

“Introduction to Management “ – I need some business knowledge!

Depending on the composition of the group the course can be held in English or German.

Contents

In this course you will learn the basics of the strategic management and the most important aspects of management decisions. The topics planning, strategy and organisation will be seen from different views. On the one hand you need this knowledge for establishing and running a company. On the other hand also for specific research proposals, if the call ask for the potential of commercialisation or a differentiation from the competitors.

At the end of the course you will be able to define and set targets and develop measures to achieve them. You will identify strengths and weaknesses of a company, to differentiate them from competitors, to identify opportunities and risks and you will organise internal processes and structures.

Methods

Continuous alternating between theory and practice. Additional case studies from science and industry. The theoretical bases are enriched by group work and application of methods in teams.

Trainer

Katja Wolter studied Business Administration at the University of Applied Sciences Stralsund and John-Moores-University in Liverpool (England). She was i. a. working in Finance for an international Company in Frankfurt am Main, Consultant of the Administrative Director of Rundfunk Berlin Brandenburg (rbb) and Director of Finance and Controlling at Deutsche Entertainment AG in Berlin. Since 2013 she is Head of Steinbeis Research Center – Institute of Resource Development, Greifswald. Homepage of Katja Wolter: www.steinbeis-inre.de