

# Business Management (in Englisch)

## Agenda

1. Business management
2. Management & leadership
3. Company guidelines for technological and innovative companies
4. Mismanagement with Harvard Case Study (Enron, Seabrook)
5. General business simulation game LearnSim®-Technology
6. Steering of production
7. Marketing and sales
8. Financial management
9. Organisation
10. Learning company

*In Zusammenarbeit mit  
Steinbeis University Berlin*

*Datum: 11. – 16.09.2017*

*Standort: 72072 Tübingen,  
Waldhörnlestraße 18*

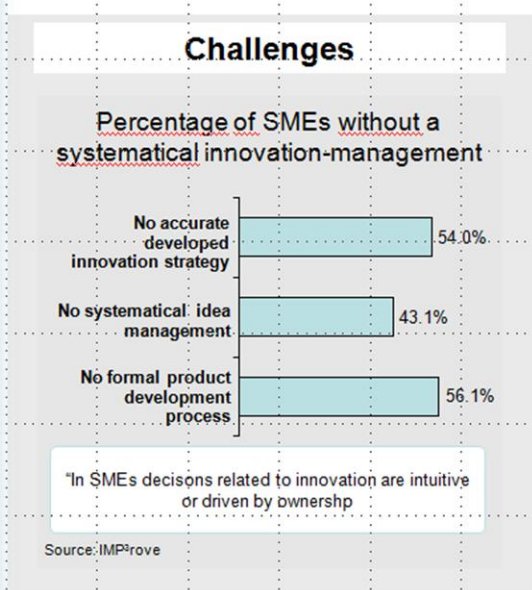
*Teilnahmegebühr:*

*EUR 950,00 inkl. MwSt.*

*Referenten:*

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## Companies need support in the areas ...



**IMLead®**

- Integrated analysis and continuous analysis and evaluation of innovation activities
- Derivation of action strategies to improve competitiveness
- Company specific success factors are developed systematically



IMLead® is the management- concept of GIMA Consulting & Export-Akademie Baden-Württemberg & Steinbeis Global Institute of Steinbeis-University Berlin