

Certification Examination Regulations and Course Discription

This Certification Examination Regulations of the Steinbeis+Academy applies to the following course on the basis of the valid Framework for the Implementation of Certificate Courses (RZLG) in the current version.

Course title	Management Education Network (MEN) Program			
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Fields of competences	Management	Personality Development	Education Management	Healthcare	Technology
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Place(s) of implementation	Stuttgart			
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Graduation	Diploma of Advanced Studies (DAS)	Certificate of Advanced Studies (CAS)	Diploma of Basic Studies (DBS)	Certificate of Basic Studies (CBS)
		X		

Qualification aim

The participants gain General Management competences / Refresh not only basics but also in depth knowledge and get familiar with the latest developments in the 7 fields (mentioned below) with current state of the art academic methods and current case studies. Especially managers with a technical background get the business know-how they require to exercise their management roles even more effectively.

The program is designed especially for high potentials of the participating network companies.

Its purpose is to provide training for the 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.

RZLG-Supplementary admission requirement

Teaching method	Classroom	Classroom/ Online	Online
		X	

Language	English			
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Workload in hours	Total	Seminar time	Self-study time	Transfer time
	220	150	20	50

Type of performance records (LNW)	Examination (K)	Presentation/oral examination (P)	Case (C)	Transfer paper (TA)	Project study paper (PSA)
		X			

Contents

Modules	Key topics	Seminar time/h
Innovation Management	Concepts of strategic innovation	18
Strategic Management and Globalization	Frameworks which allow to implement a strategic management process	24
Transfer Workshop I	Defining a project rolling up the subjects of the lectures of the seminar week focusing on the participant's company situation. The results are presented and discussed at the next upcoming seminar week and lead to the final presentation at the end of the program. This is based on academic work including correct citation and finding further information on the field, reading material is also provided.	8
Managing in the Supply Chain	Comprehensive overview of the contemporary challenges that managers have to face when dealing with complex supply chains and ecosystems	14
Digital Development	Transformative impact of digital technologies across industry structure, dynamics, and strategy.	16
Organisational Development	Examination how the organization design of a business can support the implementation of a winning strategy	14

Transfer Workshop II	Defining a project rolling up the subjects of the lectures of the seminar week focusing on the participant's company situation. The results are presented and discussed at the next upcoming seminar week and lead to the final presentation at the end of the program. This is based on academic work including correct citation and finding further information on the field, reading material is also provided.	8
Finance & Accounting	Understanding and managing financial resources at the divisional and corporate level	18
Change Management	Kinds of change in a firm's business environment that may call for reconsideration of a firm's current mission and methods	18
Final Presentation	The Final Presentation is held at the end of the 3rd seminar week. It should not take more than 15 minutes. The presentation should show adoption of the lessons learned from the seven modules applied to the specific situation of the company (or department / unit) and the MEN key findings of the participant.	12