



## The training objectives of TOPSIM - General Management II

- ⇒ **Recognizing and formulating the general conditions for commercial success**
- ⇒ **Experiencing relationships in business management by adopting a holistic approach**
- ⇒ **Defining goals and strategies, and realizing them in an environment in which economic and ecological factors play significant roles**
- ⇒ **Deriving insights and decisions from industry figures which can be put into practice**
- ⇒ **Understanding the fundamentals of marketing**
- ⇒ **Learning to use the instruments of cost accounting, income analysis, product costing, and marginal costing**
- ⇒ **Coping with complex decision making in uncertain situations**
- ⇒ **Maintaining control of a business in difficult situations**
- ⇒ **Developing a sense for the essential and a holistic view on business**
- ⇒ **Learning to think and act in an inter-disciplinary way**
- ⇒ **Learning how to define and solve problems**
- ⇒ **Practicing effective communication through visualization**
- ⇒ **Arriving at decisions within a team by using personal computer-supported planning models**