



International Management Education & Development SGMI Management Institute St.Gallen



Table of Contents

SGMI Overview	03
SGMI Open Programs	04
SGMI Degree and Diploma Programs	07
SGMI In-Company Programs	08
SGMI Management Consulting	10
SGMI E-Learning	12
SGMI Markets & Testimonials	14
SGMI Alumni Network	16
SGMI Corporate Clients	18
Obtain Additional Information	19

SGMI OVERVIEW

The Management Institute St. Gallen (SGMI) is a leading international business school located in St. Gallen, Switzerland. For years, SGMI has been offering world-class management development programs based on the well-known St. Gallen Management Model. SGMI offers general management seminars, functional seminars, international programs, masters degree and certificate programs as well as company-specific programs.

With an ear to the market and a proven track record, SGMI works with renowned companies and boasts thousands of satisfied customers. The name SGMI stands for demanding, integrated management development and consulting services.

St. Gallen Management Model

Managers today confront a “jungle” of management ideas, techniques and methods. The St. Gallen Management Model helps them cut through the confusion. The Model, a holistic, system-oriented approach to management, has earned international renown as a pragmatic roadmap to effective management practice. The latest SGMI research keeps it dynamic and useful – in practice.

Philosophy

Winning in business requires new competencies: intellectual agility, a helicopter view, comprehensive global and local thinking, analytical skills and social and cultural competence. Using pragmatic methods and tools that improve daily practice and get lasting results, SGMI develops these competencies in managers and companies. SGMI provides integrated, practical management approaches, founded in solid theory, that help you tackle your most complex leadership challenges, optimize execution and get results.

Research

SGMI research guarantees that new management knowledge is relevant to management practice. Every year, SGMI conducts hundreds of interviews with business leaders and companies, clinical case studies, and long-term research projects. SGMI research: compressed knowledge for results.

Clients

SGMI is truly international. Every year, thousands of participants from diverse nationalities attend SGMI programs. Coming from many industries, they range from young, high-potential managers to top executives and board members. Among the working languages are English, German, French and Spanish.

Faculty

SGMI boasts an outstanding faculty: over one hundred professors, senior lecturers, management consultants and trainers, renowned authors and speakers, practitioners and business leaders. No boring lectures and empty concepts at SGMI, just memorable content and solutions from people who know your business.

SGMI OPEN PROGRAMS

SGMI offers open-enrollment programs for senior and junior executives. Our programs draw heavily on the St. Gallen Management Model and SGMI research. SGMI open enrollment executive programs deliver challenging, practice-oriented learning; participants share experience and network. In all SGMI programs, participants' management knowledge is linked with their personal business experience for powerful, lasting learning.

General Management Seminars for Executives

SGMI general management seminars for executives are for managers who will soon take on more executive responsibility. Typical participants have decision-making authority and responsibility for results – entrepreneurs, board members, directors, presidents, corporate vice presidents, executive vice presidents, managing directors, and line executives on a division or business unit level, or at the helm of significant profit centers.

General Management Programs for Junior Managers

SGMI general management programs for junior- and middle-managers, specialists and project managers cover general management knowledge and show how to apply it. Participants get a systematic and practice-oriented overview of methods and practical approaches to business administration. Best-practice examples and exercises corroborate recent research from management practice, and the latest management tools help participants translate these findings into practice.

Functional and Specialist Seminars

From stand-alone seminars to the modular building blocks of the Management Development programs, SGMI functional and specialist seminars focus on business functions, but keep sight of the big picture:

- › Strategic Management
- › Marketing Management
- › Sales Management
- › Product Management
- › Finance Management
- › Financial Leadership
- › Leadership and Management
- › Human Resources Management
- › Project Management
- › Controlling

International Programs

SGMI international programs combine multi-cultural management perspectives with the holistic, systematic thinking of the St. Gallen Management Model. Programs are run in Europe, the USA and Asia. Participants, typically experienced managers, examine their own management concepts and actions and consider the role of their companies in global markets.





SGMI DEGREE AND DIPLOMA PROGRAMS

SGMI Masters and Diploma programs are special. We tailor them to your needs, offer the right depth of content, and create intense, goal-oriented learning activities. Every SGMI degree and certificate/diploma program builds on the Institute's renowned holistic, systematic thinking. Business examples enrich the learning. These programs hone participants' management skills and sharpen their judgment. The result: quick, lasting business gains.

Executive MBA (EMBA)

24 Months

The SGMI Executive MBA is an intense, demanding program with a sharp international focus leading to an elite MBA degree. Developed in cooperation with international partner universities, the EMBA combines the systemic approach of the St. Gallen Management Model with a wide variety of other management perspectives.

Executive Masters Program

18 months

An alternative to the elite Executive MBA, the Executive Masters program (EMP) offers practicable management knowledge for highly qualified executives with long years of managerial and leadership experience.

Master of Management (MMP)

12 months

The SGMI Master of Management (MMP) Degree offers young, high potential managers a coveted Masters degree. Participants graduate with a more comprehensive understanding of management practices and management economics.

Generalist and Specialist Diplomas

6 months

Each SGMI diploma program focuses on a management subject: general management, marketing, sales, production management, controlling or leadership.

SGMI IN-COMPANY PROGRAMS

SGMI is a leading provider of corporate learning. We provide relevant, practical custom programs, based on the St. Gallen Management Model. We work hand-in-hand with our corporate clients to help them implement strategy. In close partnership with key corporate functions – personnel development, corporate learning & development and human resources – we create concepts for personnel, management and organizational development, as well as continuing education programs.

SGMI infuses the most recent knowledge, professional skills training and execution approaches into its corporate seminars, workshops and coaching programs. We are experts in knowledge transfer, training and application. SGMI puts quality, customer satisfaction and concrete solutions first.

Strategy and Culture

SGMI tailors in-company development programs 100% to each client's strategy and culture. We understand our clients' challenges and questions, so SGMI solutions build immediate value. We ensure that the company can use the outcomes of the program to shape and develop itself. We help our company partners get the most out of their employee talent. When one of our corporate clients faces a major challenge – a merger or acquisition, for example – our tailored development program boosts the likelihood of success or speeds up the process.

Tailored Programs

SGMI targets the learning tools and supporting program materials to the needs of the client. When we design a program, we run a skills inventory to determine the current state of knowledge. We then create a program that builds on actual company skills and knowledge, including background, competitive and industry situation, infrastructure and constraints. For the company, the result is quick, practical relevance.

International

SGMI offers in-company programs around the world. We apply a uniform program development approach worldwide, adjusting it as necessary to countries and cultures. SGMI services are in German, English, French, Italian and Spanish. Upon request, we also work in other languages. For example, based on the St. Gallen Management Model, SGMI may fashion global development programs for all the units and divisions of an international company.

Innovation

Closeness to research and corporate consulting fuels innovation at SGMI. SGMI works with world-class universities to ensure that we build programs on cutting-edge content. We know how to apply the latest management innovations to boost corporate value.

Long-Term, Targeted Development

SGMI programs support lasting, profitable development. Through close, yearlong partnerships with corporate clients, we know our corporate learning partners: we rapidly tailor, develop and deliver in-company programs that target their precise needs.

EXAMPLES

Global International Management Program

This customer-specific program covers strategic management, marketing, financial leadership and general leadership. Sessions are run in Europe, Asia and the United States. Between modules, participants work on their own company projects, with support from SGMI specialists and company experts. An integrated e-learning program supports learning and application. Custom-designed learning checks track participant mastery.

Global Leadership Development Program

Especially in markets where technology and products are becoming more alike, “soft factors” can be a competitive advantage. The company-specific Global Leadership Program comprises four modules on leadership behavior and methods. To accommodate the varied backgrounds of the participants, the program is run in two levels: Basic and Advanced. Much weight is given to enhancing an already successful company culture by applying the company’s leadership tools. The program is run around the world, but adjusted to local needs. One key outcome of the program: participants reach a common understanding of the company’s leadership principles.

Essential Entrepreneurship

The company-specific “Essential Entrepreneurship” program teaches the secrets of successful business founder strategies, based on the management principles of the St. Gallen Management Model.

The Leadership Conference

Companies with global strategies often need to align the leadership behaviors of their managers. The SGMI Leadership Conference is a highly innovative method for quickly realizing this goal by focusing on both development and implementation. Using the “open space” method and working in groups of up to 150, company senior managers work out measures to align

leadership behaviors across divisions and units; specially appointed “implementation managers” then take responsibility for putting into practice.

Individual Coaching for Senior Management

SGMI offers individual senior management coaching. Typical participants may want to build on the gains they make in a SGMI management development program. Or top executives seek highly focused, personalized guidance.

SGMI senior management coaching is demanding. In fully integrated modules over a long period, the participant is challenged to reflect on and optimize his management success. Using tools like 360-degree feedback and current and desired state analysis, SGMI coaches determine optimization steps and help participants put them into practice.

SGMI MANAGEMENT CONSULTING

For many years, the Management Institute St. Gallen has been offering successful consulting services to renowned corporations, institutions, mid-sized companies and groups. A long list of first class references and accomplishments prove that SGMI clients see us as a valuable alternative to big consulting firms.

Our philosophy drives our success. We believe that the consulting industry is in need of new approaches. Current practices feature short-term optimizations and large fees. All too often, boards and top managers are too far removed from the decision to contract consulting services. Overambitious projects are launched, but when all is said and done, empty promises remain.

The SGMI consulting approach is unique. SGMI consultants and partners develop sound, long-term success concepts for our clients. We work with directly top decision-makers. Using the increasingly popular St. Gallen Management Model, we integrate company strategy, infrastructure and business environment factors to help the company tackle the challenges of implementation.



SGMI E-LEARNING

In collaboration with a renowned American management faculty, SGMI offers demanding online seminars that help enrollees link the knowledge in their companies with cutting-edge content, improve their management practice, and develop their organizations.

Using Web-based learning technologies and blended learning, the Institute offers knowledge and learning platforms in the following management subjects:

- › Managerial Strategy
- › Financial Management
- › Marketing Management

SGMI e-learning platforms support participant learning in the four modules:

- › Management tools and documents
- › Building blocks of management knowledge
- › Current literature
- › Management cases

For each completed module, participants earn a coveted SGMI e-learning certificate.



SGMI MARKETS & TESTIMONIALS

The globalization of business has brought global management development needs. SGMI offers its know-how in Europe, the United States and Asia. Every year, thousands of executives attend SGMI seminars and events in their regions.

Europe

Switzerland & Germany

In our home market, SGMI is a leading provider of world-class executive education and management development.

Swisscom worked closely with SGMI to create a Talent Development Program for members of management. The success of the program was based on the complete integration of the modules inside the company and the outstanding faculty who know how to offer examples from the real world and from their own experience.

Daniel Rathgeb, Senior Management Development Professional, Swisscom AG, Switzerland

SGMI was a competent and professional development partner for our top managers. The global perspective of the SGMI seminars was especially impressive, as it was enriched by many practical examples and the compelling presentation of material. In short: Best performance for the highest expectations!

Dr. Roland Gerner, Dr. Peter Köhler,
CEO W.C. Heraeus GmbH, Germany

Austria & Eastern Europe

With an office in Vienna, SGMI offers direct customer care and project development in Austria and the upcoming economies of Eastern Europe.

Many global companies use Austria as a portal to Eastern European markets. To succeed, these companies demand local management know-how in the local languages. SGMI, with its intimate knowledge of local markets, delivers this vital knowledge.

Martin Neureiter, MBA,
SGMI Associated Partner, Vienna, Austria

France, Spain and Italy

The economies of France, Spain and Italy are home to some of Europe's leading firms. With its European know-how SGMI is an excellent executive development partner for their strategic development at the highest level.

SGMI meets the demands of our corporate customers in France, Spain and Italy by paying close attention to their local development needs.

Robert Lewis, SGMI Associated Partner, Paris, France

United States

With a strong local presence and attractive programs in Boston and in one of the fastest growing regions of the US – Raleigh-Durham (North Carolina) and Ft. Myers (Florida) – our unflagging customer focus has established SGMI as a leading partner for all of the development needs of our American partner companies.

SGMI has a comprehensive global leadership program that will help Qiagen drive organizational effectiveness and success. Our participants are very pleased with SGMI's ability to understand the North American culture and their capability to deliver a product that rivals those of any US based leadership-training organization.

Paula Green, Director Human Resources
North America Qiagen, USA

Asia

China

China is one of the world's fastest-growing markets. To master this growth, Chinese companies need first-class international management knowledge. For years, SGMI has been offering seminars and programs in Shanghai and counts many Chinese companies as partners.

India

With its partner, the Asia Research Center of the University of St. Gallen, (under the leadership of Professor Dr. Li-Choy Chong), SGMI runs local seminars and symposia with key people from business, science and politics and delivers the latest cutting-edge research first-hand.

Japan

Japan is one of the central hubs of SGMI's Asian presence. For years, SGMI has been meeting the needs of local companies: country- and culture-specific delivery of the latest management and leadership knowledge.

SGMI has established itself in Japan as a top provider of integrated management development programs. Japanese managers especially value SGMI's typically Swiss appreciation for other cultures.

Prof. Dr. Claude Siegenthaler,
SGMI Associated Partner, Tokyo, Japan

SGMI ALUMNI NETWORK

The SGMI Alumni Network is a powerful business network of more than 10 000 executives. Each member of the alumni network has participated in a SGMI program. SGMI alumni activities support networking among leaders in the most widely varied companies and industries, from global concerns to mid-sized companies from around the world.

Alumni Symposium

Once a year, SGMI invites alumni to a unique event in Switzerland: the Alumni Symposium. The annual SGMI Management Awards are presented, and well-known personalities from business, academia and politics present and discuss important current themes.

Regional Alumni Events

Through regional events – guest presentations, workshops, company visits, reunions and informal social events – regional SGMI alumni clubs give alumni the chance to network, exchange experience and make valuable contacts.

Alumni Knowledge Platforms

The SGMI alumni knowledge platform gives all SGMI alumni learning opportunities through access to its state-of-the-art management knowledge.



SGMI CORPORATE CLIENTS

Thousands of enthusiastic participants from renowned companies work with SGMI, including:

ABB	Danzas Management AG	Innsbrucker Kommunalbetriebe AG
Aesculap AG & Co. KG	Debis Systemhaus	Institut Straumann AG
Alcatel-Lucent Schweiz AG	Degussa AG	Intersport
Alstom (Schweiz) AG	DEKRA AG	IP Multimedia (Schweiz) AG
Apple Computer GmbH	DeTe Immobilien	Itellium Systems & Services GmbH
ARAG Lebensversicherungs-AG	Deutsche Apotheker- und Ärztebank	Jet Aviation Management AG
Aral AG & Co. KG	Deutsche Bahn AG	Johnson & Johnson Medical GmbH
Astra Zeneca GmbH	Deutsche Börse AG	Jungfraubahnen
AT&S Austria Technologie und Systemtechnik AG	Die Schweizerische Post	Jura Elektroapparate AG
Audi AG	Dow Europe S.A.	Kappa Packaging (Deutschland) GmbH
AWD	Dresdner Bauspar AG	Karstadt Quelle New Media AG
Bank Austria Creditanstalt AG	Dräger Forum GmbH	Klinik Hirslanden AG
BASF AG	3M ESPE AG	Klinikum Niederlausitz GmbH
Baxter Deutschland GmbH	EADS Deutschland GmbH	KPT/CPT Gruppe
Bayer AG	Elektrolux AG	Kraft Foods Deutschland GmbH
BayWa AG	EnBW Energie Baden-Württemberg AG	K+S Aktiengesellschaft
B. Braun Melsungen AG	Endress + Hauser GmbH & Co.	Kuoni Travel Ltd.
Beiersdorf AG	E.ON AG	Landesbank Baden-Württemberg
Bell AG	Epson Deutschland GmbH	Lafarge Dachsysteme GmbH
Berliner Verkehrsbetriebe	F. Hoffmann-La Roche AG	Leipziger Verkehrsbetriebe
BMW AG	Feldschlösschen Getränke AG	Leybold Didactic GmbH
Böhringer Ingelheim GmbH	Friatec AG	LGT Bank in Liechtenstein
BP Switzerland	Fujisawa GmbH	Lindt & Sprüngli AG
BST Safety Textiles GmbH	Georg Fischer AG	Lufthansa
Büchi Labortechnik AG	Geberit International AG	Maag Pump Systems Textron AG
Cablecom GmbH	Hannover Rückversicherung AG	Mann+Hummel GmbH
Carl Zeiss AG	Hartmann Druckfarben GmbH	Mannheimer Verkehrs- und Versorgungsbetriebe
Carrier Sütrak GmbH	HeidelbergCement AG	Manor AG
Casino Kursaal Interlaken	Helm AG	Merck GesmbH Österreich
Coca-Cola	Helsana Versicherungen AG	Mercuri Urval AG
Commerzbank AG	Hertz Autovermietung AG	Messe Basel
COLT Telecom AG	Hewlett Packard	Mettler-Toledo GmbH
COMPO GmbH & Co. KG	Holcim Group Ltd.	Microsoft Deutschland GmbH
COOP Schweiz	Hügli Nahrungsmittel-Erzeugung GmbH	Migrosbank
Credit Suisse	Huntsman Polyurethanes	Minolta GmbH
CWA-Constructions SA/Corp.	HVB Bank Czech Republic a.S.	Montblanc Deutschland GmbH
DaimlerChrysler AG	IKB Deutsche Industriebank AG	Mövenpick

OBTAIN ADDITIONAL INFORMATION

MTU Aero Engines GmbH
 Nestlé Suisse SA
 NORD/LB Norddeutsche Landesbank
 Novartis Pharma GmbH
 Oracle Software (Schweiz) GmbH
 Österreichische Sporthilfe
 Otto Bock HealthCare GmbH
 PADI Europe AG
 Parfums Christian Dior AG
 Paul Hartmann AG
 Peugeot (Suisse) SA
 Pfizer GmbH
 Philips Lighting AG
 Phonak AG
 Polytec Automotive GmbH & Co. KG
 Publicitas AG
 Qiagen GmbH
 Raiffeisenbank
 Rhätische Bahn RhB
 Rivella AG
 Roche Diagnostics GmbH
 Rieter Automotive Management AG
 RWE Energie AG
 SAGE KHK Software GmbH & Co. KG
 SAP AG
 Sanofi-Aventis (Schweiz) AG
 SBB AG
 SCA Containerboard GmbH
 Schenker Storen AG
 Schindler Aufzüge
 Schöffel Sportbekleidung GmbH
 Schott AG
 Schweizer Fernsehen DRS
 Schweizerische Rettungsflugwacht
 Rega
 Setz Gütertransporte AG
 Shell Switzerland
 Siemens AG
 SMS Elotherm GmbH
 Sony Deutschland GmbH
 Sulzer AG
 Sun Microsystems (Schweiz) AG
 Sunrise TDC Switzerland AG
 SWICA Krankenversicherung
 Swisscom AG
 Swiss International Airlines
 Swiss Life
 Swiss Re
 Sycor GmbH
 Tchibo GmbH
 ThyssenKrupp
 Ticket Corner AG
 TietoEnator Deutschland GmbH
 T-Mobile Deutschland GmbH
 T-Online International AG
 Toko AG
 TRW Automotive GmbH
 T-Systems
 TUI Deutschland GmbH
 UBS AG
 Union IT-Services GmbH
 Universitätsspital Basel
 Vattenfall Europe AG
 VISECA Card Services SA
 Voith AG
 Volksbank Bautzen eG
 Volksbank-Ljudska banka d.d.
 Volvo Construction Equipment
 VZ VermögensZentrum
 Waldburg-Zeil Gruppe
 W.C. Heraeus GmbH
 Wella AG
 Westdeutsche Spielbanken GmbH
 & Co. KG
 Winterthur Versicherungen
 Württembergische Versicherung AG
 ZF Friedrichshafen AG
 Zugerland Verkehrsbetriebe AG
 Zumtobel Staff GmbH
 Zürich Versicherungsgesellschaft

To obtain further information about International Management Education & Development at the SGMI Management Institute of St. Gallen or to discuss a program please contact us.

SGMI Management Institute
 St. Gallen
 Bogenstrasse 7
 CH-9000 St. Gallen

Phone +41 (0)71 223 50 30
 Fax +41 (0)71 223 50 32
 Internet www.sgmi.ch
 E-mail info@sgmi.ch

www.sgmi.ch

Bogenstrasse 7 // CH-9000 St. Gallen
Phone +41 (0)71 223 50 30 // Fax +41 (0)71 223 50 32
www.sgmi.ch // info@sgmi.ch

SGMI 
MANAGEMENT INSTITUTE
ST. GALLEN