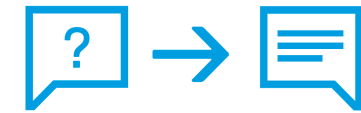




Concept

Fundamentals of Value-based Corporate Management

Duration: Three days



Fundamentals of Value-based Corporate Management

	Day 1	Day 2	Day 3
<i>Topic</i>	<p>Company Reports Value-based Corporate Management</p>	<p>Applying Value-based Management to Operational Controlling: Cost Accounting and Budgeting</p>	<p>Applying Value-based Management to Strategic Controlling: Strategic Management and Capital Expenditure</p>
<i>Morning</i>	<p>Introduction into the program</p> <p>The Annual Report as Image of the Company</p> <ul style="list-style-type: none"> ▪ Discussion and Exercise: Structure and Elements of the Annual Report ▪ Annual Report as Basis for Performance Communication ▪ Company Goals and their Mapping in the Reports ▪ Exercise: Questions to a Company's Annual Reports 	<p>Replication of Day 1 / Q&A</p> <p>The System of Value-based Controlling at the Company</p> <ul style="list-style-type: none"> ▪ Lecture: What is Controlling? Who controls? ▪ Discussion: The Company's Controlling System ▪ Exercise: Building a Company Budget <p>Operational Value Management: Cost Accounting</p> <ul style="list-style-type: none"> ▪ Lecture and Exercise: Product Calculation and Pricing 	<p>Replication of Day 2 / Q&A</p> <p>Strategic Value Management: Securing Future Performance</p> <ul style="list-style-type: none"> ▪ Lecture: Portfolio Management and Marketing Management ▪ Discussion: The Company's Strategic Markets and its Product/Business Unit Portfolio ▪ Competitive Strategies and their impact on marketing and sales decisions
<i>Afternoon</i>	<p>Funding the Business: Sources of Capital</p> <ul style="list-style-type: none"> ▪ Exercise: Sources of Capital of a Company ▪ What Return do the Shareholders expect? What do the Banks expect? <p>The Example Company's Performance</p> <ul style="list-style-type: none"> ▪ Key Figures to indicate a Company's Performance ▪ Exercise: Extracting Key Performance Indicators from the Company Reports 	<p>Cost Accounting for Managerial Decisions:</p> <ul style="list-style-type: none"> ▪ Lecture and Exercise: Contribution Accounting ▪ Discussion: The Company's System of Cost Accounting <p>Company Planning and Controlling: The Budgeting Process</p> <ul style="list-style-type: none"> ▪ Lecture: Operational Budgeting and Capital Budgeting ▪ Exercise: Case Study on Budgeting 	<p>Strategic Value Management: Investment Planning and Capital Budgeting</p> <ul style="list-style-type: none"> ▪ Idea and Technique of Discounted Cashflows ▪ Quantitative and Qualitative Decision Criteria ▪ Sources of Capital for Investments <p>Summary and Closing Discussion: Value-based Controlling</p> <p>End of Program</p>