

Industry 4.0: DnA of German Industry Certificate Programme

Mannheim Business School & BMI Business School Istanbul

ONLINE

Industry 4.0: DnA of German Industry Certificate Program organized by BMI Business School Istanbul in cooperation with Germany's #1 Business School, Mannheim Business School aims to; enhance business professionals and executives with a robust perspective and skills on Industry 4.0 and digital transformation processes by providing necessary know-how and by examining best practices within the industry.

Program content focuses on; internationally recognized principles, methods and techniques on Industry 4.0, as well as best practices and examples within the industry. During this 8 half day long online executive education program, participants will develop necessary competencies to deal with complex challenges of digital transformation within their respective industries, and will gain perspective on key success factors of German Industrial companies.

Participants will learn how to manage industry 4.0 process within their companies in order to develop efficiency, reduce costs and have impact on business outcomes. They will investigate current practical examples and future expectations from German and Turkish economies.

Program Methodology

Executive education program will be delivered virtually by 3-hours long live-online sessions, during 8 days. Besides presentations and lectures by the faculty, participants will investigate current practices and examples within the industry, have Q&A and discussion sessions with the faculty and each other, work on exercises – case studies, and attend to experience sharing and networking sessions.

Program Length: 32 Hours (8 Half Days / 2 Weeks)

Day & Time: Tuesday, Wednesday, Thursday / 16:00 – 19:00 and Saturday / 10:00 – 16:00

Location: Online – Vedubox Education System / Zoom Video Conference

Frequency – Sessions: 2 Times / Year – Q2 and Q4 | **Capacity:** Max. 20 Participants*

* In order to keep diversity of the participant profile, for each session, applications are reviewed regarding the industry, level and function of the applicants. Thus to secure your seat at the program we highly suggest applicants to apply in advance or reserve a seat at the upcoming session.

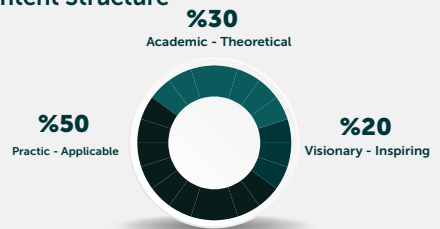
Industry 4.0 Certificate Program empowers its participants by;

- Gaining knowledge on key terms, history and current trends of industry 4.0 & German Economy
- Developing strategic perspective on digital transformation & industry 4.0
- Enhancing their competencies on Industry 4.0 planning and execution processes and how to carry out applications within their organizations,
- Enabling to lead your organization and your team in elevating to strategic and innovative perspective on industry 4.0,
- Enlarging your perspective through examination of successful examples of German Industry,
- Learning how to implement Industry 4.0 projects in diverse industries for diverse objectives

Focus Areas



Content Structure



Who Should Attend

This executive education program is designed to develop business executives experienced or interested in digital transformation & industry 4.0 processes and other related areas. Business professionals, who have at least five years of experience in these areas, and who work as a middle – senior level managers in their institutions or are nominated as manager candidates, are suitable applicants for this program.

In this respect, participation of managers and executives working in departments such as sales & marketing, technology & digital, and operations & supply chain are highly advised. Besides SME owners, board members, general managers and other department senior managers, who wish to develop themselves on digital transformation are also accepted as suitable profiles for this program.

Lead the development of your organization and contribute to its success, with this Executive education program that provides you a strategic perspective on Industry 4.0 and its current applications within German Industry.

Industry 4.0 & Digital Transformation - Fundamentals

- Industry 4.0 & Digital Transformation Design Principles & Innovation
- Industry 4.0 & Digital Transformation Process and Key Success Factors
- Industry 4.0 & Digital Transformation Fundamental Technologies & Applications

German Economy & German Industry - Key Success Factors

- Understanding German Economy & German Industry Culture
- Cultural Identity behind Europe's Economic Powerhouse
- Main Drivers of Success in German Industry & Production Processes

Management Methods – German Model of Management

- Organisational Development & Technology Implementation
- German Way of Strategic Thinking, Planning and Management
- Monitoring and Improving Business Performance

German Mittelstand: Culture as Key Success Factor

- German Business Landscape and the role of Mittelstand
- German Industry - Production, Quality, Exportation - Made in Germany
- Financial Success of Mittelstand - Investment Strategies & Future

Industry 4.0: German Approach to Digitalization

- Challenge and Opportunities for Mittelstand
- Trends of Industry 4.0: Future of German Mittelstand
- Virtual Company Visits: Industry 4.0 in Action

Digital Business – Industry 4.0, Current Trends & Examples

- Diverse departments, diverse objectives – Industry 4.0 Solutions
- Role of Digital Transformation in Management and Future of Organizations
- Industry 4.0 Application in the World, in Germany and in Turkey

Virtual Company Visit – Industry 4.0 in Action

During this 8-half day program, participants through online sessions, work with Mannheim Business academicians, Prof. Dr. Marcel Crisand ve Alexander Pfisterer, to discover internationally recognized principles, methods and techinques of Industry 4.0 and digital transformation. Besides, they will participate into experience sharing sessions, networking sessions, examine best practices within the industry through guidance of leading executives of reputable companies of Turkey and mangement consultants experienced in Industry 4.0 management.

Prof. Dr. Marcel Crisand	_____	Mannheim Business School – Lecturer
Alexander Pfisterer	_____	Mannheim Business School – Lecturer
Ali Rıza Ersoy	_____	Ion Academy - Founder
Hayriye Karadeniz	_____	Ford Otosan – Chief Digital Officer
Vedat Arslan	_____	Groupe Renault – Chief Information Officer
Hakan Irgıt	_____	Socar Türkiye – Chief Digital Transformation Officer
Bariř Karakullukçu	_____	Türk Telekom – Chief Strategy and Digital Officer

Participants who follow the program courses at the rate of %70 and who succeed in the exam at the end of the program will be entitled to the official “**Industry 4.0: DnA of German Industry**” Certificate by Mannheim Business School and a second participation **certificate by BMI Business School**.

On leaving this executive education program, you become a full member of the **BMI Alumni Community**, which is open only to graduates of our Executive Education participants. In this regard, **BMI Alumni Community Members** can attend to workshops, seminars and events organized specially organized for this community to ensure life-long education objective. Members of this community also benefits from special discount rates for participation in all training, conference and summit programs organized by BMI.

Pricing & Registration

For the academic year of 2020 – 2021, program tuition fee is determined as 1.600Euro + VAT,

- Tuition fee includes all educational materials, all-day refreshments and lunch.
- Early registration period is 30 days before the start date of the program, early registrations **benefits %10 discount rate**.
- Group participation of three or more people, **benefits %10 discount rate**.
- BMI Alumni Community Members benefits **%25 discount rate** for participation to program.
- It is not possible to cancel your registration until 10 days before the start of the program.

In order to register for the program, the application form must be filled in completely and sent to the training advisor. Applications then will be reviewed by the admissions committee, in order to observe diversity of the participant profile and in terms of relevance with the prerequisites of the program. Candidates admitted to the program, then will be directed to complete the payment and registration process.

Further Information & Contact Us

Program Coordinator – Aysel Yapar / BMI Education Consultant

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