

# Advanced training "Management" – Management of Social Organisations

## Module 1: Strategic Management

- Business ethics programmes
- General orientation and conceptual work
- Diversity management
- Negotiation management
- Conflict management/mediation
- Tools of strategic management (e.g. scenario techniques)
- Network management
- Lobbying

## Module 2: Marketing

- Marketing strategies and marketing tools
- Public relations
- Media relations
- Fundraising/sponsoring

## Module 3: Business Administration

- Accountancy and controlling
- Work with key performance indicators
- Investment planning and financing
- Balance sheet analysis
- Basel II criteria

## Module 4: Legal Issues

- Current questions of national legislation
- Relevant questions of EU legislation