

Certificate Examination Regulations (CER)* & Course Description

Course						MANAGEMENT EDUCATION NETWORK					
I. COURSE DESCRIPTION											
Provider		Steinbeis-Transfer-Institut Management Education Network (www.sti-me.info)									
Topic Area		Management X		Personal Development		Education Management		Healthcare		Technology & Digitalization	
Location		Stuttgart (Germany), online									
Qualification degree		Diploma of Advanced Studies (DAS)		Certificate of Advanced Studies (CAS) X		Diploma of Basic Studies (DBS)		Certificate of Basic Studies (CBS)		Short term course (MC)	
Description & Qualification Goals		<p>The Management Education Network is designed especially for high potentials of the participating network companies. Its purpose is to provide training for local and international managers working for the network members while combining professional qualification with the opportunity of establishing internal and external networks and developing them over the years. The program is a „compact MBA“ providing management techniques to answer the following questions:</p> <ul style="list-style-type: none">▪ How will a global world and a digital world change my business?▪ How can I manage these influences on my business?▪ How can I develop innovative products and services to react to theses influences?▪ How can I manage (sustainable) changes to internal processes and structures to meet new market requirements and stay competitive?▪ How can I efficiently and effectively control the success and the gains? <p>Participants work on a company-specific case for 1 year to apply the management tools and techniques learnt in MEN. All learning subjects are delivered based on interactive classroom sessions, structured group discussions, and applied case studies.</p> <p><u>Target Group:</u> managers with technical background, high potentials</p> <p><u>Learning objectives:</u></p> <ul style="list-style-type: none">▪ General Management competences▪ Refresh not only basics but also in depth knowledge▪ Get the business know-how required to exercise management roles even more effectively▪ Get familiar with the latest developments in the 7 fields (see: modules) with state of the art academic methods and current case studies									
Admission requirements		Technical knowledge, basic management knowledge									
Learning Format		Physical Classroom (in person) X		Virtual Classroom (live online) X		E-Learning (online, self-study)		Peergroup-Learning X			
Language		English									
Examination		Written Exam		Presentation X		Case Study		Transfer Paper X		Project Study	
Workload		Total (hours) 360		Seminar time 168		Self study time 92		Transfer time 100			

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II. CONTENT MANAGEMENT EDUCATION NETWORK (MEN)				
MODULE	KEY TOPICS	Seminar (hours)	Self study	Transfer (hours)
Module 1. Innovation Management	<ul style="list-style-type: none"> - Explore strategies for identifying emerging technologies. - Learn how to foster a culture of innovation and its implementation aspects. - Discuss challenges and risks of digital innovation, including data privacy and workforce impact. - Examine approaches to mitigate these challenges and develop sustainable practices. - Understand the importance of customer-centric innovation and market needs. - Gather customer insights and leverage feedback for innovation. - Investigate different sources of innovation, such as sustainable and open innovation. - Review international case studies of innovative companies and their strategies. - Gain insights from their successes and failures. - By the end of this lecture, you will understand key factors that foster innovation and gain practical knowledge and tools to cultivate an innovative mindset and drive change in the digital era. 	22	12	15
Module 2. Strategic Management	<ul style="list-style-type: none"> - frameworks to implement a strategic management process focused on three broad strategic areas: analysis, choices, implementation - tools to analyse the environment which the organization's strategy has to respond to - strategic choices about what the organization should focus on and decisions about what 'not to do' - strategy implementation, including how to win hearts and minds ensuring that a set of 'coordinated' actions occur within the organization to bring the strategic plan to life 	29	16	20
Module 3. Managing in the Supply Chain	<ul style="list-style-type: none"> - providing a comprehensive overview of the contemporary challenges that managers have to face when dealing with complex supply chains and ecosystems. - Introduction of the current context, characterized by globalization, rapid technological development and increasing uncertainty. - discuss in depth the main trade-offs that have to be dealt with, especially if decision-making is decentralized amongst different firms along the supply chain. 	15	12	12

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Modul 4: Managerial Aspects of the Digital Transformation	<ul style="list-style-type: none"> - focus on the transformative impact of digital technologies across industry structure, dynamics, and strategy. - discuss several cases of different strategies for using ICT to create value and increase competitiveness. - examine new tools for gaining value from digital data, including artificial intelligence and blockchain, introducing startup companies built around various use cases. - address challenges and techniques of partnering with technology-based startup companies to deliver new value and respond to industry disruption. 	17	12	12
Modul 5: Organisational Design	<ul style="list-style-type: none"> - examine how the organization design of a business can support the implementation of a winning strategy. - Implementation of a successful digitalization strategy - Focus: digitalization from the bottom of organization up - getting processes aligned and exploiting the benefits of scale via digitalization. - examine how merged or acquired assets can be brought into your organization and create value. - look at how collaboration across business (and functional) units can create additional value for organizations. This will include an examination of why this is difficult to do in so many organizations. 	17	14	15
Modul 6: Change Management	<ul style="list-style-type: none"> - look at the fundamental building blocks of successful change management. - practice your change management skills as a change agent for a case company and also work on critical elements of a change process for your own company. - The module is highly interactive and integrates theories and frameworks with practical examples and the application of change management tools. 	22	14	14
Modul 7: Finance & Accounting	<ul style="list-style-type: none"> - better understanding and managing financial resources at the divisional and corporate level - (un)successful strategies in financial management - insights to master complex challenges related to capital budgeting, investment decisions, and financing decisions - principles of accounting relevant to making informed investment decisions 	22	12	12
Transfer Workshop I + II	<ul style="list-style-type: none"> - project rolling up the subjects of the lectures on the participant's company situation. - results are presented and discussed at the next upcoming seminar week and lead to the final presentation - based on academic work; reading material is provided. 	16		
Final Presentation 15 Min (end of 3rd seminar week)	<ul style="list-style-type: none"> - adoption of the lessons learned from the seven modules applied to the specific situation of the company / department and the MEN key findings of the participant. - Audience: MEN participants and representatives of the participating network companies, i.e. functional managers and HR responsables 	8		

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