

通过管理控制优化企业绩效 | Optimizing Business Performance Through Controlling

目标与内容 Objectives and Content

This course in Chinese language is a special seminar designed for member companies of the Nanjing Chapter of EUCCC. It is also open to other companies. It aims to give the participants the opportunity to get a quick overview on controlling practiced in German-speaking countries and to know how to use the most-relevant controlling tools for improving or optimizing business performance.

本速成班是为中国欧盟商会南京分会会员企业设计的专题培训班，其他感兴趣的企业学员也可参加，用中文授课。速成班帮助参训学员在短时间内迅速了解德语国家企业管理控制的体系，并懂得如何利用最重要的管理控制工具提升或优化企业绩效。

参加对象 Target Group

想在短时间内迅速了解企业管理控制体系并懂得使用最重要的管理控制工具提升企业经营绩效的本土财务及管控人士以及对管理控制感兴趣的非财务专业经理和人士。

Local financial and controlling professionals and non-financial managers who would like to get a quick overview on controlling and to use the most-relevant controlling tools for business performance improvement.

内容大纲 Content Outline

- 管理控制的基本理念
- 管理控制全方位视野下的企业绩效提升
- 通过销售管理控制加快企业增长
- 企业成本魔方的管理控制
- 固定资产和其他投资项目的管理控制
- 企业营运资金的管理控制
- 用管理控制指标测量和管理经营绩效
- The basic ideas of controlling
- The holistic view of controlling for business performance improvement
- More growth through sales controlling
- Controlling the magic cube of business costs
- Managing capital expenditures & other investments
- Controlling of working capital
- Measuring and managing business performance based on controlling ratios

培训顾问 Trainer

黄震博士从事企业战略和管理咨询工作已有 19 年。他 2003 年年底独立开业，之前曾就职于罗兰贝格和赫华德等著名国际战略和管理咨询公司多年。他目前是德国的 CA 管理控制学院在中国的独家培训合作伙伴。德国的 CA 管理控制学院是德语国家最大的专门从事管理控制和管理控制师培训的机构，至今已有 40 多年的历史。

Dr. Zhen Huang has been working as strategy & management consultant for more than 19 years in Germany and China. Before he set up his own business in late 2003, he had worked for leading international consultancies, such as Roland Berger and Horváth & Partners for many years. He is currently the exclusive training partner of the German CA Controlling Akademie (CA) in China. CA is the market leader for controlling and controller training in the German-speaking countries with 40+ years of experience.

语言 Language

中文 Chinese

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