

# Controllers Training Program in five stages

Step by step to Controlling Excellence.

*Obtain not only a key competitive edge, with both hard and soft skills, but also degrees that companies highly value – the Controllers Certificate CA and Controllers Diploma CA.*



## Target groups:

- Managers and employees in controlling, financial accounting as well as in cost accounting, corporate planning, management information systems, business administration and development
- Non financial managers from sales, marketing, production etc.

## Proven training concept

Controllers Training Program in five stages has been rigorously adapted over the last 46 years to reflect the latest developments in controlling. Our flagship seminar – stage I – has been conducted to date more than 1,400 times as public seminars and inhouse trainings. Each stage can be booked individually and is scheduled many times throughout the year, making it easy to include in your busy calendar.

Stage I – Controllers Best Practice – is also very well suited as a single seminar for managers.

To help you apply your newly acquired skills in practice, numerous feedback sessions are held during the seminar to ensure you have a thorough understanding of the seminar contents.

## What awaits you

Stage I conveys an overview of the most important components of the controlling system in both its connections and practical implementation. Stages II and III extend, supplement and deepen the controller's toolbox. Stage III additionally teaches the essentials about communication and leadership skills. The workshop stages IV and V focus on the application and implementation of the tools developed. The training of presentation and moderation skills is intensified.

Expand your skill set and sphere of influence. Even the best instruments, tools, results, reports and charts are only as good as the reasoning and presentation skills of the controller. After all, in order to create transparency in a company controllers need an entrepreneurial understanding and psychological flair. The training methods in our seminars take this ambition into account: they focus on the business tools of controllers and their actual application in corporate practice.



### IGC-QUALITY LABEL

"CA controller akademie has demonstrated in exquisite detail and in an understandable manner its high level of professionalism, its wealth of experience and its striking continuity."





**»CA controller akademie is impressive.  
Talented speakers with strong practical  
background guide you into best practice  
for your controlling job.«**

Alexey Alexeev, Johnson & Johnson Vision Care,  
about Controllers Training Program in five stages

### Training Format

We offer you one format in Stage I in English: The English training is designed as an intensive retreat-training with evening work and a lively exchange of experiences both during and after the seminar. It takes place from Sunday evening until Friday afternoon in a quiet location at one of our seminar hotels.

### Degrees



#### Controllers Certificate CA

Obtaining the Controllers Certificate CA, which requires that you complete stages I, II and IV of the Controlling Training Program in five stages, demonstrates you have attained proven, certified controlling skills. It is intended for participants who are seeking a more streamlined path through the stages program and want to concentrate initially on methodological and functional topics.



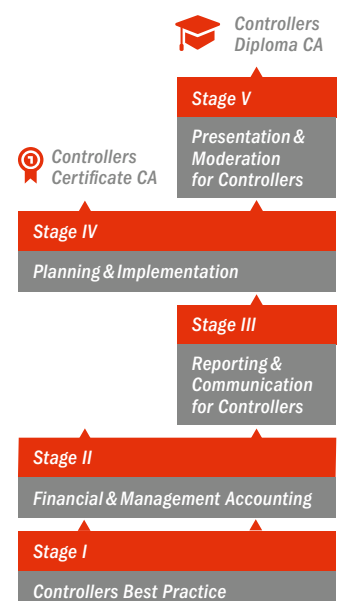
#### Controllers Diploma CA

Controllers Diploma CA certifies your controlling excellence in the role as business partner of management. By successfully completing the Controlling Training Program in five stages your work in actual controlling practice will demonstrate proven communication skills and functional expertise. A self-examination is conducted at the end of stage V when participants make presentations that are evaluated by the trainer and the seminar participants.

### Training partnership with FOM

Graduates of the five-stage program (Controllers Diploma) have the opportunity to continue their professional education by participating in the part-time MBA program offered by the FOM University of Applied Sciences ([www.fom.de](http://www.fom.de)).

### Step by step to Controlling Excellence





# Stufe I

## Controllers Best Practice

### Controllers Best Practice

#### Ihr Seminarnutzen

- **Vertiefte Kenntnisse über die wichtigsten Bausteine des Controlling-Systems**
- **Konstruktion und Zusammenspiel der wichtigsten Controlling-Werkzeuge verstehen**
- **Konkrete Umsetzungshilfen für die Praxis durch Transfereinheiten**

#### Your benefits

- **Obtain an overview of the most important components of the controlling system**
- **Gain insight into how the most important controlling tools are structured and interact**
- **Learn practical tips how to implement controlling incorporate practice**

#### Stufe I Premium-Paket (optional zubuchbar)

- **16 zentrale Inhalte der Stufe I als Video Training**
- **Multiple Choice Training und Übungen zur Festigung der Inhalte**
- **3 Trainer-Sprechstunden**

#### Erhalten Sie kompaktes Wissen für ein effizienteres Rechnungs-, Berichts- und Planungswesen.

Die zunehmende Volatilität und Dynamik der Märkte stellen erhöhte Anforderungen an eine zielorientierte Unternehmenssteuerung. Controlling ist ein unverzichtbarer, integraler Bestandteil jeden Managementprozesses. Controller sind dabei Management-Partner und gerade in Zeiten der Veränderung besonders gefordert. Vertiefte Kenntnisse wesentlicher Controlling-Werkzeuge und ein klares Rollenverständnis als Business Partner sind dabei wichtige Voraussetzungen. Das Seminar Stufe I gibt Aufschluss über Konstruktion und Zusammenspiel der wichtigsten Controlling-Werkzeuge. Sie lernen Funktionen und Techniken des Controlling kennen und üben die Rolle des Business Partners. Organisierter Erfahrungsaustausch bietet wichtige Einblicke in andere Branchen und fördert das „Out of the box“-Denken. In zahlreichen Transfereinheiten erhalten Sie Umsetzungshilfe in die Unternehmenspraxis.

#### Seminarinhalt

- I. Controlling als professionelle Unternehmenssteuerung**
  - Integration von Zielfindung, Planung und Steuerung
  - Standortbestimmung; was Controller heute leisten und können sollten
  - Der Controller als Business Partner
- II. Aufbau und Umsetzung des Management Accounting**
  - Das „Rechnungswesen-Panorama“: Aufbau und Integration
  - Integration von Controlling und Financial Accounting
  - Details zur Gewinn- und Verlustrechnung, Bilanz und Cashflow-Rechnung
  - Gesamt- und Umsatzkostenverfahren
  - Definition der Herstellungskosten
  - Unterschiede zwischen HGB und IFRS
  - Grundlagen der BI-Architektur
  - Deckungsbeitragsrechnung: praktischer Nutzen und Visualisierung
  - Kostenstellenrechnung, Kalkulation und Verkaufspreisfindung
- III. Planung, Budgetierung, Abweichungsanalyse und Forecast**
  - Integration von strategischer und operativer Planung
  - Anwendung strategischer Planungstools (SWOT, 5-Forces, Produktportfolio, Potenzialanalyse, Strategisches Formular)
  - Von der Kostenstellenplanung zur Ergebnisplanung
  - Abweichungsanalyse und rollierender Forecast
  - Budgetierung und Mehrjahresplanung
- IV. Performance Measurement und Management**
  - Erarbeiten von Kennzahlen und Zielhöhen
  - ROI-Baum für Sensitivitätsanalyse und Krisenprophylaxe
  - Gewinnbedarf und Kapitalkosten
  - Effektives Reporting und Erfolgsmessung
- V. Trends und Entwicklungen im Controlling**
  - Neuausrichtung der Controller-Funktion und -Organisation
  - Controlling-Trends: Digitalisierung und Big Data, Green-Controlling, Shared Service Center Controlling, Moderne Budgetierung, Controller 4.0



EN

CA seminar in  
English

**Jetzt neu bei  
Klausur-Seminaren:  
Mittagessen im  
Seminarpreis enthalten**

## Everything you need to know for more effective accounting, financial reporting and corporate planning.

The increasingly volatile and dynamic nature of the markets is placing growing demands on goal-oriented corporate management, making controlling an indispensable, integral component of every management process. Controllers, who support this process by being partners of management, are especially called upon, particularly in times of change. This means an in-depth knowledge of the main controlling tools and a clear understanding of the controller's role as business partner are prerequisites for achieving success.

### Seminar Content

#### I. Controlling as Management Process

- Integration of setting objectives, planning and navigation
- What to expect from controllers today
- Controller as business partner

#### II. Concept and Implementation of a Modern Management Accounting

- "Accounting Panorama": How to build an integrated accounting system
- Integration of management and financial accounting
- Profit and loss account, balance sheet and cash flow statement
- P&L according to cost summary and cost of sales method
- Definition of cost of goods sold
- Differences between German accounting rules, IFRS and US-GAAP
- Principles of BI architecture
- Contribution accounting: practical application and visualisation
- Cost center accounting, product costing and pricing

#### III. Corporate Planning, Budgeting, Variance Analysis and Forecasting

- Integration of strategic and operational planning
- Application of strategic tools (SWOT, portfolio, potential profile, strategic form)
- From cost center planning to profit planning
- Variance analysis and rolling forecast
- Budgeting and mid-term planning

#### IV. Performance Measurement and Management

- Developing ratios and targets
- ROI tree for sensitivity analysis and future risk assessment
- Profit targets and cost of capital
- Effective reporting and performance measurement

#### V. Trends in Controlling

- Latest development in controller role and organisation
- Controlling trends: Digitization and Big Data, Green controlling, shared service center controlling, modern budgeting, controller 4.0

#### Termine Date

22.-26. Januar, Feldafing (Klausur)
05.-09. Februar, Feldafing (Klausur)
19.-23. Februar, München (City)
26. Feb.-02. März, Hamburg (City)
05.-09. März, Bernried (Klausur)
12.-16. März, Feldafing (Klausur)
<b>19-23 March, Feldafing (English)</b>
20.-22. März, Essen (Blended, City)
09.-13. April, Starnberg (Klausur)
16.-20. April, Essen (City)
14.-18. Mai, Feldafing (Klausur)
28. Mai-01. Juni, Berlin (City)
04.-08. Juni, Starnberg (Klausur)
11.-15. Juni, Feldafing (Klausur)
18.-22. Juni, Köln (City)
<b>26.-28. Juni, Frankfurt (Blended, City)</b>
09.-13. Juli, Feldafing (Klausur)
16.-20. Juli, München (City)
23.-27. Juli, Bernried (Klausur)
06.-10. August, Starnberg (Klausur)
27.-31. August, Frankfurt/ M. (City)
03.-07. September, Feldafing (Klausur)
17.-21. September, Hamburg (City)
24.-28. September, Feldafing (Klausur)
08.-12. Oktober, Feldafing (Klausur)
15.-19. Oktober, Feldafing (Klausur)
<b>15-19 October, Feldafing (English)</b>
22.-26. Oktober, Bernried (Klausur)
05.-09. November, Feldafing (Klausur)
12.-16. November, Köln (City)
<b>27.-29. Nov., Frankfurt (Blended, City)</b>
03.-07. Dez., Feldafing (Klausur)
10.-14. Dezember, Berlin (City)

#### Trainingskonzept Training concept

- **Klausur**-Seminar mit Abendarbeit, Beginn am Vorabend
- **City**-Seminar ohne Abendarbeit
- **English seminar with evening work, begins on the previous evening**

#### Seminargebühr Price

EUR 1.790,- (inkl. Mittagessen, Snacks, Getränke)  
Premium-Paket: zzgl. 250,-

EUR 1.715,- Blended (inkl. Mittagessen, Snacks, Getränke)  
**EUR 1,850,- English (Lunch, snacks, beverages incl.)**

#### Trainer des Controller Trainings-

programms CA  
Seite 108 ff.

Weitere Informationen auf unserer Website unter Seminar-Nr. 1.00  
**For further information visit our website at Seminar-No. 9.1**  
Blended Seminar-Nr. 1.1