

# STRATEGIC MANAGEMENT

CONCEPTS FOR SUCCESSFUL BUSINESS LEADERSHIP

19–21 April 2010



## → PROGRAM FOCUS

In today's complex business environment, it is vital that companies have a clear strategic direction in order to seize opportunities and to maximize their success. This program enables participants to acquire working knowledge of strategy creation and implementation and provides the respective tools to achieve both. Strategic leadership concepts help participants to align their company and make strategy happen.

## → YOUR KEY BENEFITS

- Evaluate the internal situation and the external environment of a company by applying strategic tools and frameworks.
- Develop strategic thinking and improve your organization's strategic approach to business.
- Drive strategy implementation and control a strategy successfully.
- Apply strategic leadership concepts to enhance your company's success and growth.

## → WHO SHOULD ATTEND?

- Professionals who wish to learn how to contribute more to the shaping of their organization's strategy.
- Executives who want to gain experience in using strategic tools and frameworks.
- Senior functional managers or those working within the strategy team.

## → PROGRAM OUTLINE

An intensive 3-day program that provides profound insights into strategy management. A mixture of different teaching methods is applied, ranging from lectures and case studies to group discussions. Reports from companies on how they gear the strategy development process will accompany the course.

- Part I: → Strategic Management Process → Vision, Mission, Goals → Internal Analysis → Case Study and Discussion about Strategic Planning
- Part II: → External Analysis → Summarizing Analysis → Case Study and Discussion about Competitive Advantages
- Part III: → Strategy Formulation → Strategic Leadership Concepts → Strategic Controlling → Case Study and Discussion about Strategy Formulation

# STRATEGIC MANAGEMENT

CONCEPTS FOR SUCCESSFUL BUSINESS LEADERSHIP

19–21 April 2010



Prof. Dr. Manfred Perlitz

## → PROFESSOR'S VIEW

“This program will help you to reinvigorate your strategic thinking and improve your organization's strategic approach to its business. Tools and frameworks to achieve sustainable growth will be at your disposal.”

## → CERTIFICATE

At the end of the open enrollment program, each participant will be awarded a Mannheim Business School certificate.

## → DATES, DURATION, LOCATION

19–21 April 2010

3 days

Mannheim Business School Campus

## → TUITION FEE

2,900 €

The fee includes VAT, all program material, coffee breaks, lunches and a networking event.

## FACULTY SPOTLIGHT

Manfred Perlitz is Professor of Business Administration and International Management at the University of Mannheim. His research activities focus on business policy and strategy, international management, innovation management and global scenarios. Manfred Perlitz has been consultant to many global companies and organizations (e.g. BASF, Barclays Bank, Daimler, Deutsche Telekom, General Motors, Henkel, IBM, Marks & Spencer, Mercedes-Benz, Merck, Microsoft, Nokia, Rolls Royce, Shell, Siemens, VW, Xerox). In Manager Magazin, he was listed as the most important professor of International Management and Strategy in Germany.

## → CONTACT US

For further information regarding this program, please e-mail [execed@mannheim-business-school.com](mailto:execed@mannheim-business-school.com) or phone +49 (0)621 181 37 21. To apply, please download our application form from our website ([www.mannheim-business-school.com/downloads](http://www.mannheim-business-school.com/downloads)).