

## Executive Summary

- ❖ The individual management module degrees convey future-oriented management knowledge at the highest level
- ❖ The focus of the management seminars is on the holistic development of an entrepreneurial mindset on the part of the participants
- ❖ In addition to imparting current knowledge as part of the management seminar series "Business Administration Plus" from the area of "General Business Administration with a focus on" Management Studies", soft skills as well as the establishment and expansion of networks among the seminar participants are particularly important
- ❖ In addition, the recognized and certified individual management modules form an ideal basis for advanced bachelor's and master's courses at the "HDBW Hochschule der Bayerischen Wirtschaft".

The HDBW is a private, state-accredited University of Applied Sciences and Management, located in Munich and Bamberg.

- ❖ Thanks to the individual support provided by our experienced university professors and lecturers, as part of an interactive transfer of knowledge on current and practice-oriented topics, both the participants and companies find innovative solutions and maximum benefit from the management seminars

## **Objectives for the Management Seminars**

The newly developed management seminars are intended to convey innovative management knowledge at the highest level to the participants. The focus is on the holistic development of an entrepreneurial mindset and practical action.

During the management seminars, the participants receive up-to-date and innovative knowledge from experienced lecturers, which increases efficiency and effectiveness in everyday work.

The innovative and practice-oriented management knowledge transfer is particularly suitable for junior staff, executives and for further qualification as part of a planned corporate succession.

Innovative training opportunities in the area of management seminars increase the level of employee satisfaction and promote employee loyalty and sustainable corporate success.

Increasing the attractiveness of the company on the job market (keyword: employer branding)

By participating in the management seminars, participants gain national, international and cultural experience and impulses for operational practice.

In summary, a significant component for your company-specific, goal-oriented, medium and long-term personnel planning, a high-quality personnel development program.

## Individual management modules, university certificate courses:

In addition to an introduction to the subject of "General Business Administration":

- ❖ Corporate governance instruments (national and international principles of corporate governance)
- ❖ Personnel Management (HR Management)
- ❖ Basics of labor law, commercial and company law
- ❖ E-Business
- ❖ Innovative organizational management
- ❖ Investment and finance management with budgeting approaches taking into account certain scenarios
- ❖ Basics of bookkeeping, annual financial statements (accounting & valuation, balance sheet analysis, analysis of the income statement, situation and forecast reporting methods)
- ❖ International accounting according to IFRS
- ❖ Basics of international tax law
- ❖ Instruments for increasing cost transparency and optimizing operational cost management
- ❖ Project management (focus: services & industry)

**Course content and learning orientation:**

Individual module: **Corporate Management (national- and global management theory & management strategies)\***

**The participants:**

- ❖ are able to deal with differentiated business area strategies as well as holistic corporate strategies
- ❖ are introduced to the practical application and implementation of strategic and business analytical instruments and management methods in the field of project work
- ❖ complement and strengthen the acquired management knowledge by processing case studies and bring this knowledge into professional practice
- ❖ are familiar with the company-specific and personal further development of methodical leadership skills in connection with the assumption of holistic management tasks in national and international companies
- ❖ know the practical meaning and application of tactical and strategic management tools in independent business units, including the balanced scorecard, product and service potential analysis, market and competition analysis, SWOT analysis,
- ❖ plan with regard to strategic corporate development and operationalize the necessary innovation processes for a future-oriented, competitive, finance and profit-oriented company,
- ❖ have the knowledge of core aspects of an innovative management system and their specific methods in order to initiate innovative transformation processes in the context of entrepreneurial digital development,
- ❖ understand corporate strategy as a specific field of activity for corporate management and as a sub-area of corporate management and management theory

**Course content and learning orientation:**

Individual module: **Personnel Management (HR Management)\*\***

Personnel management, personnel planning, personnel administration, personnel development

**The participants:**

- ❖ know and reflect on the essential components of successful leadership systems while applying and observing social skills as a competitive factor for all future leadership requirements in the company
- ❖ have competence theories and develop their social skills sustainably
- ❖ understand and reflect on personnel management as a sustainable competitive advantage
- ❖ deal with current developments in company practice and are able to implement suggestions for improving their own behavior in the company
- ❖ understand human competencies as a specific form of so-called human capital
- ❖ know the psychological interdependencies between the image of man, personality and leadership
- ❖ are able to apply central aspects of leadership and global leadership, their competencies in the company and within a group of companies, in the right proportion, optimally and transparently according to human and cultural requirements
- ❖ are prepared for conflict situations and how to deal with them in the company

Notes:

\*1<sup>st</sup> and \*\*2<sup>nd</sup> example

### **Teaching and learning methods, required examinations**

- ❖ Lectures on the individual management modules
- ❖ Innovative-, interactive dialogues
- ❖ Case studies
- ❖ Role play
- ❖ Development of solution approaches in small teams with final presentation and evaluation
- ❖ Role play

### **Type of examination performance, module-dependent assessment of performance:**

- ❖ Case evaluation
- ❖ Exam
- ❖ Teamwork with final presentation and evaluation

**Summary of evaluation - value & benefit analysis:**

- ❖ Implementation of company-specific projects in coordination, coordination and supervision by lecturers from universities and/or by lecturers from the MC&S Prof. Dr. Schulz GmbH
- ❖ Further and advanced training measures for young and established managers, e.g. when taking on higher management tasks and/or as part of a professional reorientation
- ❖ Improvement of operational personnel planning and personnel development for a sustainable increase in employee satisfaction and employee loyalty

**Tactical and strategic alignment of the management and HR Management, especially with reference to following topics:**

- ❖ Employer branding, age management, interim management, change management, corporate succession in small and medium-sized companies
- ❖ Sustainable cost optimization effects, improvement of the average utilization ratio
- ❖ Optimization of operational investment and financing measures
- ❖ Further: Development and optimization of operational innovation and transformation processes (keyword: supply chain management)

### **Target groups:**

- ❖ Entrepreneurs and executives from small and medium-sized companies who strive to solve current and future problems in a well-founded and innovative way, time and cost-efficiently - participants are among others. Employees from operationally functional areas of the company
- ❖ Further and advanced training measures for young professionals and executives, including as part of the assumption of higher management tasks as well as professional training for independent specialists, lawyers, engineers, natural scientists, members of the supervisory board and the works council.



**Admission requirements for the university certificate:**

"Certified Business Manager\*in (HDBW)"

**Start of the Management seminar:**

The management seminar can be offered individually for each individual module

The modules are repeated during the year (depending on the number of participants)

Study period from/ to:

Expected start: from February 2022, if there are enough participants.

**Management seminar locations & online management seminar:**

Presence locations & online-sessions:

Munich, Nuremberg, Fürth (Bayern)

Information at e-mail: [prof.dr.schulz.consulting@gmail.com](mailto:prof.dr.schulz.consulting@gmail.com)

Internet address: [www.mcs-schulz.de](http://www.mcs-schulz.de)

Advisor and contact person: Prof. Dr. Peter Schulz

**Approval premises:**

Participants who have at least two years of professional experience can

participate in the management seminars to get new ideas and insights

to acquire from the management seminars for yourself and the your company

in order to implement this in a time-efficient and cost-efficient manner.

**Sample template:**

Recognized HDBW university certificate for "CBM (HDBW)"

After successful participation in all university individual management modules and their successfully completed optional examinations, the participants receive a recognized university management certificate for:

"Certified Business Manager\*in (HDBW)"

**Recommendation:**

Graduates of the HDBW management seminar who register for the HDBW Munich bachelor's degree at a later date can have all successfully completed examinations taken into account\*\*\*