



DEUTSCHE
MANAGEMENT AKADEMIE
NIEDERSACHSEN

Industry 4.0

Introduction, Basics & First Steps

International Winter Academy
December 2nd – December 8th 2018 in
Celle/Germany



DMAN head office in Celle castle – your seminar location in Germany



Management Summary

Course objectives

The program will give you opportunities to set the strategic course for a successful future of your company. Apart from an overview of the principles of international competition, strategies and instruments of Industry 4.0 management, you will learn about German business culture and discuss the key factors of industry 4.0 and its implementation. The company visits will give you direct impressions and the opportunity to exchange information and experience with your hosts. On site, you will see new technologies, organisational solutions and the application of industry 4.0. Interactive trainings will improve your intercultural competence and management skills. You will get the chance to exchange experience with German managers and to initiate business contacts.

Target audience

The program is designed for young entrepreneurs & middle manager from different economic sectors. DMAN will invite managers e.g. Iran, India, China, Russia etc. As the program will be run in English, very good language skills are essential. If you want to establish cooperation with German partners, decision power is of advantage.

Schedule

The one week programme consists of 3 training days and 2 days of company visits.

Location & Date

Trainings in Celle Castle and visits of regional companies.
02 – 08 December, 2018



Programme

Sunday, 02nd December	Arrival Individual journey to Celle and check in Inter City Hotel
Monday, 03rd December	Seminar at DMAN
09:00	Program introduction World economic climate
09:30 – 13:00	<ul style="list-style-type: none"> ▪ Introduction ▪ View on markets, customers & suppliers ▪ Consequences for your business Industry 4.0 Definitions Models Impact on your company (workshop & examples)
13:00 – 14:00	Lunch at DMAN cafeteria
14:00 – 17:00	<ul style="list-style-type: none"> ▪ Basic challenges for transformation ▪ IT ▪ Cultural aspects ▪ Business models ▪ Leadership culture into Industry 4.0 Lecturer: Mr. Klaus Kindler
17:00	Guided city tour of Celle
18:00	Welcome Dinner in Celle
Tuesday, 04th December	Seminar at DMAN: Leadership 4.0 styles & elements (Module 1)
10:15 – 12:00	<ul style="list-style-type: none"> ▪ What is the difference ▪ Communication skills ▪ Feedback & performance culture
Lunch	Lunch at DMAN cafeteria
15:30 – 17:00	<ul style="list-style-type: none"> ▪ Case study 1: Management of change projects ▪ Case study 2: Design thinking process



	Case study presented by Vodafone Germany
Wednesday, 05th December	Seminar at DMAN & company visit Leadership 4.0 styles & elements (Module 2)
08:30 - 13:00	<ul style="list-style-type: none"> ▪ People Development ▪ Age-Diversity Competency ▪ Team-Performance Optimization ▪ Change-Management Competency ▪ Conflict-Competency ▪ Agility ▪ Customer-Orientation
13:00 - 14:00	Lunch at DMAN cafeteria
14:00 – 17:00	Excursion: Digital Factory Hannover Fairground Deutsche Messe; Industry 4.0 <ul style="list-style-type: none"> ▪ Robotation Academy Hannover ▪ Automation Academy Hannover ▪ Game Based Simulation
Thursday, 06th December	Company visit in Hannover area
09:00	Visit of the Volkswagen commercial vehicles plant in Hannover <ul style="list-style-type: none"> ▪ Visit of the production plant ▪ Industry 4.0 production process ▪ Questions & answers
Lunch	Lunch on the way in Hannover
14:00	Sightseeing tour in Hannover



Friday, 07th December	Seminar at DMAN: Organizational View
09:00 – 13:00	<ul style="list-style-type: none"> ▪ Span-of-Control ▪ Flat Hierarchy ▪ Open Office-Worlds ▪ Modern Communication Forums ▪ Special Innovation Activities ▪ Game-Based-Innovation ▪ Customer Feedback ▪ Innovation Camps
13:00 - 14:00	Lunch at DMAN cafeteria
14:00 - 15:30	<ul style="list-style-type: none"> ▪ Web-Activities ▪ Interactive and Responsive Web-Design ▪ Blogging ▪ Analytic-Tools <p>DMAN certificates award</p>
	Departure to Hotel Plaza Hannover Check in Free time
Saturday, 08th December	Departure individually

***Note: all lectures will be held by business experts and university professors.**

This schedule reflects the current planning. Days may vary upon availability of companies.

The companies listed are reflecting the current planning. DMAN cannot assure that the mentioned companies will finally agree or follow DMAN schedule. In case a company cannot host the group, DMAN will organize an alternative equivalent in quality with this proposal.



Price Quotation

Package price: 1.450,- € single room based on 15 persons; double room will be 1.300 €

- 5 nights in 3 * InterCityHotel single room/double room in Celle in walking distance to DMAN
- 1 night in 3 * Andor Plaza hotel in the city centre of Hannover
- 6 breakfasts
- 5 lunches
- Welcome reception dinner at old city hall of Celle
- 3,5 days qualification programme in English language including trainers
- 1,5 company visits, tutors & transportation
- Guided city tour of Celle in English
- Insurance
- Visa support
- DMAN organization

The programme is designed for 15 persons, if less than 10 persons register, DMAN reserves the right to cancel the seminar.



Deutsche Management Akademie Niedersachsen

Deutsche Management Akademie Niedersachsen (DMAN) qualifies specialists and managers for the success on international markets. The academy offers practice-oriented knowledge transfer and exchange of experiences and helps companies tap new business potentials at home and abroad. Founded in 1989 by the Federal State of Niedersachsen and shareholders from the industry as a non-profit limited liability company, DMAN has its headquarters in Celle castle and representative offices in Moscow and Shanghai.

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New Town Hall of Hanover



Timber-framed houses in Celle



Elbphilharmonie in Hamburg



Modern art in Hanover: Nanas



In August, the Lüneburger Heide is in purple flowers.



"Marienburg Castle" near Hanover



Hamburg port



Herrenhausen Gardens in Hanover



"The Four Musicians of Bremen"