Strategy & Organization

This module analyzes the fundamentals behind the firm’s business policy and the supporting role of IT.

- Trends and influences on organizations: Why do organizations exist? Which problems do they solve?
- Core concepts regarding strategy formulation, implementation and execution: Strategic analysis, tools & concepts.
- Strategic leadership: The role of leadership behavior in organizational success.
- Information management & corporate organization: Company strategies and their translations into business architecture.
- Meeting strategic challenges like M&A: IT as a means to support an organization’s strategic development.
- Leading strategy implementation.

The course is offered in the framework of the Executive MBA in Business & IT.

Target group
Executives in the age of digital transformation

Registration
The registration form can be found either on the back side or on our website (www.eec.wi.tum.de). We are looking forward to meeting you.

<table>
<thead>
<tr>
<th>Duration:</th>
<th>5 days</th>
</tr>
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<tbody>
<tr>
<td>Date:</td>
<td>16 - 20 April, 2018</td>
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<tr>
<td>Location:</td>
<td>Munich</td>
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<tr>
<td>Fee:</td>
<td>€ 3,200 (standard), € 2,950 (EuroCIO or VOICE e.V. members and TUM alumni)</td>
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</tbody>
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Lecturers (among others):
- Prof. Dr. Thomas Hutzschenreuter, TUM
- Prof. Dr. Isabell M. Welpe, TUM
Application form

Please fill in this form, sign it and send it back via email, fax or post to:

Technische Universität München, Executive Education Center,
Arcisstraße 21, D-80333 München, Fax: +49.89.289.28484, info.eec@wi.tum.de

Herewith, I would like to bindingly register for the course “Strategy & Organization”:

Date: 16 - 20 April, 2018  Fee: € 3,200 / € 2,950

Contact Information

☐ Mrs.  ☐ Mr.  Title: ______________

First name, last name:  Date of Birth:

Organization:

Postal Address:

Department, Position:

Phone:  Fax:

Email:

How did you hear about the program?

EuroCIO, VOICE e.V. members or TUM alumni? (please attach confirmation)  ☐ Yes  ☐ No

Payment

We are pleased to send you the invoice by post:

☐ to the above-mentioned address  ☐ to the following address

Information, according to § 17 (1) No. 1 BayDSG: I herewith agree that the above-mentioned data is collected, saved and used in order to organize the executive education properly and to get informed on further trainings at the EEC. Personal data is not passed on to third parties.

Place / Date:  Signature:

Participation terms

After registration, confirmation and invoice will be received. Resignation is free of charge up to 30 days in advance, up to 14 days in advance: 50 % of the fee. After that, the full amount of fee is claimed. If you are prevented, you can nominate a deputy participant. The EEC reserves the right to cancel the modules, for instance if a lecturer is absent. We will take care to inform you about changes or cancellation of the course in due time. If the course has to be cancelled, we will reimburse you the cost of the program. Further claims are excluded, except in cases of intent or gross negligence. The Technical University of Munich reserves the right to take photos and videos throughout the course and use those on its webpages, social media channels and printed publications. By registering for this course, the participant accepts the above mentioned usage of imagery. Errors and modifications excepted.