



Corporate Strategy in Practice

Mannheim Business School | Executive Education

MANNHEIM
BUSINESS SCHOOL

Corporate Strategy in Practice

Program Objective

The “art” of developing strategy becomes more and more important in a steadily growing market complexity. Increasing customer demands, intensifying international competitive pressure pose significant challenges to lead effectively and efficiently. The Corporate Strategy in Practice Program (CSIP) introduces and trains state-of-the-art strategy tools in a three-day application-based learning experience.

Learn the formulation and execution of a company’s corporate strategy in today’s complex, competitive global environment. Leave with an immediate, applicable tool-set for a winning corporate strategy.

Who should attend?

The Corporate Strategy in Practice Executive Education Program is designed for young and senior professionals who aim at developing their careers in the strategy function of large corporations or in the management consulting industry. The three-day high intensity training is a hands-on experience based on practically tested and proven state-of-the-art strategy tools. We will apply these on real-life case studies, discussing step-by-step the critical nuances of key dimensions in strategy development.

Dates and Fees

This program runs for 3 days at Mannheim Palace.

■ Dates

September 18–20, 2017
March 8–10, 2018



■ Fees

3,900 € including tuition, session materials, case studies and lunch break – accommodation is not included.



Confirmed Guest Speakers

- Sven Kolthof, Managing Director, Callisto Ventures
- Matthias Müller, Partner, Deloitte

FACULTY



Fuat Ecer

has more than 10 years of professional experience in the Corporate Strategy and M&A function. He currently is Director M&A in the private equity industry. In his previous role, he worked as a Senior Manager Corporate Strategy and M&A at BASF SE, the world’s leading chemical company, where he led large M&A, corporate strategy and venture capital projects. Before joining BASF, he was part of the Strategy Group at PwC, where he focused on strategy projects and commercial due diligence for private equity clients. Fuat is Co-Initiator and Member of the Faculty of the “M&A in Practice” Executive Education Program at WHU – Otto Beisheim School of Management. Further, he is an active researcher at WHU in the Chair of Prof. Dr. Nihat Aktas, Mergers & Acquisitions. Fuat graduated from the Mannheim Business School Full-Time MBA Program (class of 2011).

Program Benefits

Discussions and exchange of ideas with industry experts and a selected group of peers allow participants to gain experience in handling the strategy process.

By attending the Corporate Strategy in Practice Program, you will learn how to:

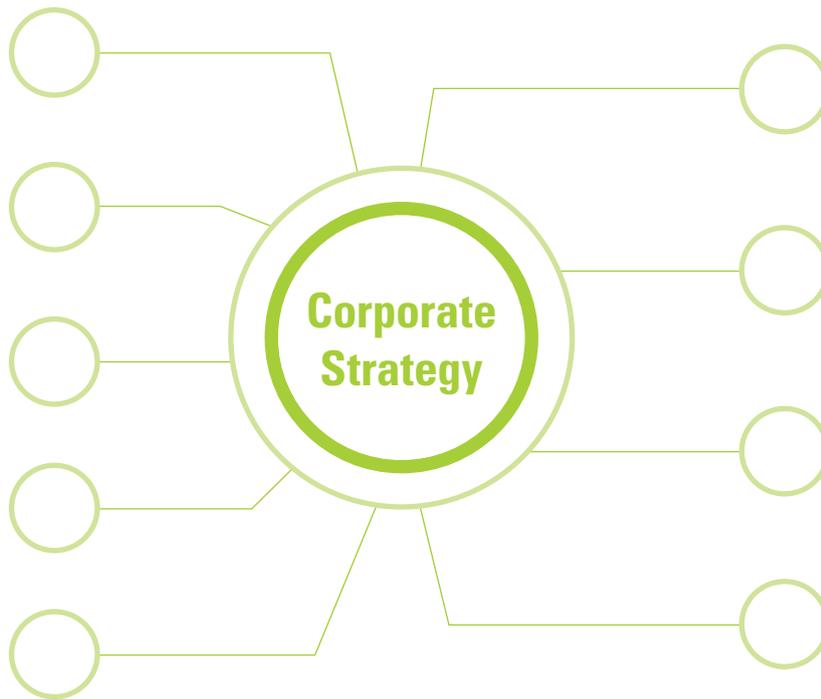
Analyze problem situations based on logic trees

Analyze markets, customers, and competitive environments

Structure and manage the full strategy process

Analyze and develop business models

Analyze segment and product portfolios



Develop strategy management presentations

Anticipate cognitive biases as a threat to decision-making in strategic management

Develop a convincing and consistent business plan

Anticipate and manage strategy execution challenges



Andrew Kakabadse

is Professor of Governance and Leadership at Henley Business School, University of Reading and Emeritus Professor at Cranfield University School of Management. He has consulted and lectured in the UK, Europe, the USA, SE Asia, China, Japan, Russia, Georgia, the Gulf States and Australia. He has also published 32 books, over 200 journal articles and 18 monographs. Andrew has held positions on the boards of a number of companies and has also been an adviser to a Channel 4 business series. He is currently embarked on a major world study of boardroom effectiveness and governance practice. A number of governments are participating in this new study, including the British Ministers of State. He has been awarded a £2 million research grant to examine Governance and Leadership in the private sector and with governments.



Mannheim Business School (MBS)

Located in the heart of the German and European economy, Mannheim Business School (MBS), the umbrella organization for management education at the University of Mannheim, is considered to be one of the leading institutions of its kind in Germany and is continuously ranked as Germany's #1.

In the 2016 Financial Times Executive Education rankings, Mannheim Business School was ranked among the best providers of Customized Programs worldwide (#11). The outstanding result was based in large part on glowing reviews from its corporate clients: In four of ten categories (Faculty, Teaching Methods and Materials, Follow-up, Future Use) MBS was ranked as one of the best ten institutions in a field of 85 business schools from all around the world.

Application Contact

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