to understand what those «at the top» have thought out and decided on. Staff satisfaction, confidence and the working towards common goals depend essentially on how well young managers succeed in carrying out this role. The largest sphere of duties is the management of one's own work segment or one's own department.

Belonging to this are:

- ▶ the leading, motivating and directing of staff and international teams towards common aims
- ▶ thinking and acting with a view to outcomes
- ▶ management of one's own person: working techniques, project management, meetings skills
- ▶ communicating effectively
- ▶ the detection and elimination of inefficiencies in processes and management instruments
- ▶ dealing with conflicts and difficult situations

In addition to these "soft factors", successful managers also need, however, a comprehensive overview and a well-

grounded knowledge of finance and accountancy. The learning in this international intensive program is based on the subject-related input of outstanding lecturers as well as personal participation and the working through of real life cases.

## DATES (two possible dates per year)

The program (in English) lasts 3 days en bloc (Thursday-Saturday)  
Strategy & Marketing (day 1&2)  
Financial Management (day 3)  
Course duration: 21 hours

## TOPICS:

### Strategic Analyses

- ▶ The St. Gallen Management Approaches a holistic framework in strategic management
- ▶ Basic Analyses: What questions do we have to ask?
- ▶ The strategy funnel: How to avoid paralysis through analysis
- ▶ Today's market positions and their influence for on own strategy
- ▶ Determine the right adjusting levers for company success and sustainability

### Developing Successful Strategies

- ▶ How effective strategies are developed
- ▶ Thinking in alternatives and scenarios
- ▶ Good and bad strategies: Learning from the best
- ▶ Structure follows strategy

### Building an Effective Marketing Mix

- ▶ From initial idea to cash cow products: management strategies for product development
- ▶ Developing leading brands
- ▶ Marketing to target groups: How to segment markets?
- ▶ Tools for operating an active product range
- ▶ Communication concepts
- ▶ Pricing and terms management

### Customer Satisfaction as Main Goal

- ▶ Service management and customer satisfaction: How to use relationship marketing
- ▶ The customer need as a basis for future performance
- ▶ Building up unique selling proposition
- ▶ How to communicate satisfaction

### Financial management

- ▶ Financial parameters and how they model company results

- ▶ The paradigm of linked sales/volume, profit and costs
- ▶ Reconciling liquidity, profitability and risk goals
- ▶ Balance, profit/loss statement
- ▶ Break-even analysis
- ▶ Capital flow statement, cash flow
- ▶ How to justify an investment proposal
- ▶ Return on capital investment (ROI/ROCE)
- ▶ Make-or-Buy, Insourcing/Outsourcing

### Cash management, financial engineering, shareholder value management

- ▶ Liquidity management
- ▶ The right mix of financial instruments
- ▶ Financing rules
- ▶ The shareholder value concept

### Controlling

- ▶ Key figures for controlling, key performance indicators KPI
- ▶ Efficient and effective controlling systems
- ▶ Structure of an MIS and early-warning system
- ▶ Understanding a controlling report

## REGISTRATION INFORMATION:

Please register online or complete the enclosed registration form. If you have any questions regarding logistics or registration, please contact: Ewa Szpórnióg-Smoleń: [kbsseminars@uek.krakow.pl](mailto:kbsseminars@uek.krakow.pl), +48 12 293 55 68 or Piotr Buła, Ph.D.: [bula@uek.krakow.pl](mailto:bula@uek.krakow.pl), +48 12 293 55 25.

## CANCELLATION/WITHDRAWAL

The cancellation of an enrolment (a complete withdrawal) is possible up until 4 weeks before the start of a seminar. In this case an administration fee of EUR 100 falls due. In the case of a cancellation (complete withdrawal) up until 3 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 2 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 1 week before the start of the seminar. In the case of booking a replacement participant, an administration fee of EUR 100.- 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.

## FEE:

SEMINAR FEE: 1250 €\*

\* The fee includes: a certificate of participation in seminar issued by St. Gallen Business School and Cracow School of Business at Cracow University of Economics, all required texts and materials for seminar, as well as three lunches, refreshments and parking on the CUE campus. Accommodation and meals other than specified are not included. Payment of seminar fee is due at least 6 weeks, before the beginning of the Seminar.