CORPORATE STRATEGY

December 7 – 8, 2020
December 6 – 7, 2021
ESMT Berlin

UNLOCKING VALUE AND CREATING CORPORATE ADVANTAGE
In a multi-business organization, long-term success depends on two factors. The first is the competitive position of its operating units and their ability to create and capture value in the market place. The second is the parent company’s ability to make individual businesses stronger than they could be independently. Corporate Strategy provides insights on how to create value at the level of the corporate parent. Participants get latest academic thinking and hands-on advice on value-creating corporate strategies, ranging from developing a promising portfolio of businesses, executing necessary portfolio changes, determining the right level of cross-business interaction and central influences, and communicating a rationale for the existence of the multi-business firm as a whole.

KEY TOPICS

✓ Corporate strategy: how companies realize a parenting advantage
✓ Portfolio management: designing the business portfolio, allocating resources and adding value
✓ Delivering growth: Scaling, mergers & acquisition, partnerships
✓ Designing structures for growth: Governance and the role of the corporate center

METHODS

The program blends various forms of learning, namely, interactive lectures, case studies, company examples, workshops, and peer exchange

KEY BENEFITS

This program will help participants to design, communicate, and execute strategies that can create long-term value for their multi-business organization. Participants will:

✓ Develop a comprehensive perspective on corporate strategy
✓ Understand the unique levels that underpin value creation across businesses
✓ Gain a strategic view on different modes to execute portfolio changes
✓ Better understand the interaction between capital market and corporate strategy

Participants also have the opportunity to exchange experiences with other high-profiled managers and to extend their business networks. All ESMT programs are practice-oriented and offer participants new business concepts and fresh perspectives. This means that participants profit from current research being applied in business today – research that can be implemented once participants return to their organizations.
Very comprehensive program, great balance between theory / concepts and practical examples, very hands on.

Highly effective course covering a broad range of industries and strategies with clear emphasis on emerging best practice trends.

Very good and concise build up of workshop, very good documentation and knowledgeable and interesting speaker.

Very condensed summary of valuable content embedded in a very enjoyable atmosphere.

*Participants of former program cycles*
The Postgraduate Diploma in Management is a university-level certificate offered by ESMT Berlin. To acquire this diploma, candidates have to enroll for a minimum of 18 program days spread over a period of 30 months. The postgraduate syllabus covers all major topics on leadership and general management.

We have further divided the course of study into three tracks: Leadership and Social Responsibility, Managing Technology, and General Management. The tracks allow participants to customize their course of study to suit their personal needs.

The programs have been designed – and will be led – by ESMT faculty members and ESMT visiting faculty, who will advise participants throughout their studies. Programs are offered in both German and English.

Tuition fees vary, depending on the number of programs participants choose.

Corporate Strategy is part of the cluster Managing Technology and Strategy and counts towards 2 of the 18 days necessary to gain the diploma.

TUITION: €2,600*

Tuition fee includes program attendance, all materials (usually in electronic form), any online access and the certificate of attendance. Travel costs and a daily delegate fee are not included.

*Program prices are net prices. Value-added tax will be added where it is legally required. Deductions for items such as banking fees, withholding taxes, or cash discounts for prompt payment are not possible. According to Art. 132 (1) i of the Council Directive 2006/112/EC of 28 November 2006 on the common system of value added tax, this service is exempt from VAT.

For general terms and conditions, and details on the application process please go to: execed.esmt.berlin/gtc

CONTACT US

Our admissions team office will be glad to answer any questions you might have regarding this program.

ESMT
European School of Management and Technology GmbH

ESMT Berlin
Schlossplatz 1
10178 Berlin
Germany

programs@esmt.org
+49 30 21231-3130

execed.esmt.berlin/corporate-strategy
execed.esmt.berlin

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