

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

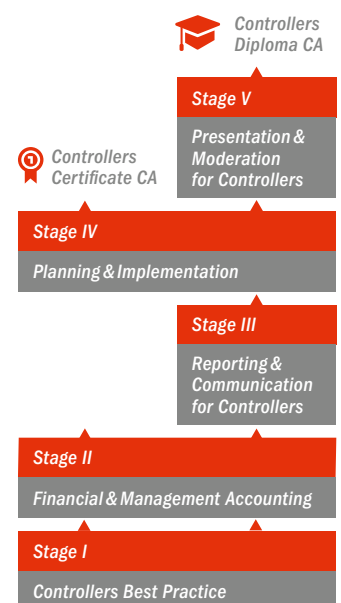
📌 Controllers Certificate CA
Obtaining the Controllers Certificate CA, which requires that you complete stages I, II and IV of the Controllers Training Program in five stages, demonstrates you have attained proven, certified controlling skills. It is intended for participants who are seeking a more streamlined 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 Controllers 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).

Step by step to Controlling Excellence





Stufe II

Financial & Management Accounting

Financial & Management Accounting

Ihr Seminarnutzen

- **Ihr Portfolio erweitert sich in den Bereichen Strategie-, Ergebnis- und Finanz-Controlling**
- **Fundierte Kompetenz im internen und externen Rechnungswesen**
- **Umsetzungshilfe durch zahlreiche Transfer-einheiten in Gruppen**

Your benefits

- **Expand your skills portfolio to include controlling of strategy, profitability and finance**
- **Deepen your skills in management and financial accounting**
- **Implementation assistance through numerous feedback sessions in small groups**

Hier erweitern Sie Ihr Tiefenwissen in Controlling-Methoden.

Ganzheitliche Unternehmenssteuerung erfordert die Verbindung von Strategie-, Ergebnis- und Finanzsicht. Darum starten wir mit der integrierten Ergebnis- und Finanzplanung, das heißt GuV, Bilanz, Cashflow und Finanzkennzahlen. Shareholder Value und Wertsteigerung sind gesamthaft zu beurteilen. Anschließend werden Themen wie Struko-/ Fixkosten-Controlling, Pricing, Kundenwert- und Vertriebs-Controlling umfassend behandelt. Interne Leistungsverrechnung und (steuerliche) Transferpreise sowie Kennzahlen zu verstehen, bildet den Abschluss.

Seminarinhalt

- I. Grundlagen des Financial Accounting**
 - Fallbeispiel zur Überleitung der Deckungsbeitragsrechnung in die GuV nach Gesamt- sowie Umsatzkostenverfahren
 - Vorgehensweise zum Aufbau der Planbilanz (Stolpersteine, vereinfachende Annahmen) inkl. direkter Ermittlung der Liquidität
 - Kapitalflussrechnung (Cashflow Statement) gemäß IAS 7 bzw. DRS 21
- II. Fallstudie zur mittelfristigen Finanzplanung**
 - Plausibilisierung des Business Plans im Rahmen der Finanzdiagnose: Kennzahlen zu Liquidität, Stabilität und Rentabilität als „Quick Check“
 - Finanzmanagement und Working Capital – Ableitung von Maßnahmen
- III. Wertorientiertes Controlling**
 - Kriterien zur Investitionsbeurteilung: Payback-Zeit, Kapitalwert, Nutzwert und Investitionsportfolio; Schwächen des internen Zinsfußes
 - Ermittlung der gewichteten Kapitalkosten (weighted average cost of capital; wacc)
 - Unternehmensbewertung mit Hilfe des „Shareholder Value“ als eine Ausprägung der Discounted Cash Flow-Methode (DCF), Plausibilisierung durch Multiplikatoren und Grundzüge der Due Diligence
 - Economic Value Added™ als Messgröße für Wertsteigerung und Incentivierung
- IV. Controlling der Strukturkosten/ Fixkosten**
 - Leistungsarten und -kennzahlen für Service-Bereiche
 - Zentrale Instrumente zur Kostenanalyse und -steuerung: Zero-Base-Budgeting, Gemeinkostenwertanalyse
 - Prozesskostenrechnung mit wenig Aufwand einführen und nutzen
- V. Grundelemente des Vertriebs- und Kunden-Controllings**
 - Werkzeuge im Überblick: Integration von strategischer und operativer Sicht
 - Workshop: von der herkömmlichen Außendienststeuerung zur Profit Center-Rechnung und Segmentergebnisrechnung („IFRS 8 – operative Segmente“ konform)
 - Target Costing – „strategische Kalkulation“ und Steuerung des Kundennutzens
- VI. Verrechnungspreise**
 - Zielkonflikte: Kennzahlen im Spannungsfeld von Controlling und Steuerrecht
 - Wo und wie beeinflusst das Steuerrecht („Transferpreise“) die Kennzahlen von Controllern
 - Interne Leistungsverrechnung („ILV“) – Instrument der effizienten Steuerung von Ressourcen



EN

CA seminar in
English

Expand your knowledge of controlling methods.

Holistic corporate management requires the integration of strategy, profitability and financial transparency. In stage II we begin with integrated profit and financial planning, i.e. learning how to assess the income statement, the balance sheet, cash flow, financial ratios, shareholder value and the overall increase in shareholder value. Thereafter, we continue with comprehensive coverage of topics such as structural and fixed-cost controlling, pricing, customer value and sales controlling, transfer pricing and cost allocations.

Seminar Content

I. Financial Accounting

- Management and financial accounting
- Profit and loss account: cost summary and cost of sales method
- Balance sheet, working capital and cash flow planning

II. Case Study Financial Planning

- Business planning including financial impact
- Analysis of financial ratios: profitability, liquidity and financial stability
- Working capital management and financing – derivation of measures

III. Value Based Management

- Investment calculation: discounted cash flow calculation, pay back period, NPV: net present value, IRR: internal rate of return
- Investment portfolio and strategic analysis
- WACC: weighted average cost of capital; due diligence: Shareholder Value, Economic Value Added™, multiples; performance measurement and bonus systems

IV. Controlling of Overheads – Fixed (Structure) Costs

- Standards of performance for services
- Zero Base Budgeting, Overhead Value Analysis
- Activity Based Costing and pricing

V. Sales and Customer Controlling

- Integration of strategic and operational sales controlling tools
- The sales profit center and its sales dashboard of key performance indicators
- Customer result account and portfolios
- Target costing and calculation, customer value

VI. Transfer pricing and internal charging

- Conflict of interests: controlling and tax optimization
- How transfer pricing rules influence a controllers' work
- Internal charging: an instrument to optimize the use of internal resources

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

Termine *Date*

- 22.-26. Januar, Starnberg (Klausur)
- 19.-23. Februar, Feldafing (Klausur)
- 05.-09. März, Feldafing (Klausur)
- 12.-16. März, Starnberg (Klausur)
- 19.-23. März, Berlin (City)
- 09.-13. April, Feldafing (Klausur)
- 16.-20. April, Feldafing (Klausur)
- 14.-18. Mai, Bernried (Klausur)
- 28. Mai-01. Juni, Hamburg (City)
- 18.-22. Juni, Feldafing (Klausur)
- 25.-29. Juni, Bernried (Klausur)
- 16.-20. Juli, Feldafing (Klausur)
- 23-27 July, Feldafing (English)**
- 13.-17. August, Bernried (Klausur)
- 27.-31. August, Köln (City)
- 10.-14. Sept., Feldafing (Klausur)
- 24.-28. Sept., Feldafing (Klausur)
- 22.-26. Oktober, Feldafing (Klausur)
- 12.-16. Nov., Feldafing (Klausur)
- 26.-30. Nov., Frankfurt (City)
- 10.-14. Dez., München (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)
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. 2.00

**For further information visit
our website at Seminar-No. 9.2**