

Kurt Nagel
in collaboration with
Werner G. Faix Annette Horne Gerhard Keck Joachim Sailer

General Management -Tools-

Transfer Documentation Report (TDR)



SCHOOL OF INTERNATIONAL BUSINESS
AND ENTREPRENEURSHIP

STEINBEIS UNIVERSITY BERLIN

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Foreword by Prof. Dr. Dr. h. c. mult. Johann Löhn

With its "Project Competence" concept, Steinbeis sets national as well as international standards for integrated postgraduate studies: learners cooperate with companies to develop ambitious projects which can then be implemented on-site in those companies. This is the kind of added value from which both sides profit. It is also how we can offer companies and their employees custom-tailored qualifications.

The broad spectrum of our training and education portfolio covers the most important areas in business and technology. We make both specialists and managers fit for the challenges of global business. Today's world demands competent, highly motivated employees who continually develop their know-how to be able to accept responsibility for new assignments. The "Project Competence Course of Study" is thus a true win-win situation for companies as well as the students who work on their projects. Companies have access to students' experience in knowledge and technology transfer and acquire solutions to corporate problems. Students must handle concrete, demanding assignments in real projects in a scientifically founded and practical manner.

Our experts support and accompany them at every step of the way. This ensures that knowledge no longer remains abstract, but is transformed by the concrete project into proven competence. Our model systematically meshes theory and practice – as is constantly requested from all sides – and simultaneously satisfies the highest requirements for academic quality. More than 400 lecturers and teachers ensure the high-quality standards of our portfolios. We put our claim of "Knowing and Doing" – a central part of the Steinbeis philosophy – into concrete practice in our university. Knowledge, after all, is the raw material, but continuing vocational education is essential to extract gems from this material. Without such extraction, a company's sustained success is impossible.

Prof. Dr. Dr. h. c. mult. Johann Löhn
President of the Steinbeis University Berlin

Foreword by Prof. Dr. Werner G. Faix

This Transfer Documentation Report (TDR) of the Steinbeis University Berlin's Entrepreneurship, Globalisation and Growth Institute Group introduces readers to the most important topics in the field of general management.

The TDR contains essential tools, instruments and methods for:

- Analyzing a company's CURRENT situation
- Analyzing a company's FRAMEWORK
- Developing STRATEGIC CONCEPTS for defining a company's chances and risks, objectives and strategies
- Defining business OBJECTIVES
- Developing STRATEGIES for achieving business objectives.

When correctly used and implemented, these General Management Tools help sustain the success of companies and their business areas.

The TDR Documentation: content, training manual and a reference work all in one!

The TDR reports: problems to solve to ensure successful transfer!

In addition to the seminar materials, the TDR Documentation introduces the subjects covered in the seminars and provides additional preparation for them; it is also the basis for developing projects and reports.

Your task will be to create a clear, practical relationship (transfer) between the theoretically described methods and instruments and your company project. This transfer is the central function of the unique didactic TDR concept. The TDR team of authors hopes you will enjoy working with the TDRs and wishes you the greatest of success for your Masters course at the Steinbeis University Berlin's Entrepreneurship, Globalisation and Growth Institute Group.

Prof. Dr. Werner G. Faix
Director
Steinbeis University Berlin
Institutes for Entrepreneurship, Globalisation and Growth

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TDR Tasks

1. Company analysis – general success factors

Analyze your company / your business area in regard to the general success factors and the following questions. These questions are only suggestions and can be added to as desired.

1.1 Success factors "Company objectives" and "Strategy"

- Have company objectives been defined?
- Are they explained in detail?
- Where can they be found?
- Is there an explicitly formulated company strategy?
- Where can this be found?
- Were you given an introduction to the company strategy / strategies?
- If not, why not?
- What are your project goals?
- Are these project goals justified; are they coupled to your company's objectives?
- Can you outline strategic considerations that will enable successful achievement of your project goals? How do you justify these project strategies?
- Is your project subject to a periodic goal and strategy evaluation?
- How is this done?

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