

# Strategy Development & Corporate Management

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## Goal

Understand, plan and implement strategy development and corporate management

## Principal training topics

- Understanding "what is strategy, Vision, Value Proposition"
- Strategic planning
- Market and competition analysis
- Strategy Implementation
- Strategy controlling and monitoring
- Business valuation

## Methods

Balanced scorecards, introduction to business planning, practical exercises on the methodology of market and competition analysis

## Target Group

Personnel from strategy departments, corporate staff

## Duration

2 days

## Time

20.-21. Juli 2009

03.-04. December 2009

## Price

980 Euro zzgl. gesetzl. MwSt.

**Registration:** Online at [www.imig-akademie.de/online](http://www.imig-akademie.de/online) or by Fax: 0 71 52 / 9 28 46-35