

Certification Examination Regulations and Course Discription

This Certification Examination Regulations of the Steinbeis+Academy at the Steinbeis University 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	Leadership & Management - Leadership Asset Approach				
Fields of competences	Management	Personality Development	Education Management	Healthcare	Technology
	X				
Place(s) of implementation	Berlin				
Graduation	Diploma of Advanced Studies (DAS)	Certificate of Advanced Studies (CAS)	Diploma of Basic Studies (DBS)	Certificate of Basic Studies (CBS)	
	X				
Qualification aim	Participants know the most important theories, models and instruments of modern leadership / management and can transfer them - through a systematic approach - into practice.				
RZLG-Supplementary admission requirement	Advanced English Language Skills (Course in English Language) Advanced German Language Skills (Course in German Language)				
Teaching method	Classroom	Classroom/ Online	Online		
		X			
Language	English	German			
Workload in hours	Total	Seminar time	Self-study time	Transfer time	
	900	230	270	400	

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

Contents

Modules	Key topics	Time/h
Reflective Mindset and Practices (Introduction into scientific work)	Approaches, techniques, and practices of individual efficiency, effectiveness, and change; Relevance of values and integrity; Manage your time, priorities, and delegation Your strenght as a leader & manger Your contributions as a leader and manager From leading yourself to leading others Feedback Introduction into scientific work	40
Analytical Mindset and Practices	Effective use of organizational information; Relevance, strategies, and methods of market-oriented leadership; Analyzing and optimizing internal resources; Managing value chains and value webs; Analyzing and influencing organizational levers; use of organizational levers to transform individual mindsets, teams, and organizations	38
Objective-oriented Mindset and Practices	Strategic view: Purpose, Mission, Vision, Goals, Tools; Operational view: Management by objectives and self-control; Related system challenge: complexity, alignment, controlling; Related people challenges: autonomy x innovation x learning x quality = engagement + performance + productivity	38

<p>Innovation-oriented Mindset and Practices</p>	<p>Strategic view: challenges; influential factors; objectives; strategic areas and degrees of innovation; innovation strategies; Organizational view: innovators dilemma and innovators solution; agility and innovation; Process view: Management by objectives and self-control</p>	<p>38</p>
<p>Network-oriented and worldly Mindset and Practices</p>	<p>Rules of networks; Managing complexity and time in networks; Creation of common basic values and standards; Future of network and communication technologies; Leadership in central and decentral organizations; Leadership in national, international and global structures; Diversity and effectiveness; Leaning in cross-cultural environment; Emotional intelligence; Core techniques of leadership in diverse cultures</p>	<p>38</p>
<p>Action-oriented Mindset and Practices</p>	<p>Decision making process; Simulation of decision making processes; Techniques of effective implementation of decisions; Tools and techniques of change management</p>	<p>38</p>