



BUSINESS SCHOOL

BUSINESS COMPETENCE PROGRAMME

Module by module one step ahead:
Understanding Marketing, Strategy and Corporate Finance



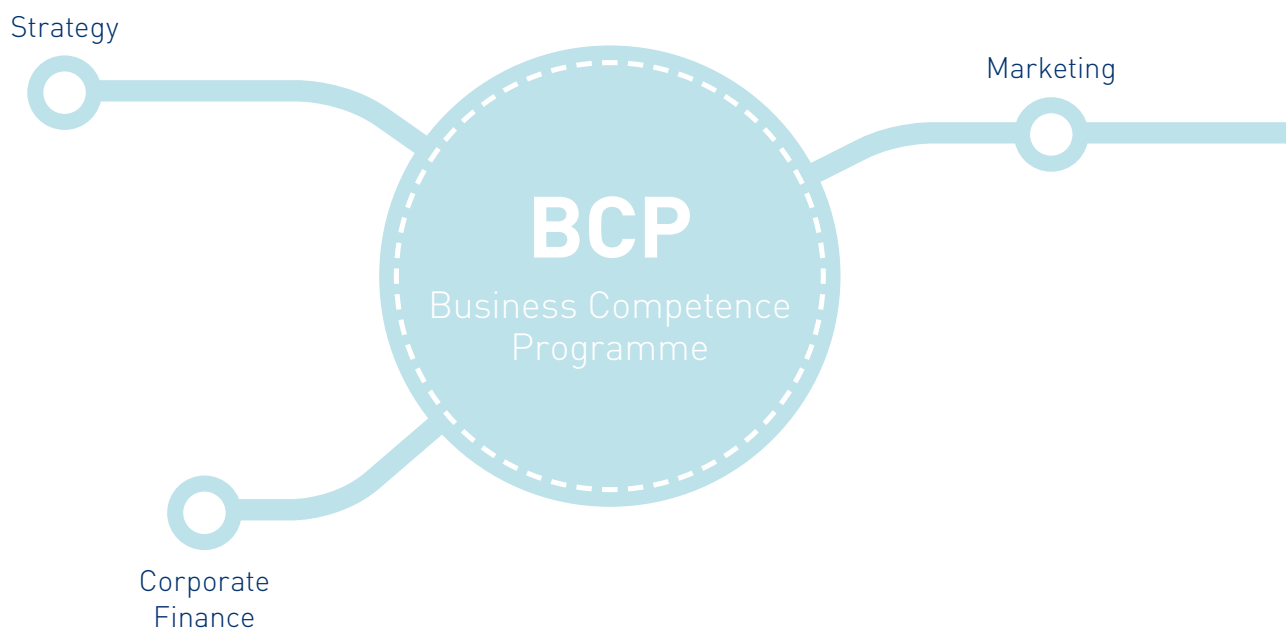
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EUROPEAN IDENTITY
GLOBAL PERSPECTIVE

The World's First Business School (est. 1819)

BUSINESS COMPETENCE PROGRAMME



ENGLISH LANGUAGE management programme

Module length: **THREE DAYS** per module

THREE MODULES: Marketing, Strategy and Corporate Finance

ONE STEP AHEAD:

Knowledge- and skills-focused modules will enhance your career development

All activities take place at ESCP Europe's **BERLIN CAMPUS**

BOOK all three modules as an entire programme

Or **CHOOSE** each module separately

LEARN essentials, **CONNECT** to equals and **BUILD** your network

CERTIFICATE awarded by ESCP Europe, The World's First Business School

The **Business Competence Programme** is an English language Executive Education programme. It consists of three modules, namely Marketing, Strategy and Corporate Finance. Every module can be chosen separately or as a series. You will gain profound knowledge which you will then be able to use in your daily work life.

Our modular Executive Education programmes are flexible and as individual as your own career. For every career step you take, we provide you with the modules you need.

In addition, credits from our Business Competence Programme can be transferred to other Executive Education programmes such as the Executive MBA and the General Management Programme.



MARKETING

Contemporary business realities place the marketing function of any company in a key position. Specialised marketing decision-makers and company executives must therefore develop and maintain a significant mastery of state-of-the-art marketing skills and knowledge. By doing so they can provide better decision-making, effective communication channels and long-term success for the company as a whole and for their own careers.

More than any other business function, marketing deals with customers. Philip Kotler, a renowned marketing specialist, once wrote: "Marketing is not the art of finding clever ways to dispose of what you make. Marketing is the art of creating genuine customer value. It is the art of helping your customer become better off. The marketer's watchwords are quality, service and value." This class exposes participants to the fundamental concepts, mechanisms and terminologies of marketing, and provides them with an understanding of how they are applied to both businesses and non-profit organisations.

"Very well structured. Very good mix of theory and practical work."

KEY TOPICS

- › Fundamental Marketing Concepts
- › Consumer & Organisational Buying
- › Marketing Instruments I
- › Marketing Instruments II
- › Marketing and Web 2.0
- › Market Segmentation

KEY TAKE-AWAYS

- › Provides you with an understanding of the key principles of marketing
- › You will develop a deeper understanding of how companies plan, implement and control marketing strategies and actions
- › You will study the relevant marketing tools and elements of the marketing mix
- › Explains you marketing's relationship with other departments within the firm and the market environment

KEY FACTS



Professor

Prof. Dr. Frank Jacob
Chair of Marketing

Teaching Method

- › Lectures
- › Cases
- › Videos
- › Discussions

Length: **3 days**

Language: **English**

Costs and dates: **see overview**

STRATEGY

The title of a famous article by Michael Porter in the Harvard Business Review was: “What is Strategy?” In this module you will not only find an answer to this fundamental question, but you will also explore in how far strategies drive organisations and experience why and how strategy matters.

This module will cover the essentials of corporate and business strategy. Participants will be made familiar with all facets of the strategy process, with a particular emphasis on strategic analysis and strategy formulation. Strategy is a key topic for everybody in the firm – entrepreneurs, managers and employees at all levels.

KEY TOPICS

- › Key Concepts in Strategic Management
- › Corporate Culture, Mission, Vision and Objectives
- › Strategic Analysis
- › Formulating Strategy
- › Implementing Strategy

“Many compliments to Professor Schmid – he makes the lesson interesting, participative and he adds lots of value by his academic experience and passion on the topic, which transpires from his attitude in the class.”

KEY TAKE-AWAYS

- › Provides you with key frameworks and concepts in corporate strategy
- › Shows you that a firm must have a clear vision and clear objectives before formulating its strategy
- › Makes you aware of the need for intensive strategic analysis in firms
- › Helps you to understand and make strategic decisions
- › Gives you insights into the need for implementing strategy
- › Reflects the trend towards internationalisation and globalisation and focuses on the international dimension of strategy
- › Prepares you to think about your firm’s and other firms’ strategies

KEY FACTS



Professor

Prof. Dr. Stefan Schmid
Chair of International Management
and Strategic Management

Teaching Method

- › Interactive teaching
- › Exercises
- › Debates
- › Individual work, group work and discussions
- › Case study

Length: **3 days**

Language: **English**

Costs and dates: **see overview**

CORPORATE FINANCE

The Corporate Finance module examines both sides of the balance sheet – raising capital as well as investing capital. Therefore, the module is designed to provide participants with a solid general understanding of the way financial markets work and how financial decisions are made in practice.

The Finance module is directed at Executives without any prior knowledge of financial management. It introduces you to the basic concepts, principles and tools of corporate finance, and provides you with an overview of the role of the financial manager.

KEY TOPICS

- › Describe the general objectives and the main instruments of corporate finance
- › Explain the “time value of money” and “opportunity cost of capital” concepts
- › Calculate and interpret present values, net present values and internal rates of return
- › Evaluate common stocks and straight bonds
- › Explain the trade-off between risk and return, and calculate the company cost of capital
- › Evaluate a whole firm using discounted cash flow analysis or multiples
- › Describe and value basic derivatives (options, futures and swaps)

KEY TAKE-AWAYS

- › You will challenge your analytical and mathematical skills
- › You will understand how investment decisions are made
- › You will be able to recognise the advantages and limitations of various investment valuation techniques
- › You will get to know the different kinds of financial instruments that are employed for raising capital
- › Using capital market data, you will explore adequate financial strategies for firms
- › You will understand why corporate finance is beneficial to the whole company, and not only to the financial manager

“Professor Pape gave a very interesting and excellent lecture: very focused, well thought out, a high level of interactivity and with perfect emphasis.”



Professor

Prof. Dr. Ulrich Pape
Chair of Finance

KEY FACTS

Teaching Method

- › Lectures
- › Examples
- › Cases
- › Class participation

Length: **3 days**

Language: **English**

Costs and dates: **see overview**

INTERCULTURAL MANAGEMENT – GERMANY & FRANCE

How to promote German-French business will be the main question to be answered in this module. Germany and France have been neighbours, allies and strong economies within the European Union for decades. By participating in this module you will gain a deeper understanding of cultural inheritance, differences and commonalities of those two countries.

The module gives an insight into the basics of intercultural management using very practical examples of the German and French business context. Participants will learn about the strategic and commercial approach: negotiation methods and project management in the German-French environment. The module will also focus on recruiting strategies and the different ways to motivate the sales team. Furthermore, the very practical aspects of intercultural management such as establishing a subsidiary and generating external growth abroad are taken into consideration.

KEY TOPICS

- › Understanding before action: “national cultures” and “corporate cultures”
- › Strategic and commercial approach
- › Client prospection and sales techniques
- › Negotiation skills and recruitment
- › Project management and optimising the customer relationship
- › Managing and motivating sales teams
- › Auditing & restructuring a sales force

- › External growth
- › Search, negotiation and due diligence of partners and targets
- › Implementation of strategy

KEY TAKE-AWAYS

- › You will learn how to build a strategic approach, how to negotiate and how to handle a specific German-French Customer Relationship Management
- › You will define recruiting criteria and gain insights into motivating sales teams
- › You will learn how to establish and run a subsidiary
- › You will learn how to accelerate growth through company acquisition
- › Cross-cultural management knowledge

“I’ve been working with Germans for a long time. But it was only after training with Mr. Untereiner that I finally understand some situations, which was very useful for my professional cooperation.”

KEY FACTS

Teaching Method

- › Lectures
- › Examples
- › Class participation
- › Interactive teaching
- › Individual/group work and discussions



Professor

Prof. Gilles Untereiner, Director CCFA



Length: **3 days**

Language: **English**

Costs and dates: **see overview**



BUSINESS COMPETENCE PROGRAMME

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