

CAS | DAS

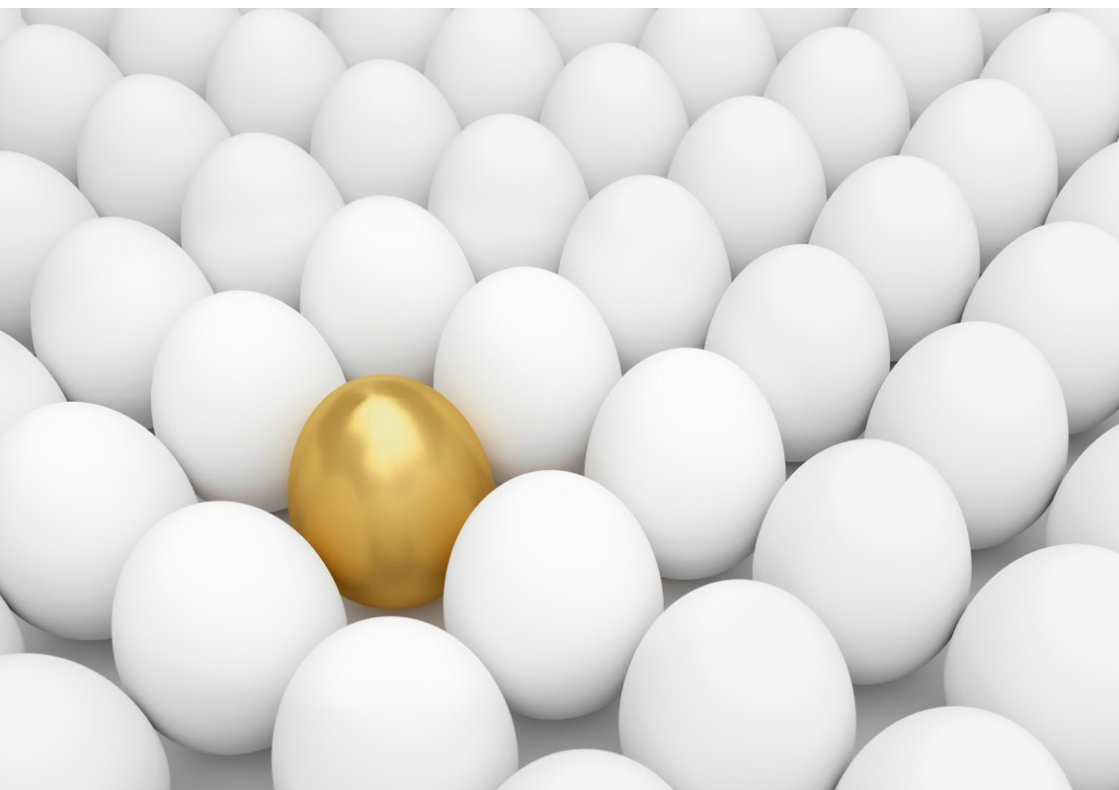


UNIVERSITÉ  
DE GENÈVE

GENEVA SCHOOL OF ECONOMICS  
AND MANAGEMENT

# Entrepreneurial Leadership

EXECUTIVE PROGRAMME



## **NEW PROGRAMME**

**Innovate your business and manage in a responsible manner**

### **PRESENTATION**

The Diploma of Advanced Studies (DAS) in Entrepreneurial Leadership enables participants to improve their ability to manage a team through fair and effective leadership, namely to develop and innovate business that contributes to the evolution of the team members' career and increases all team members' employability. Participants obtain the DAS after completing two Certificate of Advanced Studies (CAS): the CAS in Entrepreneurial Management and the CAS in Responsible Leadership.

The CAS in Entrepreneurial Management provides innovators-to-be with the tools to identify and take full advantage of opportunities inside an existing organization or in a start-up.

The CAS in Responsible Leadership teaches future leaders the soft skills tools to maximize the engagement to their team(s).

### **AUDIENCE**

- Managers seeking to boost their career and their employability by adding business development tools and entrepreneurial behavior to their skills
- Executives from major corporations liable to launch or manage a business unit or a company, or take over the management of a family business
- Engineers, doctors, or researchers who wish to improve their managerial skills and propel their ability to innovate

### **LEARNING OUTCOMES**

- ▶ Innovate and increase the viability of projects in large corporations, start-ups and SMEs and non-profit organizations
- ▶ Become an inspiring leader and implement fairness-based leadership in order to maximize the team's commitment and performance
- ▶ Develop your professional agility

## PROGRAMME

**CAS | 6 Modules each | September-December or January-June | 18 ECTS credits | 144 total teaching hours | 24 hours per module**

**DAS (2 CAS) | 12 Modules | September-June | 36 ECTS credits | 288 total teaching hours | 24 hours per module**

### **Entrepreneurial Management**

■ Identifying, Analyzing and Exploiting Opportunities ■ Smart Data and Digital Business ■ Cultural Intelligence/Managing Stakeholders ■ Doing Business in Emerging Markets ■ New Business Models and Mindsets ■ Business Law and Taxation

### **Responsible Leadership**

■ Responsible Leadership ■ Business and Society ■ PDP: Creative Problem Solving ■ PDP: Change Management ■ PDP: Negotiation/Effective Communication ■ PDP: Influencing with Emotional Intelligence/Coaching

**All modules mentioned are part of the DAS.**

**EMBA Specialization:** under certain conditions, the DAS Entrepreneurial Leadership can be validated as a specialization of the Executive MBA: [emba.unige.ch](http://emba.unige.ch)

## ASSESSMENT

Each module is subject to an assessment, including one or a combination of the following: in-class exam, classroom presentations, take-home assignments

## DIPLOMA AWARDED

Students who successfully complete:

- The Entrepreneurial Management modules will be awarded the **Certificate of Advanced Studies (CAS) in Entrepreneurial Management** | 18 ECTS credits
- The Responsible Leadership modules will be awarded the **Certificate of Advanced Studies (CAS) in Responsible Leadership** | 18 ECTS credits
- The full program (36 ECTS credits) will be awarded the **Diploma of Advanced Studies (DAS) in Entrepreneurial Leadership**

by the Faculty of Economics and Management of the University of Geneva.

## INFORMATION

### Admission Requirement

A university degree or equivalent and at least 3 years of professional experience. Proficiency in English is required.

### Registration by June 30<sup>th</sup>

[entrepreneurial-leadership.unige.ch](http://entrepreneurial-leadership.unige.ch)

### Programme Cost

- CAS | 6 modules: CHF 7,200.-
- DAS | 12 modules: CHF 13,100.-
- Individual module: CHF 1,700.-

Should participants who already obtained one of the two CAS decide to register for the DAS, the tuition fees that have already been paid for the first CAS (CHF 7,200) will be deducted from the total price for the DAS (CHF 13,100). The balance for the second CAS would thus be: CHF 5,900.

### Course Schedule and Location

- Bi-weekly: Fri. 2.15 pm-9 pm and Sat. 8.15 am-1.15 pm
- or 3 consecutive full days 9.00 am-6.00 pm
- University of Geneva | Uni Mail | 40 Bd du Pont-d'Arve-1211 Geneva 4

### Programme Directors

- Prof. Sebastian Raisch, GSEM, University of Geneva
- Dr. Raphaël Cohen, Getratex SA, Geneva

### Contact

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**Prof. Thomas Straub**