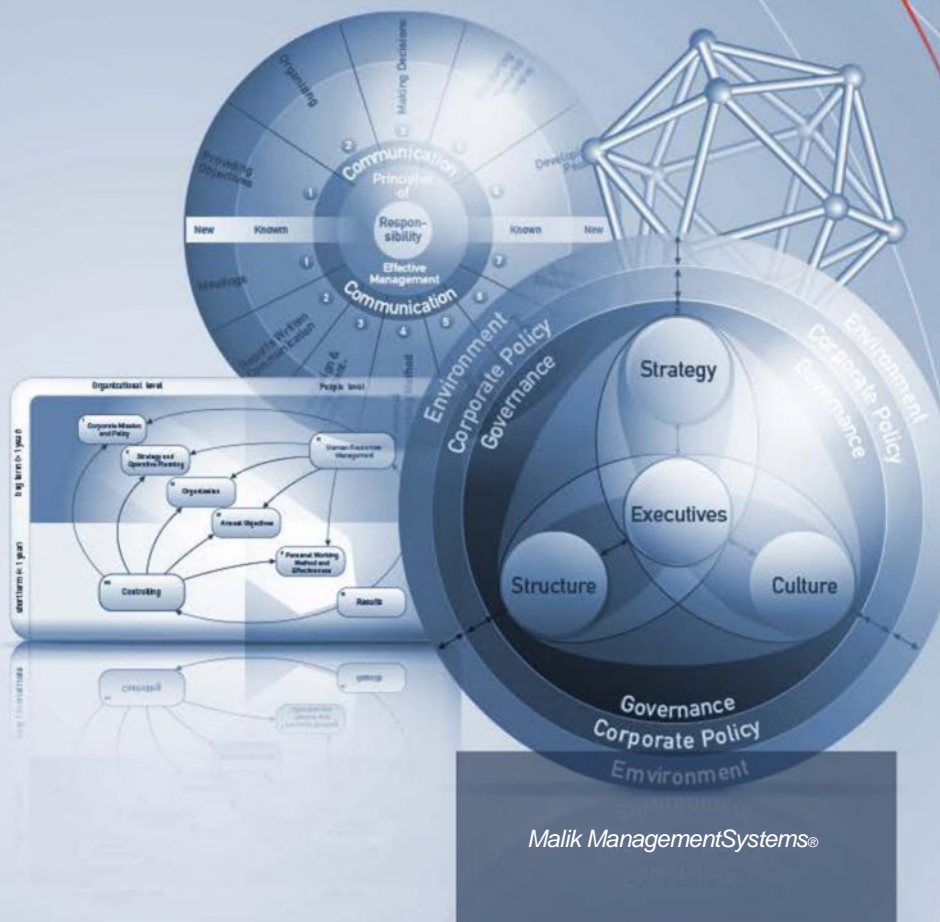


# «Managing a Business» Malik Management Praxis Online

A. Malik

Heinz von Foerster, cyberneticist and philosopher

*«In every moment we are free  
to act towards a future that we  
wish to be our future.»*



# Malik Management Education

Same *terms* same *language* same *concepts* same *logic*

## Modularity and compatibility

The Malik management programs, are designed in modules and are completely compatible with each other. The Malik Management Systems grow with the people, their careers, their organizations and their development phases.

## Unity of concepts and language

Our referees and tutors utilize the same content and concepts; they follow the same logic and use the same language and identical terms.

## Tempo and flexibility

High flexibility is a decisive advantage of the Malik e-management learning programs. The participants determine speed, location and time of their studies. At the same time the program requires active contribution to self guided learning.

## Transfer

To transfer what has been learned, the participants solve special tasks in each module. You work on them with the help of provided materials and tools. Subsequently the tasks will be discussed in the forums of the learning platform. Moreover the participants receive feedback from the tutors.

## Contact:



**Michael Schmelz,**  
**Dipl. Economist**

Senior Project Manager  
Head of Learning Programs

[academy@malik-management.com](mailto:academy@malik-management.com)

## What you get...

- » The participants acquire knowledge that every executive needs in order to do a professional and competent job.
  - » Principles, tasks and tools of Good and Right Management.
- » Participants determine learning-location, -time and -duration.
- » The participants acquire knowledge via interactive modules and are supported by qualified tutors. In addition, video conferencing is offered.
- » The learned can immediately be put into practice.
- » The modules guarantee a constantly high quality of the transfer of knowledge.



# Management Praxis Online – MPO® «Managing a Business»

A blended learning program  
for an effective management of corporate units

**Wholistic General Management to master complexity. From regulation to self-regulation,  
from organizing to self-organization. Reliable functioning in the 21<sup>st</sup> century.  
The perfect solution in times of crisis – whatever your trajectory.**

## What and why?

As an executive, you are responsible for the results of the organization or business units and make far reaching decisions every day.

You guide meetings, conduct demanding negotiations, take care of the strategic direction and analyze key figures. In the face of increasing complexity of your everyday life you lack reliable guidelines, an overview that allows you to quickly identify the overall interrelationships between all the different tasks.

## Result

You know the principles, tasks and tools of Good and Right Management, the basics of corporate strategy and financial management. You see how each covered topic is positioned in the Integrated Management System®. This enables you to stay on top of all the interrelationships in the context of your own organization.

## What do you have to do?

Management Praxis Online combines online study, active learning in video conferences and remote-workshops. The program is designed to be done in spare time, thanks to online knowledge modules and complete online tutoring. You can work through the program **as flexibly as you like, at any time and any location**. Throughout the entire program you will be mentored by skilled tutors who will give you feedback on the state of your studies and implementation. Every module has extra tasks to challenge the transfer of the desired learning. You work through the tasks in the immediate context of your daily work. Subsequently the tasks are discussed in the forums of the learning platform.

## How your progress will manifest itself

As a graduate of the program, you will master the Malik Integrated Management System (IMS®) and the principles of Good and Right Management. You are therefore able to effectively and professionally manage your business unit: you make the right decisions and know how to take advantage of the daily complexity in your organization without losing track.

## For whom is this program designed?

Executives at all levels who want to gain a management education by optimal use of modern e-learning technology with ubiquitous availability, yielding a more effective and more professional management. People who aim to increase their management competencies in the context of a systemic approach. People in all sorts of organizations: manufacturing, services, administration, banking, health-care, or education.

## Additional seminar media

In addition, participants of the e-learning program receive Prof. Dr. Fredmund Malik's books «Management – the Essence of the Craft» and «Managing, Performing, Living – Effective Management for a New Era».



«Managing, Performing, Living – Effective Management for a New Era»

«Management – the Essence of the Craft»



## Program-content

### The program comprises 20 modules:

#### Basics

1. Management as a profession
2. The Integrated Management System IMS®

#### Management tasks

3. Orientation toward company goals
4. Organizing your own area
5. Decision-making – a system for structuring thought processes
6. Controlling results and performance
7. Development and support of people

#### Management tools

8. Successful planning of meetings
9. Assigning the employees correctly
10. Self-management – using personal work methods
11. Systematic waste disposal

#### Appearance and effect

12. Communication – having difficult conversations
13. Presenting and moderating
14. Confident appearance in the face of the customer

#### Key factors of healthy organizations

15. Increasing your own market efficiency
16. Analyzing customer value
17. Successful negotiation of

#### Financial management

18. Manager, controlling and controller
19. Operational management by numbers
20. Financial general management

**Module set up** Each of the 20 modules is comprised of three elements:

**2.Web Based Training (WBT)** The web based training conveys the content in terms of text, pictures and sound as well as in terms of numerous interactive exercises.

**3.Self test** A series of self-tests test the knowledge of the modules and give effective feedback on your current understanding.

**4.Course in a virtual classroom** A 60-minute course in a virtual classroom using concrete exercises and tasks anchors the subject matter in the mind.

#### Price

**4.680 EUR (zzgl. der jeweils gültigen MwSt.)**

#### Booking

[academy@malik-management.com](mailto:academy@malik-management.com)

## Program procedure

Support by online-tutors during the complete duration of the program:

<b>Kick-off Meeting</b>	<b>Module 1–20:</b> Working through the modules		<b>Final workshop</b> Including Preparation
Video Meeting	<b>Supervised Self-Learning</b>	Face to Face – online	Video Meeting
<b>Medium:</b> Online-Meeting-Tool	<b>Medium:</b> 20 modules participant's documents	<b>Medium:</b> Virtual classroom	<b>Medium:</b> Online-Meeting-Tool
1 day	up to 12 months		1 day

*Blended learning allows an effective self-improvement in limited available time, so that the required knowledge can rapidly be acquired and put into practice in one's own work environment. The systematic alteration of working and learning thus allows for crucial personal learning and reflection.*

# Malik

St. Gallen, Zurich, Vienna, Berlin, London, Shanghai, Beijing, Toronto

**Functioning Organizations – Effective Executives** With international subsidiaries and partnership networks, Malik Management is the world's leading provider of advanced wholistic management, leadership and governance solutions. We are the primary destination for today's executives facing the challenges of the New World and wanting to be trained, consulted, supported and/or coached in wholistic top management systems for mastering complexity. Across the world, businesses, non-profit organizations and public institutions have their general management systems tailored by us.

Our unique methods, ranging from management consulting, education and training, change management, human resources and organizational development to individual coaching, as well as new innovations, such as sensitivity-modeling, allow for immediate

and wide ranging results. The centerpiece of our approach is the Malik SuperSyntegration®, the groundbreaking innovation for solving an organization's toughest challenges and amplifying the leadership capacity of top management.

The Malik Wholistic Management® Systems are the world's most effective instruments for the reliable functioning of organizations in the complex conditions and dynamic changes of today's globalized world. Our solutions are backed by over thirty years of research and application in the fields of general management of complex systems and the functioning of organizations. Our scientific foundations are the sciences of complexity: cybernetics, systemics and bionics. More about the company and our solutions on our website [malik-management.com](http://malik-management.com)

## **MMS Malik ManagementSystems®:**

**The Master Controls for reliable functioning:  
the modular universal operating system of any organization.**

**1. Malik Central Performance Controls® (CPC®):** The crucial variables for reliable control of the organization's success.

**2. Malik Unique Positioning Strategy:** For precisely accurate recognition of one's real strengths for the dynamic specialization of the organization.

**3. Malik Sensitivity Model®:** Perceiving the cybernetic principles of control. Setting levers for their control. Simulation of interventions and their side effects.

**4. Malik® Bionic Systems Analysis:** Revealing inner regularities and the system's dynamics.

**5. Malik Strategy Intelligence Program® (PIMS/MSIP):** 25 000 business years of quantified experience data for the right strategies and benchmarking for the economy of the 21<sup>st</sup> century.

**6. Malik SuperSyntegration®:** The revolutionary communication tool for the most difficult phases in the problem solving process: Maximum application / utilization of knowledge, opinion-forming with opinion leaders within 3 1/2 days.

**7. Malik Operations Room®:** For real time control, intelligence enhancement, decision making environment, for a review at any time and immediate actions.

**8. Malik Viable System Model® (VSM®):** The Brain of the Firm® – neuroscience in praxis to govern an organization.

**9. Ecopolicy®:** Learning in a playful manner how to think and act systemically in only a couple of days. The revolutionary training to understand complexity, dynamics and interconnections.

**10. Malik Management e-Learning®:** A Malik Management training flexible in location and time offering immediate application.



Malik ManagementSystems®

Malik Academy · St. Gallen · Zurich · Vienna · Berlin · London · Toronto · Beijing · Shanghai

Geltenwilenstrasse 16 · 9001 St. Gallen, Switzerland · T + 41 71 274  
35 00 [academy@malik-management.com](mailto:academy@malik-management.com) · [malik-management.com](http://malik-management.com)