

Course Program - School director course

Deviations in the course schedule may occur depending on situational and personnel conditions.

SCHWEIZER SCHNEESPORT
BERUFS- UND SCHULVERBAND



07:00				
08:00				
09:00				
10:00	Course opening Course information, schedule and objectives	Theory & Workshop Company law: - Types of companies - Contracts/insurance - Value added tax	Theory & Workshop Operational planning - Research - Market analysis - Positioning - Scheduling - Organisation - Cooperation	Theory & Workshop Strategic development & innovation - Crisis management - Future trends - Sustainability strategies
11:00	Theory & Workshop From athlete to entrepreneur	Risk sports law Cantonal regulations	Quality management & sustainability	Business plan / concept presentation
12:00				
13:00	Lunch break	Lunch break	Lunch break	Lunch break
14:00				Workshop evaluation
15:00	Theory & Workshop Company finances: - Accounting - Calculations / financing - Pricing / investments	Theory & Workshop Operational management: - Operational structure - Staff recruitment Personnel management & communication - Leadership skills - Corporate culture - Motivation - Conflict management - Feedback	Theory & Workshop Marketing: - Digital transformation - Online presence Quality management: - Customer experience - Organisation First contact	Course end - Online survey
16:00				
17:00				
18:00				
19:00				