

## FAREWELL TO COMMUNICATION BOARDERS – INTRODUCTION TO BUSINESS STUDIES FOR TECHNICAL EMPLOYEES

### Our Expertise

WACKER's VINNAPAS® binders have been the number one on the market for almost 50 years. The synergy of economic and technological forces at WACKER has helped us maintain our lead and adapt to changing conditions in a dynamic marketplace.

### Training concept

Concise theory sessions are interspersed with practical exercises and case studies, where participants work in groups. Theoretical aspects are illustrated with practical examples from the construction chemicals sector. The seminar is geared toward quick and effective learning.

### Content

- Basic economic concepts
- The pragmatic approach, profitability, efficiency and effectivity
- How markets function
- Market types, price formation
- Strategic approaches, introduction to game theory
- Cost-benefit analysis, contribution margin analysis
- Balance sheet policy and key indicator analysis

### Participants

Technical and managerial staff with a background in chemical engineering

### Your Benefits

- Compact training sessions geared toward specialists and managers with a technical background
- Instruction by experienced university lecturers
- Economic theory backed up by practical examples from the construction chemicals industry

### Your Course Instructors

Prof. Bodo Hilgers is Professor of Business Administration at the Ravensburg University of Cooperative Education and also lectures at Constance University and Friedrichshafen University. His main subjects are: business administration, corporate management, micro and macroeconomics and international trade

Prof. Volker Radke is in charge of a study course focusing on industrial management at the University of Cooperative Education in Ravensburg. He also lectures for the Hagen Distance University. In his capacity as business expert at the German Department of Commerce, he experiences economic policy first hand. His main subjects are: business administration, economics and economic policy.

### Dates and Venue

November 24 – 26, 2008 (language: German, English on request)

Lindau/Germany

### Course Registration

To register for a course, please contact:

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