

# Management Workshop

## Hochschule Esslingen

University of Applied Sciences



## Management Workshop Esslingen, Germany

### Topics

- Management Issues in International Business
- Marketing Today
- How it is done in the Automotive supply industry, Guest Speaker
- Innovation Management
- Visiting an Automotive Company (Speaker Research and Development Manager)

### Speakers

**Prof. Dr. Dr. h.c. Helmut Kohlert**

Institute of Marketing & Entrepreneurship  
at Esslingen University of Applied Sciences

**Dr. Thomas Krapp**

CEO Krapp Consulting

**9 July to 15 July 2018 University Esslingen, Germany**

## Objective of the Workshop

To increase customer segments and realization of the market entry, also into foreign markets, including search for business partners and first customer contacts. Market management for evaluation the market performance and developing recommendations to increase the effectivity.

## Methods

The workshop is delivered in an interactive workshop style and comprises presentations of the lecturer, joint discussions and experience sharing by German Automotive Company.

## Group of Participants:

University students and young professionals in the segment Management, IT Manager, Engineers.

## Speaker



**Prof. Dr. Dr. h.c.  
Helmut Kohlert**

Professor of the Business Management School at Esslingen University. Holding the doctor's degree in economics and doctor's in social sciences. He is serving as consultant and trainer in the fields of Industrial Marketing, International Marketing, Entrepreneurship. He is developing training programs for engineering managers. He is partner at the company Bosch Start-up Platform.



**Dr. Thomas Krapp**

Chief Executive Officer and owner of Krapp Consulting Firm in Gerlingen. Holding the doctor's degree in economics. Since 1988 he is advising and coaches midsize companies, institutes, automotive supplier and pharmaceutical companies in the segment: Leadership, management innovations, marketing and new business start-ups.

## Your Program 9:00 to 17:00

### ■ Management Issues in International Business

Prof. Dr. Dr. Helmut Kohlert

- Group work to identify management issues in international business
- Present the issues in front of the participants
- Impact to the business

### ■ Marketing Concepts

Prof. Dr. Dr. Helmut Kohlert

- To enter new customer segments and realization of the market entry
- Search for foreign business partners and first customer contacts

### ■ Marketing Audit

Prof. Dr. Dr. h.c. Helmut Kohlert

- For evaluation, the market performance and developing recommendations to increase the effectivity.

### ■ Product Management

Prof. Dr. Dr. Helmut Kohlert

- Focus on the design of sales processes in a global mid-size machinery company and market leader in his segment.

### ■ Four stages in the implementation of changes

Prof. Dr. Dr. Helmut Kohlert

- Basics
- Build-up stage
- Consolidation stage
- Share of experience

### ■ How it is done in the Automotive supply company (Visit company)

- Innovation management – Technology driving companies
- Success factor for qualified transfer

### ■ Value – Based Collaboration

Dr. Thomas Krapp

- Use the learnings about management concepts into the Iranian market
- Discussion on the presentations

### ■ Group Presentations

Prof. Dr. Dr. h.c. Helmut Kohlert

- Use the learnings about management concepts into the Iranian market
- Discussion on the presentations
- Hand-out Certificates

# Management Workshop Esslingen, Germany

## Registration

Yes, I am going to take part on the Workshop at the University of Esslingen, Germany.

I am interested in further Information on workshops and seminars and agree that I receive them per E-Mail.

## Registration Form

Name, First Name:

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University name and location:

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University Major:

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Status: Freeman, soft more, junior or senior:

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Young profession, which department:

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Telephone/Mobile:

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E-Mail:

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Date, Signature:

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## Workshop Date / Location

July: Monday 9th to 15th 2018 in Esslingen, Germany

## Fees

Duration: 6 days

Including: Confirmation letter of participation, visa process, flight, travel insurance, hotel double-room with breakfast, transportation from airport to hotel, workshop material, lunch and refreshment during workshop, Farsi interpreter, visit a Automotive supplier company, establishing a network with the University and German companies, Certification by the University Esslingen.

## Room Reservation:

All rooms are reserved as double-rooms. All hotel rooms are European standards including for the full stay breakfast.

## Workshop Cancellation Cost

6 weeks before or less of the workshop start a cancellation of 40% will be charged of the package fee.

4 weeks before or less of the workshop start a cancellation of 80% will be charged of the package fee.

2 weeks or less of the workshop start a cancellation of 100% will be charged of the package fee.

## AGB

Our general terms and conditions apply (Stand: 18.09.2016), which we send on request to you.