
Technical University of Munich (TUM) Asia

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VALUE CREATION THROUGH INNOVATION AND TECHNOLOGY

Business Innovation and Productivity Training

Professional Executive Programme

22 - 23 October 2024

About Programme



**Innovation:
Growth:
Profitability:
Return on
Investment**

Optimising value creation: Business Innovation and Productivity Training Professional Executive Programme

The global market is changing. In the face of rapid technological advances, deglobalisation, and climate change, businesses are struggling to sustain competitiveness while remaining profitable.

- Which technologies still have the potential to beat attacking newcomers?
- Where do we have to enter a new S-Curve? How to make better decisions in uncertainty?
- How do we take advantage of the massive productivity potential of

new technologies? How to integrate that into continuous improvement programmes? Can we keep-up with world-class performers?

- How to create a culture of continuous innovation, change and improvement?
- How to mobilise your teams to create a high-performance organisation?

To create value via innovation, companies must develop and foster a culture that involves all stakeholders including customers, shareholders, employees as well as its community.

In this programme, we will discuss how by putting value to customers at the heart of the company, executives can develop value-creation strategies that not only spark continuous cycle of innovation, but also accelerate operational efficiency and thus bring about optimal profit margins.

About Programme

This Business Innovation and Productivity Training Program for Executives will provide business unit leaders with practical concepts in value creation through innovation and productivity management.

Your program is taught by the illustrious Prof. Dr. Edward G. Krubasik, an experienced executive board member, multiple supervisory board member and Chairman with over 40 years of experience in value creation through innovation and productivity programs.

The interactive course is focusing on value creation in manufacturing and service businesses. It is aiming at educating management in achieving world-class performance through benchmarking and consequent improvement programs. In this course, managers and executives will discuss many practical examples

- How to effectively implement value creation strategies and successfully conduct holistic business improvement programs.
- How to identify and capitalize on new market opportunities and how to manage disruptive innovation.

Most importantly, they will be able to create value to customers that translates into growth and profitability that translate into better returns for its shareholders.



About Prof. Krubasik

An experienced consultant, executive, supervisory board member and Chairman with over 40 years of innovation, productivity and finance experience.

He was leading six Siemens divisions and serving as the Chief Technical Officer of Siemens, overseeing more than 30 business units and regional companies with over 120,000 employees.

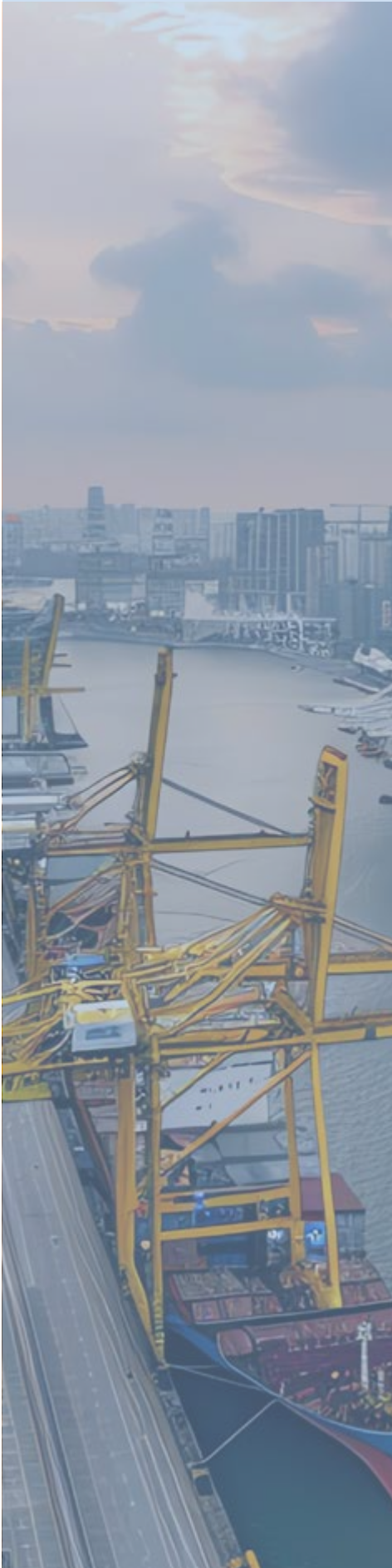
He has been serving more than 20 supervisory boards in many European countries, USA and Japan including boards of listed industrial companies and banks, Siemens companies and startup companies.

Next to his executive career, he also has been teaching as professor for more than 30 years at business schools in Europe and Asia. He has served as Honorary Professor at Technical University of Munich (TUM) during all those years. He has earned a PhD in Theoretical Nuclear Physics and an MBA from INSEAD Business School.

He is currently the acting Chairman of the Industrial Advisory Board of Munich Institute of Robotics and Machine Intelligence at TUM and he is a member of the Advisory Board of the TUM School of Management. He also has been teaching at TUM Asia and Fudan and Tongji universities in Shanghai.

Course Content

- 1 Concepts and Management
Philosophy
- 2 Performance Improvement
Programme in Manufacturing
Business
- 3 Performance Improvement
Programmes in Service
Businesses
- 4 Leveraging Innovation in
Performance Improvement
Programmes
- 5 Mobilising Organisations



MODULE

1

Steering ahead with Value-Creation Concepts and Management Philosophy

Optimize Your Business Value and earn more than your cost of capital: In this course, we guide the decision makers and managers with a set of beliefs and principles to propel the organization forward on the back of changing landscape. You will learn how to drive successful entrepreneurship creating a valuable company for shareholders, customers, employees, and community.

Benchmarking Culture with Growth: Combine benchmarking culture with growth by comparing an organization's practices, performance metrics, and standards to industry bests and identify areas for improvement and driving continuous growth and development.

Growth. Productivity. Lean Assets: Take innovation as best value creator - productivity and growth driver, lean asset driver.

MODULE

2

Performance Improvement Programs in Manufacturing Businesses

In this course, we optimize organizational performance through a two-fold strategy: asset management and profit & loss management. Both key elements are pivotal in performance improvement programs to improve Return on Capital Employed.

Strengthen Customer Portfolio: Learn how to strengthen your portfolio by identifying top two tiers of customer portfolio by building and buying. Introduce Account Management Teams for international and global customers.

Learn how to plan large improvement campaigns: Participants will learn to design and execute restructuring projects to achieve aggressive performance improvement. We will leverage the value of benchmarking and best practice. Learn to mobilize large organizations through holistic improvement programs.

Harness AI and Digitalization: Learn how to bring forward push improvement programs: cost reduction/process improvement, asset minimization, sales stimulation, innovation – using digitization and AI.

Accelerate Implementation Progress: Start organization-wide campaigns: x000 measures, lots of teams, program office. Plan and track implementation progress: Learn how to measure the program progress via degrees of Implementation.

MODULE

3

Performance Improvement Programs in Service Business

Focusing on the specifics of value creation in service businesses. Exploit the growth potential of product and value-added services shaping the ROI of your company. Learn how to conduct performance improvement programs in industrial service businesses.

Service as an Industry: Learn all about service and how service is driving growth, profitability and ROI more than just manufacturing alone. Improve performance measures in services.

Create Sustainable Advantage: Create sustainable advantage via new business system such as internet business systems. Learn how to differently manage product services, value-added services, operational services.

Create Service “Factory” and Service experience curve: Use process standardization, SaaS version planning, design to serviceability, execution partners to create value, high margin portfolio to improve profitability and ROI of your service businesses.

MODULE

4

Leveraging Innovation in Performance Improvement Programs

Value Creation via Innovation: Using innovation as part of a performance improvement program. Learn how you can improve growth, productivity, and asset management. organizational framework, new technology tools like AI.

Learn to apply different development tactics to address technical and market uncertainty: Crash programs, 100%-right strategies, step-by-step strategies, managing different competitive situations.

Think through strategies to cope with technical discontinuities: S-Curve thinking, the attacker's advantage, cannibalizing yourself, set-up Independent Business Units, entrepreneurship, acquisitions.

Innovation can lead to restructuring: how to combine restructuring and growth, find the right managerial and technical talent.

MODULE

5

Creating High Performance Organization Culture

Creating a high-performance culture: Tools, motivation and leadership. You get to learn how to improve your teams continuously to increase company performance and create a high-performance culture.

Start Best-Practice Exchanges: Learn to overcommunicate and to start communication cascades. Create opportunities for International Leadership Development seminar.

Create Changemakers and Champions: Learn to publish progress results openly, create heroes, promote heroes – leadership leagues, and promote only from better half. People is everything.

Create Your Company Performance Culture: Make every management level into performance improvement teams.

Track Record

Prof. Dr. Edward G. Krubasik has:

1

He has led many troubled high-tech businesses to catchup with worldclass competitors through restructuring and grow strategies using innovation as the best value creator.

2

He led programs to introduce best management practices in a wide range of industrial service businesses and similarly lead divisions and regional companies to codify, share and implement best practice in project management.

3

Conducted a wide spectrum of innovation and productivity programs in electronics and aerospace industries during more than 20 years as McKinsey Senior Partner, Principal and Engagement Manager in Europe and USA, leading teams around the world.

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Programme Details

PROGRAMME

Value Creation: Business
Innovation and Productivity
Training Programme

DATE

22 - 23 October 2024
(Tuesday to Wednesday)

LOCATION

In-Person
To be advised

LENGTH

2 days

FEE

S\$2,750 (excl. G.S.T.)

LEVEL

- Managers
- Management Professionals
- Management Executives
- Team Leaders
- Lead Researchers
- Principal Investigators



About

TUM & TUM Asia

Technische Universität München (Technical University of Munich, TUM) is one of Europe's top universities. It is committed to excellence in research and teaching, interdisciplinary education and the active promotion of promising young scientists. The university also forges strong links with companies and scientific institutions across the world. TUM was one of the first universities in Germany to be named a University of Excellence and has retained its status since, cementing its commitment to academic excellence.

Technical University of Munich (TUM) Asia was set up in Singapore in 2002, under the Singapore government's Global Schoolhouse Initiative. TUM Asia is an institute for research and education situated in Singapore, as the Asian campus of the Technical University of Munich.

Since 2002, TUM Asia has been running joint Master Programmes conferred by TUM, with NTU and NUS, such as MSc in Industrial Chemistry; MSc in Integrated Circuit Design; MSc in Green Electronics; MSc in Aerospace Engineering; MSc in Sustainable Food; MSc in Rail and Urban Transport and MSc in Logistics Engineering and Management. Lecturers and professors hail from as far as Germany and their wealth of knowledge from various fields provide a spectrum of experience for the students to glean from.

TUM Asia offered the first TUM Bachelor programme in 2010 in collaboration with Singapore Institute of Technology (SIT), Singapore's Fifth University. In 2020, TUM and SIT further established their partnership by launching 2 joint Bachelor degree programmes, the Bachelor in Chemical Engineering (Hons) and the Bachelor in Electronics and Data Engineering (Hons).

To meet the changing needs of the economy, TUM Asia also launched a new series of executive education courses to deliver leading edge curricula for the upskilling of industry workforces.



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