
COURSE DESCRIPTION

CHV073 – Business Management in Action – (with Business Simulation)

Course goal

Refresh and acquire basic business knowledge and deepen knowledge of the business processes of an industrial company.

Main learning objectives

Upon completion of the course, participants will be able to

- recognize business connections and understand the value creation process of their company
- name the critical success factors to steer a company in a success-oriented manner
- understand the financial structure of their company
- recognize their influence and impact potential and derive measures to improve and optimize the financial results of their own department and the entire company
- interpret budgets, balance sheets, statement of income and reports
- recognize the cause-effect structure of a company on the basis of the intellectual capital report (human capital, structural capital, relationship capital and business success)
- apply their knowledge in resource planning, resource usage and optimization
- understand basic marketing considerations
- analyze and interpret success-relevant key figures
- identify the relationships between performance and financial cycle
- understand the impact of entrepreneurial decisions on business results
- identify opportunities for influencing business figures in the real work area.

Participant profile

People who want to acquire or refresh business management fundamentals in an interactive, efficient, and sustainable way.

Prerequisites

Little or no business knowledge and interest in entrepreneurial thinking and acting.

Topics

- Balance sheet (source and use of funds) and income statement (revenues, variable and fixed costs, contribution margins, EBITDA, EBIT, EBT, profit, NWC (net working capital))
- Return of return (ROI, ROCE)
- Value chain, value and cost drivers (cost types, cost centers, cost objects)
- Cost accounting, calculation, contribution accounting, price determination, depreciation, liquidity, payment terms
- Capacity planning
- Linking circulation of capital with circulation of performance (rate of return)
- Value creation and financial cycle of an industrial company
- Understanding Controlling as a corrective instrument
- Annual report of ABB incl. detailed analysis of ABB-specific figures

Course type

As a member of the management team, you lead your own company in direct competition with other companies.

Min. 6 and max. 12 participants.

Learning methods and tools

Business board simulation (abasim): you can hear your cash flow, touch your balance sheet, and observe your cost objects at work! Group work, team presentations, short lectures and facilitator's inputs on demand.

Laptop or tablet is required to have access to the e-documentation. Please bring your own device.

Duration

3 days