



University of St.Gallen
Institute of Management and Strategy

Essentials in General Management CAS HSG

Development of Business Competencies in Strategy, Finance,
Leadership and Self-Management for Non-Economists



Overview



Duration 6–9 months

13 days on-campus and 3–5 h self-study per module



Language

English



Location

St.Gallen



On-Campus

4 Modules



Cost

CHF 17'500



Credits

10 ECTS points



Dates

Please refer to our website
ifb.unisg.ch



Enhance Your Management Know-how

Understanding interrelationships in business management is the foundation of every successful manager today. As non-economist this program will equip you with the necessary tools in the areas of Strategy, Finance, Leadership and Self-Management to take confident and professional action in matters requiring business management skills and to position yourself in the long term as competent leader.



Building Sustainable Strategies

Initiating and implementing strategies

Developing business models

Managing strategic change



Leading with Energy and Focus

Become acquainted with management styles

Develop and communicate your vision

Prepare and implement changes



Self-Management and Resilience

Self-Awareness – Developing a strength-orientated mindset

Self-Responsibility – How to stop playing the victim card

Self-Confidence – Honouring commitments and pursuing goals

Self-Conquest – Winning the inner game



Driving Financial Performance

Understanding and scrutinizing balance sheets

Preparing business plans

Assessing strategic decisions financially

Your Practical Benefits



Shape future-proof competitive strategies to position yourself and survive in contested markets.



Initiate change processes and be capable of advancing them and bringing them to a professional conclusion.



Know the fundamentals of double-entry accounting and analyze past events.



Plan the financial future making use of key figures and prepare capital budgets.



Develop your own specific management style and lead your team securely and confidently even in difficult circumstances.



You learn to challenge your personal truths and recognize the prize you are paying for your mindset.

Target Group

This certificate is aimed at non-business-administration specialists in lower and middle echelon management who want to acquaint themselves with business subjects.

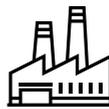
Participant Profile



+ 10 years
work experience



41
average age



+ 15
number of
industries



+ 50%
middle management

Testimonials

«The quality of the professors was exceptional. Highly relevant examples were repeatedly demonstrated in practice to provide a broader understanding of topics. My knowledge was enhanced significantly in ways that support my day-to-day management tasks.»

Chris Howard, Global Program Manager, Financial Services Industry

«As an engineer employed on a full-time basis, I needed a management program that accommodated my hectic schedule and needs. And that is exactly what the Management Certificate course provided.»

Dr. Michael Winkler, Senior Scientist, NATO C3 Agency

«This is high-caliber management education, comparable to my previous studies at an Ivy League university in the United States.»

Stefan E. Mueller, Consultant, Ithaca

Modules and Overview of Topics



Driving Financial Performance

- Understanding balance sheets and asking the pertinent questions – interpret key figures correctly and recognize risks early on
- Tools of financial management – utilize the business plan as tool to successfully shape the future
- Financial performance indicators – analyze and assess the success of strategic decisions



Building Sustainable Strategies

- Strategies for business units – develop competitive strategies and tactics for contested industries
- Implementing strategies – initiate, follow and conclude change processes
- Building innovative business models – improve value creation and develop the business model



Leading with Energy and Focus

- Develop your own management style – manage yourself and your team confidently and persuasively
- Effective and inspiring leadership – develop and communicate a common vision
- Change management – overcome resistance and motivate your employees to stand behind a common goal



Self-Management and Resilience

- Incorporate attitudes that enable you to meet challenges and difficulties
- Become an active creator of your life and achievements and avoid the pathogenic victim role
- Practice a health-promoting attitude to harness and strengthen your resources



«Our greatest freedom is the freedom
to choose our attitude.»

Viktor Frankl

Highlights

Case Studies

With the help of practically-oriented case studies, you grapple with complex topics derived from current-day industry developments, thus acquiring important tools to ensure successful management in a dynamic market environment.

Compatible Architecture

This certificate will be partially or fully credited to you for the following programs:

- Leadership CAS HSG
- Executive MBA HSG
- Excellence in General Management DAS HSG
- Strategisches Management CAS HSG
- Finanzen und Controlling CAS HSG
- Leadership CAS HSG

Networking

During the seminar you take part in joint evening programs, providing you an opportunity to get to know your peers. You will also become a member of our alumni network: the exchange of information is fostered within the community through social media and regular events.

Instructors



Andrew Bannon

Lecturer at the Institute of Management and Strategy (IoMS-HSG), inspirational speaker, communication trainer and coach. Following his bachelor's degree in Economics at the University of Surrey, Andrew worked in the finance and energy sectors in his hometown of London, UK. In 2003 he moved to Munich, Germany, after retraining to become a business communication trainer. Having met Jens Corssen in 2011, he began holding inspirational speeches and workshops on the English version of Jens' widely acclaimed lifework "der Selbst-Entwickler©" (the Self-Developer) in 2013. His work has since helped a large number of employees at international firms implement key elements of self-management into their daily routines.



Prof. Dr. Heike Bruch

Director, Institute for Leadership and Human Resource Management (IFPM-HSG). Expert on Leadership, Energy & Engagement, Healthy High Performance and New Forms of Leadership and Work. Many years of experience as consultant and lecturer. A variety of memberships; distinguished as one of the leading scholars in the field of human resource management in Germanspeaking regions.



Dr. Wilfried Heupl

Associate Lecturer of the Institute of Management and Strategy (IoMS-HSG). Expert on Strategic Management, Change Processes and Organizational Development. Many years of experience in international corporate management functions. Consultant and lecturer for diverse firms in the field of strategic realignment and positioning.



Prof. Dr. Dr. Tomi Laamanen

Chaired Professor of Strategic Management and Director of the Institute of Management and Strategy (IoMS-HSG). Expert on Strategy with a special emphasis on mergers and acquisitions, managerial cognition and capability dynamics. As a member of the supervisory board and strategy consultant, he cooperates with international companies in various industries.



Dr. Thorsten Truijens

Associate Lecturer of the Institute of Management and Strategy (IoMS-HSG). Expert on controlling and finance. Managing Partner of Controlling Partner St.Gallen AG, consultant to notable multinational concerns, and recipient of the Best Teacher Award of the Full Time MBA and the Omnium Global Executive MBA.



Good to know



Certificate of Participation

You will receive an official HSG CAS certificate documenting your participation. Additionally, you will be credited with 10 ECTS points.



Registration

You can register at any time via our website ifb.unisg.ch. We would also be happy to advise you by phone or email. The number of participants is limited.



Cancellation

Cancellations up to 90 days before the start of the program are free of charge, between 89 and 60 days in advance 10 % and between 59 and 30 days in advance 50 % of the cost. If cancelled less than 30 days before the start of the program, the total fee will be due. However, we are happy to accept a substitute participant.



Fee

The fee for this certificate is CHF 17,500.-, including course materials, catering during breaks, lunch, and several evening programs. Costs for travel and overnight accommodation are to be covered by the participant. The course materials are made available electronically via the learning platform.

5 good reasons for your participation


1

Benefit from decades of excellent research and practical relevance in general management at the IoMS-HSG.


2

Acquire first-class practical business know-how based on the latest research results.


3

Receive valuable impulses for your management responsibility in the areas of strategy, finance, leadership and self-management.


4

Network with exciting peers and discuss solutions for your specific challenges.


5

Give your career an extra kick with a worldwide recognized executive education from the University of St.Gallen.



REGISTER
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IFB.UNISG.CH

Contact



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Accreditations



From insight to impact.