



International Management &
Marketing Academy (I.M.M.A.)

APPLICATIO

Through its training measures I.M.M.A. supports the development and international competitiveness of enterprises, organisations and institutions worldwide by transferring adapted know-how. This holds true for senior and junior executives from emerging countries, transition countries and industrialised countries.

The target-oriented know-how transfer is affected by

- Seminars and workshops around different topics lasting in average 2 to 5 days in Germany or abroad;
- Long term training programmes (e.g. certified training courses for consultants) lasting 5 to 12 months;
- Short term training programmes, lasting approx. one month.

I.M.M.A. of APPLICATIO is specialised in trainings around management, leadership, marketing, eLearning and development cooperation. Possible topics of trainings are :

- General Management
- Change Management
- Leadership
- Corporate Management
- Time Management
- Self Management
- Office Management
- Human Resource Management
- Business Planning
- Cooperations
- Knowledge Management
- M&E Systems