



SHANGHAI INNOVA
MANAGEMENT INSTITUTE

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The Shanghai INNOVA Management Institute is pleased to present the upcoming public training:

"INTEGRATED BUSINESS PLANNING"

A BOARD-BASED BUSINESS SIMULATION

November 23-24, 2010, Sofitel Hyland, Shanghai

Process orientation, result-orientation, an entrepreneurial mindset, and the ability to collobarate across functions are key qualifications of a professional manager. He must take decisions with keeping the overall company interests in mind. For this he has to have a big picture view of company operations and an understanding of the impact of operational decisions upon corporate performance. A professional manager speaks the basic language of finance and grasps the advantages and disadvantages of different market positionings.

This course is not a lecture, it is about active and experiential learning!

By leading a simulated manufacturing enterprise participants will decide upon the long-term strategy, take investment decisions and be responsible for profits and losses.

Participants will learn how to improve the financial performance of their company – and this through learning-by-doing.

Business simulations rank high among the most effective learning tools, they create an experiential learning environment gradually building new knowledge and skills with teams and individuals.

Here is what earlier participants said:

'Very good learning. Great training for getting the big picture view. For the first time I had all important KPIs at one glance. For the learning effectiveness it was helpful that we used a board-based and not a computer-based simulation.' Swiss General Manager

'The small group of participants made for an ideal learning environment. Good communication with peers and great support from the facilitator. Thank you.' Chinese Deputy General Manager

'Excellent training. I will recommend this course to my colleagues and friends.' Chinese Plant Director

The simulation 'Global Factory' helps participants to

- See the big picture of corporate business and overall company interests
- Learn to think and act as an intra-company entrepreneurs
- Develop consciousness for costs and budget constraints
- Strengthen awareness of competitive market environment
- Understand how different company functions interact and depend upon each other
- Learn to optimize intra-company processes
- Enhance problem solving and decision-making capability
- Develop forecasting and mid-term planning skills.

By leading a simulated manufacturing enterprise participants will decide upon the long-term strategy, take investment decisions and be responsible for profits and losses.

Participants will learn how to improve the financial performance of their company – through investing into new products and markets, cost-cutting and sound financial planning, and by beating the competition.

Small teams of participants run simulated companies and manage their enterprises by taking decisions related to purchasing, production, R & D, marketing and sales and finance. They will have to improve key financial ratios relating to profitability and ROI and will manage liquidity and budgets, they evaluate the company's cost structure and develop sustainable financial strategies. The simulation is run over four business years and after each business year profits and losses are calculated to give participants a direct feedback on the effects of their business decisions.

Join us with this exciting two-day training and refresh your practical knowledge about

- Income statements and balance sheets
- Key financial ratios
- Liquidity planning and cash flow management
- Cost and budget control
- Strategic management.

COURSE AGENDA

I. Introduction

About Business Simulations

The Stakeholders

The Initial Situation of the Company

II. The Rules of the Simulation

- Purchasing
- Marketing and Sales
- Production
- Research and Development
- Finance

III. The Company at the Beginning of Year 1

Creating the Opening Balance Sheet

IV. Year 1

Checklist A

Checklist B at the end of the First Year

Creating Profit and Loss Account

What is Depreciation?

Creating the Balance Sheet
What does the Balance Sheet tell us?

V. Analysis at the End of Year 1

Key Performance Indicators
Performance Indicators Sheet
Cash Flow Statement
Group Discussion

VI. Year 2

Task

- The Areas of Responsibility
- Work out a Strategy
- Strategic Planning
- Operative Planning

Checklist A

Checklist B at the end of the Second Year

P & L Account

Balance Sheet

VII. Analysis at the End of Year 2

Cash Flow Statement
Performance Indicators Sheet
What are costs?
Exercises in cost calculation

VIII. Year 3

Task

- What products earn money?
- What have you achieved?
- Re-calculate your prices

Checklist A

Checklist B at the end of the Third Year

P & L Account

Balance Sheet

IX. Analysis at the End of Year 3

Cash Flow Statement
Performance Indicators Sheet

X. Year 4

Task

- Develop a marketing strategy for your company and calculate the budget required

Product Life Cycle
Checklist A
Checklist B at the end of the Third Year
P & L Account
Balance Sheet

XI. Analysis at the End of Year 4

Cash Flow Statement
Performance Indicators Sheet

XII. Final Review of Team Results, Q & A, Group Discussion, Summary

COURSE FACULTY



DR LAURENZ AWATER

Dr. Laurenz Awater, general manager and management trainer.

Laurenz is a political economist and Asia expert whose China experience dates back to 1985 when he was foreign student at Beijing University. Laurenz is fluent in Chinese. His Ph.D. thesis on 'China's Political Economic History from 1949 to 1997' is a standard reference book at German universities and received mentioning on 'Wikipedia' and on books on G8 summit policy, China's WTO-integration and EU-Foreign Policy.

Laurenz worked many years in German industry and was involved in large infrastructure and construction projects in China. In 2003 he founded the Shanghai INNOVA Management Institute, a training company known for organizing executive workshops for expat managers and for its leadership and management training programs. The Shanghai INNOVA Management Institute has built up a client

base of more than 200 MNCs, mainly larger and mid-sized concerns from Western Europe.

Participating with Shanghai INNOVA management seminars were delegates from ABB, Akzo Nobel, AREVA, Arkema, ARM, Astra Zeneca, AT&S, BASF, Benteler, BOSCH, Carbone Lorraine, Cognis, Competence, Continental, Diehl SyncroTec, DNV, Dorma, Dynapac, Ebner, Elektrisola, EPCOS, Ericsson, Fujitsu Siemens, GateGourmet, GEA, Heraeus, Hettich, Hoerbiger, HP Pelzer, HPTec, Hoyer, Hugo Boss, IEE, IVECO, Johnson Controls, Kendrion, Klueber, Kolbenschmidt, Kone, Lenze, Lenzing, Malvern, Marquardt, Moeller, Murrelectronik, Novo Nordisk, Oldenburger, Putzmeister, Rieter, Saint Gobain, Schlafhorst, SKF, Stokvis Tapes, Sulzer, Suzhou Bordnetze, Swarco, Testo, Trayton, UAES, Valeo, Vallourec & Mannesmann, Vestas, Voith Paper, Volkswagen, Vorwerk, Wabco, Wartsila, ZF and Zollner.

Seminar language is English.

Registration fee is RMB 7,000,- per person for two days of course delivery including conference room, business luncheon, coffee breaks and course material.

To **REGISTER**, simply return this email to info@innova-institute.com.cn indicating your name, company, position and contact details.

For further information please phone (021) 6225 0477, 5169 7601 or 5108 8670 or send a fax to (021) 5169 7602.

We are glad to welcome you at this extraordinary event !

Best regards

Mr Peter Jin, Corporate Account Manager
Dr. Laurenz Awater, General Manager

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