

Introduction

Stichting Business Universiteit offers a variety of in-company education programs that fit the needs of different levels of managers in business and non-profit organizations. The programs are fully tailor-made designed in order to implement solutions of existing problems within organizations.

A few examples of our customer references:

- Supply Chain development in Food, Starch, Paper Industry and Specialized components.
- Supply Chain Academy for a production oriented industry.
- Talent & Management Development for the management team of several organizations, which resulted in more focus on sales (25% more revenues), processes (cost saving of at least 20-30%) and HR (more dedicated marketing personnel with a development in innovation).
- Development of a European procurement department in a pharmaceutical environment, with a focus on the development of category management and the education of dedicated category managers for Europe.
- Counselling of the sales department: education of the sales personnel in opportunity management and account management in the ICT environment.
- Development of a marketing platform for sustainable change and innovation, within a global company.

Programs

Tailored programs are developed to solve real business problems. Each program is carefully designed, and fully tailor made to comply with the needs of the company. First, the company is measured in the Next Level Scan: generic items are researched by interviewing the management. We appreciate and recommend that companies have an input into the design of their program, ensuring the content is relevant to their business needs. Materials, project work and case studies reflect the actual context of the business.

The historic degree and non degree in-company programs are highly appreciated by the students and the organizations, because of the results that have been provided. Upon request we can provide references of our historic in-company programs.

Topics

The in-company programs are centred around elementary business topics: Entrepreneurship, Multidimensional Management, Procurement Management, Supply Chain Management, Sales & Marketing, Change Management and Innovation.

Timing & schedule of the in-company program

The timing and schedule of the tailored program is highly flexible and based on the customer's schedule and the urgency of the business problem. Timing can be geared to work schedules and sessions can be held at company sites, on campus, or elsewhere. Tailored programs can involve a broad range of activities and can be provided in various forms and methods.

Benefits

Participants of in-company education programs will gain a thorough understanding of both internal and external management issues that affect their organization. The wide variety of available subjects, topics and courses endeavors gaining new perspectives on developing an effective strategy for the company, building financial strength through sales funnel management and implementing process management in various business lines. The program will teach the participant how to market the companies' services, create new ideas, build and maintain client relationships and get the most from existing resources.

Participants will learn how to motivate individuals and develop their professional capabilities to expand the companies' services. Most importantly, the participants will return to the organization better equipped to meet the strategic challenges they face, thus enhancing corporate competitiveness and performance. Each group of participants will execute a project that will solve an existing problem within the company and will score the results that are necessary to survive and improve business effectiveness and efficiency.

The school provides a challenging and integrated educational environment that is externally engaged on creating technologically proficient problem solvers, innovative and critical thinkers and ethical business leaders.

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