

Corporate Social Responsibility Seminar - Management Training

Creating Sustainable Value

3 days

Maintaining a competitive advantage against all odds

Who should attend:

Professionals and managers who are, or will soon be, managing a business, division or project, as well as current and future members of management teams.

Seminar Objectives:

BSL's seminar in Creating Sustainable Value will equip you with a solid understanding of what it takes to run a business in a sustainable way. The seminar will cover:

- Value chain and networks
- Understanding quality
- Business cycles, economic trends, globalization
- Value growth (qualitative vs. quantitative growth)
- Adapting strategy to changing reality
- S.W.O.T. analysis
- Matching internal strength with external opportunities
- Cooperative agreements
- Horizontal vs. vertical integration

Dr. Daniel F. Fyfer, Senior Professor

Dr. Daniel Fyfer provides two seminars at Business School Lausanne, Strategic Thinking for General Managers and Creating Sustainable Value. Fyfer is Managing Associate for Pacosa Sàrl, a business consulting company. Fyfer previously worked in India as CEO of Bühler Ltd in food industry machines, in Taiwan as Divisional Manager for United Exporters in marketing of packaging machines, and in South Africa as Regional Marketing Manager for Nimrod International in industrial goods.

In 2006 Fyfer earned his Ph.D in Business Administration from California Coast University. Of South African descent, he holds an MBA and an Engineering Degree (Mechanical Design) from the University of Pretoria and a Bachelor's in Science from Stellenbosch University. Fyfer is a seasoned business instructor, having taught at Business School Lausanne since 2001.

Related Seminars:

- Competitive Positioning
- Sustainability, Ethics & CRS
- Effective Corporate Governance

Seminar Fees: CHF 2'800.-

This fee includes:

- Registration
- Course materials & books

Useful information:

This seminar includes a commitment to 10 hours of pre-work and 20 hours of post-assignment.

Pre-requisites:

- A solid understanding of business, obtained through management training courses or relevant professional work experience.
- Fluency in English.

Duration

- Thursday: 8:30 – 21:00
- Friday: 8:30 – 21:00
- Saturday: 8:30 – 14:00

Benefits:

In BSL's management training seminars, you will apply new insights in a multicultural environment through teamwork and interactive learning. You will walk away with skills that you can apply to your job and will obtain university level MBA credits that can be accumulated for CAS certification.