



Ralf Andreas Thoma

With the global economic scenario still in a flux, what are the challenges that companies are likely to face in the future?

So far, one of the most important challenges has been to win back the confidence of customers. Also, a lot of things are likely to change in the next few years.

The way we work will change and companies will have to watch carefully to be able to react to the changing requirements.

What would be the new strategy?

One important strategy will be to be authentic. That alone can lend credibility to a company. Your customers would want to know who you are and the principles you are standing for. Define your guidelines and follow them. If your customer knows who you are, he will automati-

'Define your guidelines'

RALF ANDREAS THOMA, HEAD, BWI SWITZERLAND, TELLS SAKSHI KHATTAR WHY BUSINESS INSTITUTES NEED TO RESPOND TO THE CHANGING INDUSTRY

cally follow you. In a situation like this, a company should know how a market works and how it can optimise its financial tasks. One needs to clearly plan a strategy, aim at the needs of the customer and develop products and services to suit the customer's needs.

How can educational institutions bridge the skill gap?

As an educational institution, it is important for us

to understand the needs of our clients. Our task is to deliver the content they need so that they can integrate their studies flexibly into their business and private life. Our main objective is to ensure a practice-oriented, compact and systematic advancement of knowledge in business administration.

Q&A

Any good practices/business models that you would like to share?

Know your core competence that drives your com-

pany and differentiates your company from the others. Core competence is not only beneficial for your customers but also not easy for other companies to copy. They are the strengths of your company which can help you work on a good strategy.

What is the focus of your courses? Do you have any tie-ups with Indian institutions?

Our course in business administration is tailored to suit the requirements of both senior and junior executives who want to acquire comprehensive skills in business administration. Within the framework of intensive courses, we impart technical expertise, methods and self-learning competence. The core competence of our institute is classical business administration. It includes accounting and controlling, finance and investment analysis, management studies, marketing or strategic management. This is the knowledge we would like to pass on to our Indian participants. Our partner in India is Swiss Kalpvriksh Education in Delhi.