

**Lecture\_ Convincing Senior Management via Controlling & Reporting**  
**Fall Semester 2023/24**

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| <b>Name of the course</b>        | Convincing Senior Management via Controlling and Reporting   |
| <b>Name of the lecturer</b>      | <b>Ann-Katrin Berg</b>   |
| <b>Description of the course</b> | <p>All major decisions are nowadays based on key figures.<br/>Learn how to use them to persuade the board of directors from your point of view.</p> <p>The course aims to teach a first lessons to acquire the following skills set</p> <ul style="list-style-type: none"> <li>• How to structure a presentation</li> <li>• How to explain figures</li> <li>• How to make an overview of complicated issues</li> <li>• How to read financial reportings</li> </ul> <p>How?<br/>In this lesson you will get insights into:<br/>Controlling: How it works today in companies no matter what they sell<br/>Reporting: How to report successfully towards senior management.</p> <p>There will be a lot of time to practice, discuss and exchange different points of view.</p> <p>Thus, the lessons provide you with both: know-how in finance and skills in reporting that can be used in different functions (from sales to procurement).</p> |
| <b>Dates</b>                     | <p>Saturday, 28<sup>th</sup> October, 09:00 – 14:00 (face-to-face)</p> <p>Friday, 3<sup>rd</sup> November, 13:00 – 16:00 (online)</p> <p>Saturday, 4<sup>th</sup> November, 09:00 – 14:00 (face-to-face)</p> <p>Thursday, 9<sup>th</sup> November 16:30 – 19:00 (online)</p> <p>Friday, 17<sup>th</sup> November, 09:00 – 12:00 (online, presentations)</p>  |
| <b>Kind of exam</b>              | Presentation   |
| <b>Prerequisites required</b>    | None   |
| <b>Recommended reading</b>       | None   |
| <b>Working language</b>          | English  |