

## STM Training Courses 2011

- Networking knowledge in research publishing – for more than 20 years
- Lectures and tutoring by senior managers from leading STM publishers
- Designed for building on specific career levels

<b><u><a href="#">4th Intensive Course in Journal Publishing - Asia</a></u></b>	Singapore - Nanyang Technological University	13-16 March
<b><u><a href="#">21<sup>st</sup> Intensive Course in Journal Publishing - Europe</a></u></b>		16-18 May
• Part A – Editorial Responsibilities	London	16 May
• Part B – Sales, Marketing, Communication	London	17 May
• Part C – Production, Service, Innovation	London	18 May
<b><u><a href="#">1st Business Development Course – Europe</a></u></b>	London	19-20 May
<b><u><a href="#">11th Master Class - Europe</a></u></b> <b>Developing Leadership and Innovation</b>	Oxford	12-14 September
<b><u><a href="#">3rd Master Class – U.S.</a></u></b> <b>Developing Leadership and Innovation</b>	Adelphi, MD - University of Maryland University College	7-9 November

## About the courses

### **Intensive Course in Journal Publishing**

This course is designed for students with some initial experience in their job. The course builds on the specific job expertise and provides a broad and deep understanding of research publishing industry. Students learn the mechanics, functional roles and internal and external relationships – and discuss relevance for their own job with the senior managers, who are the lecturers.

The European course is set up enabling students to attend in several steps. If students can only take part in one or two days of the course, each day is still a full-value course. And as the same curriculum will be offered next year again, the missing module can be added later without any unintended overlap or missing subjects.

### **Business Development Course**

This course gives upcoming managers – especially ones with business development and project management responsibility – a boost to success. While focusing on a challenging case study, students learn how to create business ideas, plan and apply market research, do the financial planning, and set up a product development plan. Traditional project planning

and agile development are compared. Case study work is done in small teams, coached by senior managers from STM publishers, who also give key note lectures on the core topics. Case study results are presented internally and analyzed collectively.

### Master Class - Developing Leadership and Innovation

The STM Master Class has established itself as a benchmark for teaching strategic business skills. The course is designed for upcoming middle and senior managers. Speakers are senior managers from major STM companies and from neighboring industries. Students discuss today's key strategic issues in the publishing industry: achieve constant innovation, enable change while maintaining a profitable business, recognize and evaluate substantial risks and opportunities. Topics are taught in a mix of lecture, debate and focused case study work.

### Which course level is the right one?

We found that three aspects help assess, which course level is the applicable one for you:

- Work and life experience
- Specific experience in the publishing industry
- The current role in your company.

The table below shows which course level is the applicable one. Sum up the points and find the recommended course. If you are in doubt – please don't hesitate to contact STM's Director of Education and Training, Joachim Engelland: [engelland@stm-assoc.org](mailto:engelland@stm-assoc.org)

Total work experience (not necessarily in publishing)		Experience in publishing		Current role in the company	
0-1 year	•	0-1 year	•	Specialist (e.g. in Finance, HR, Production, Editorial Role, Sales, Marketing, Customer Service etc.)	•
1-3 years	••	1-3 years	••	Manage people and business (e.g. team leader, editor, specialist with advanced responsibility, project manager, business manager)	••
3+ years	•••	3+ years	•••	Manage department (e.g. director, specialists with strategic responsibility)	•••

3 to 5 points: Intensive Course in Journal Publishing  
 6 or 7 points: Business Development  
 8 or 9 points: Master Class - Developing Leadership and Innovation