

Management Seminar - Management Training

Strategic Thinking for General Managers

3 days

Mastering corporate & business unit strategy

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 Strategic Thinking for General Managers will equip you with the key elements needed to succeed as a general manager. You will apply these skills to practical situations. The seminar will cover:

- Translating visions into measurable objectives
- Strategy formulation process
- Balanced scorecard and stakeholder perspectives
- Corporate portfolio strategy
- Scenario generation, environmental matching
- Formulating specific strategies based on generic strategy options
- Evaluation, appraisal and measurement of strategy

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, Switzerland 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:

- Managing a Business in a Down-Turn
- Managing a Family Business
- Creating Sustainable Value
- Leading Change & Turn-Around Mgmt.

Seminar Fees: CHF 2'800.-

This fee includes:

- Registration
- Course materials & books
- Catering, light lunches and dinners

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.