

Core of Business & Management

Introduction to Business Fundamentals Programm



Why Attend

The program gives an insight into and understanding of the fundamentals of business and management. It provides the participant with the key tools and techniques used for business and financial analysis and planning. All of these methods are contemporary and state of the art. Through a powerful interactive business simulation process, participants practice these skills in a realistic management interactive exercise where teams form companies competing in a business environment where all decisions impact not only the company itself but also its competitors in a dynamic and changing marketplace. The learning experience is reinforced through the simulation technology used in the program. A Living Case further enhances the learning impact.

Before the program starts, each participant will have gathered a thorough insight into the basics of corporate finance through the interactive web based distance learning module "Why Finance Matters"TM. This ensures that all participants share the same level of financial skills to benefit from the course content.

The program is the introduction program for all our Master degree programs, the Executive MBA as well as the Executive Master of Science Program.

Key Content of Program

- o "Why Finance Matters"TM; a distance learning module taken before the program starts using web based with easy navigation. It is given in a setting based on a full motion video. It contains eleven learning modules with an exam at the end, that address every aspect of financial management from understanding income statements and balance sheets, to calculating return on investment, to constructing "what-if" sensitivity work-ups. It allows participants to grasp the financial impact of every day decisions in a company.

- o **Key Business Tools and Techniques;** faculty lead discussions and lectures with a contemporary content in management tools and techniques used for business and financial analysis, pricing decisions, cost/revenue structure analysis, etc. The content is closely linked to the key elements of the business simulation learning experience.
- o **Interactive Business Simulation;** the simulation reflects key strategic and financial priorities facing management in all businesses. Participants form teams and compete against other companies in a dynamic multi product market place: Decisions on strategy and financing, sales and marketing, capacity, pricing, investments, administrative systems and IT, all form part of the dynamics of managing the company for a given time period. Decisions by one team have a direct impact on the other teams' results. The learning effect is being reinforced through faculty led discussions and feedback sessions.
- o **Zurich Living CaseTM Method: Intense, Fast-Paced Consulting Projects;** During the Zurich Living CaseTM projects, participants in teams, supervised by faculty, work closely with select companies on intense, fast-paced consulting projects. These projects have four steps: (1) Industry Analysis, (2) Competitor Analysis, (3) Problem Definition and (4) Recommendations.

Faculty

Program Director is **Professor Dr. Uwe Hilzenbecher** of the Lorange institute of Business.

Co faculty lecturer is **Stefan Hellberg** MBA, and Partner & Director, BTS Group

When and Where

First program starts on September 20, 2010.
Next program start is in February 2010.

Duration: 2 weeks.

Participants then have the option to continue to pursue a full Master degree, either in the Executive MBA or Executive Master of Science Program.

On the shores of the Lake of Zurich, in Horgen, Switzerland, 45 minutes by road or rail from downtown Zurich and the Zurich Airport.

Fee

CHF 5'000 Introduction Fee (September 2010 program only)

Application

For information and your application please contact:

Lorange Institute of Business Zurich

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