



# WELCOME SESSION

## Master of Science in Responsible Management

Perspectives on Responsible Management

Thomas Straub



**UNIVERSITÉ  
DE GENÈVE**

GENEVA SCHOOL OF ECONOMICS  
AND MANAGEMENT



# Welcome to the Master in Responsible Management!



**Prof. Thomas Straub**  
(Program director)



**Prof. Ignazio Ziano**  
(Scientific Committee)



**Prof. Sebastian Raisch**  
(Scientific Committee)



**N.N.**  
(Academic Advisor)



**Ms. Céline Halabi**  
(Scientific Committee)

# Master of Science in Responsible Management









The Master of Science in Responsible Management educates our future leaders on responsibility and contributing to a business with purpose that creates value in and for society. Students will be equipped to tackle an organization's toughest strategic challenges, lead with greater confidence, inspire performance at all levels, and contribute to an organization of responsibility and integrity.

# Shanghai Ranking – 2025: UNIVERSITY OF GENEVA (58)



Geneva University ranks as 3rd best Swiss University  
(after ETH Zürich and EPFL):

	University of Maryland, College Park United States	ARWU 2025	55
	National University of Singapore Singapore	ARWU 2025	56
	Utrecht University Netherlands	ARWU 2025	56
	University of Geneva Switzerland	ARWU 2025	58
	University of Texas Southwestern Medical Center United States	ARWU 2025	58
	Université Paris Cité France	ARWU 2025	60

EU's number one:

	Paris-Saclay University France	ARWU 2025	13
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	University of Geneva
Region:	Western Europe
Country/Region:	Switzerland
Found Year:	1559

# Presentation of teaching faculty & courses





# Autumn semester (30 ECTS)

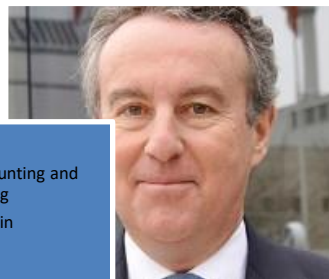
## Mandatory Core Courses



Operations, Logistics and Supply  
Chain Management  
N. Zufferey  
3 ECTS



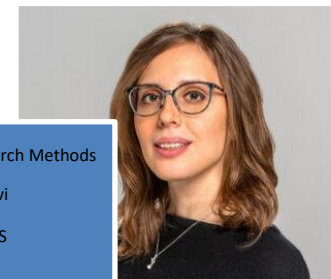
Sustainable Accounting and  
Reporting  
T. Aubertin  
3 ECTS



Financial Reporting  
Franck Missonier  
3 ECTS



Qualitative Research Methods  
E. Salvi  
3 ECTS



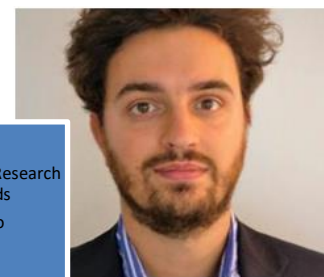
Strategic Management  
S. Raisch  
6 ECTS



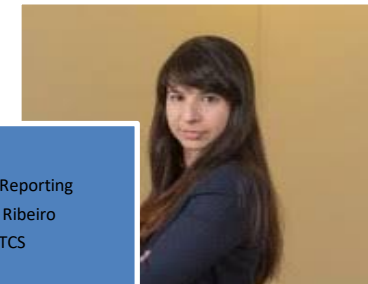
Organizational Responsibility  
Deborah Philippe  
6 ECTS



Quantitative Research  
Methods  
I. Ziano  
3 ETC



Financial Reporting  
Sandra Ribeiro  
3 ECTS



Sustainable  
Behavioral Science  
I. Ziano  
3 ETC



Institutional Project  
NN  
6 ECTS  
Elective  
Spring and fall Semester



*Modifications can still be performed.*

# Spring semester (30 ECTS)

## Elective Courses



Artificial Intelligence in  
Business and Society  
S. Raisch  
6 ECTS



Minds and Machines  
A. Bergner  
6 ECTS



Change Management  
T. Straub  
6 ECTS



Global Strategy  
T. Ambos  
6 ECTS



Disruptive Technologies  
L. Howell  
6 ECTS



Strategic HRM  
M. Ferrary  
6 ECTS



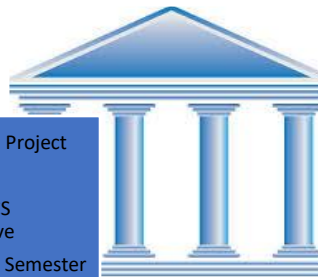
Entrepreneurship Lab  
C. Hertel  
6 ETC



Business and Human  
Rights  
D. Baumann-Pauly  
6 ETC



Institutional Project  
NN  
6 ECTS  
Elective  
Spring and fall Semester



Perspectives on Responsible  
Management  
Scientific Committee  
0 ECTS



Research Methods for  
Master Thesis  
Research Assistants  
0 ECTS



*Modifications can still be performed.*

# Business and Human Rights (BHR) Clinic

**Structure:** Elective in the MSc in Responsible Management, 6 ECTS (10/2025 – 03/2026)

**Format:** Work in a team of 7-8 students, with 2 senior academic supervisors, and in close contact with the partner organization and industry experts

**Content:** Provide solutions for a concrete BHR challenge of the corporate partner

**Partner organization 2025:**  **MERCURIA**

**Deliverables & impact:** Develop a microsimulation, focusing on formalizing a small-scale and artisanal mining site in the DRC (for internal training and risk management)

Apply by **5<sup>th</sup> October 2025** by sending your CV and cover letter to [berit.knaak@unige.ch](mailto:berit.knaak@unige.ch).  
Application interviews take place on **9<sup>th</sup> / 10<sup>th</sup> October 2025**.



Application  
process



BHR clinic kick-off  
Initial research



Data collection  
Interviews and analyses



Workshops  
Discussion of findings



Presentation/ application  
of results

Publication and  
follow-up



# Agenda



1. What is Responsible Management?
2. Administrative Aspects of the MRM
3. Q & A



# Part 1: What is Responsible Management?



# Why Responsible Management



- Your motivations for a Master in Responsible Management?
  - Discuss with your neighbor for 5 minutes – why did you apply to this specific program?
  - Share with us (5-10min)



# Definition of Responsibility



## responsibility noun

re·spon·si·bil·i·ty ri-ˌspän(t)-sə-ˈbi-lə-tē

**plural responsibilities**

[Synonyms of responsibility >](#)

1 : the quality or state of being **responsible**: such as

**a** : moral, legal, or mental accountability

**b** : **RELIABILITY, TRUSTWORTHINESS**

2 : something for which one is responsible : **BURDEN**

| has neglected his *responsibilities*

## responsibility

*noun*

UK 🔊 /rɪˌspɒn.sɪˈbɪl.ə.ti/ US 🔊 /rɪˌspɑːn.səˈbɪl.ə.ti/

**responsibility noun (DUTY)**

**B2** [C or U] **something that it is your job or duty to deal with:**

• [+ to infinitive] *It's her responsibility **to** ensure the project finishes on time.*

• *She takes her responsibilities as a nurse very seriously.*

# Objectives: The Master of Science in Responsible Management



- Educates future leaders on **responsibility** and contributing to a business with a purpose that creates value for its stakeholders.
- Offers a **curriculum** that is centered around, and fully integrates, relevant aspects of responsible management in its courses.
- Focuses on teaching **how to manage effectively** in pluralistic environments where **multiple stakeholder groups' needs** must be balanced.



# How: The Master of Science in Responsible Management



- **Align with GSEM values:** Rigor, Relevance, Responsibility
- **No parallel program:** The MRM is the one and only management master program at GSEM
- **No silos:** “Responsibility” is the red thread through all courses

# Corporate Social Responsibility

## Sustainability



## The Triple Bottom Line

## SDGs - The Sustainable Development Goals

## ESG - Environment Social Governance

## Corporate Citizenship

## Business and Human Rights

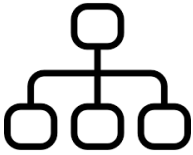
## Stakeholder Management





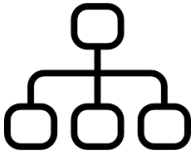
## **Part 2: Administrative Aspects of the MRM**

# Program Fact Sheet



<b>Degree</b>	Master of Science in Responsible Management
<b>Contact</b>	<a href="mailto:gsem-management@unige.ch">gsem-management@unige.ch</a> Program coordinator
<b>Duration</b>	1.5 year, full-time
<b>Credits</b>	90 ECTS
<b>Program Language</b>	English
<b>Tuition Fees</b>	~ 500 SFR/semester
<b>Class Size</b>	~ 30-50 students
<b>International Students</b>	~ 50%

# Program Structure: more in detail



## 1<sup>st</sup> semester (30 ECTS)

- **mandatory** core program
- soft-skills lectures  
(presentation/interview techniques, applying to an international company)

## 2<sup>nd</sup> semester (30 ECTS)

- choice of **electives**

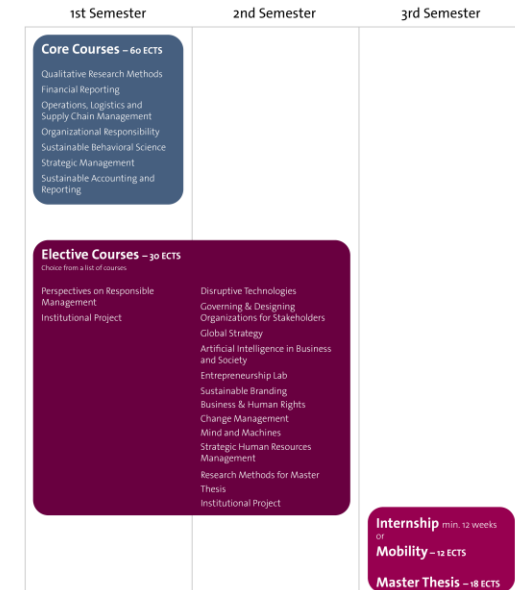
## 3<sup>rd</sup> semester (12 ECTS+18 ECTS)

- **Internship OR Study abroad**
- Internship: Min. 12 weeks (full time), in CH or abroad

OR

- 1 semester abroad

**Master thesis (18 ECTS): 4-6 months**



**COURSES (60 ECTS) → INTERNSHIP (12 ECTS) → MASTER THESIS (18 ECTS)**

**You must complete all mandatory and specialization courses by the end of the retake session (August/September) exam session!**



# Teaching modalities



**In class teaching\* – be present !**

\*Exceptions may occur

# Internship in a Company – 12 ECTS



- 12 weeks minimum internship (full time)
- The Exchange can only be started after full completion of all compulsory courses, totaling 30 ECTS credits.
- The internship can be carried out in Switzerland or abroad.
- Alternatively, the student may study abroad in order to receive the 12 ECTS



# Studying Abroad – 12 ECTS

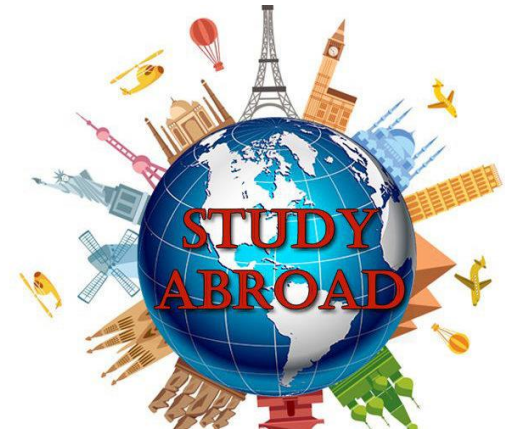


- You might spend **1 semester at a partner University**. Ideally you go abroad during the third semester of the Master program.
- The **internship** can only be started after full completion of all compulsory courses and all elective courses, totaling 60 ECTS credits.

**! Deadline for applications !**

<http://www.unige.ch/gsem/en/programs/exchange/>

[www.unige.ch/exchange](http://www.unige.ch/exchange)



- If you earn 12 or more ECTS abroad, you can skip the internship. Back to Switzerland, you will directly start your MSc thesis.
- Alternatively, the student may do an internship in order to receive the 12 ECTS

# Master Thesis – 18 ECTS

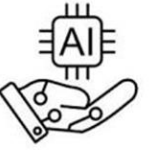


- The first step of writing a master thesis is to find a **supervisor**, which typically should be an MRM professor teaching in the field that the student has chosen. The **topic and goals** of the master thesis will be discussed together with the supervisor.
- In the spring semester a **master thesis preparation workshop** will be offered
- In general, **master thesis and internship are two separate parts** of your curriculum. Contingent on the agreement of the supervising professor, it is possible to write a master thesis based on the internship.





# MRM Program Policy on the use of generative AI tools



- Participants can use generative AI tools to develop their assignments. UNIGE provides students access to Microsoft Copilot (via their University login; details will be provided in class). Students also have free access to a free version of *ChatGPT* and *Google Gemini* (and possibly other tools such as Claude).
- When using AI for your work, please add a maximum half-page declaration with the following information:
  1. Identify the AI tool(s) you used for your work.
  2. Describe how you used these tools by disclosing the parts of your work that were developed in collaboration with AI and identifying AI's contribution to these parts.
  3. Explain your unique contribution above and beyond outputs provided by AI.
- The *University of Geneva's* statement on artificial intelligence also applies.





# Where our alumni work – some examples



J.P.Morgan



LOMBARD ODIER  
LOMBARD ODIER DARIER HENTSCH



PICTET

Deloitte.

CARAN D'ACHE  
Genève

CATERPILLAR



Givaudan



Cargill



Newell Rubbermaid



Honeywell



# Faculty values and some practical advice



- Our values:
  - Rigor
  - Relevance
  - Responsibility



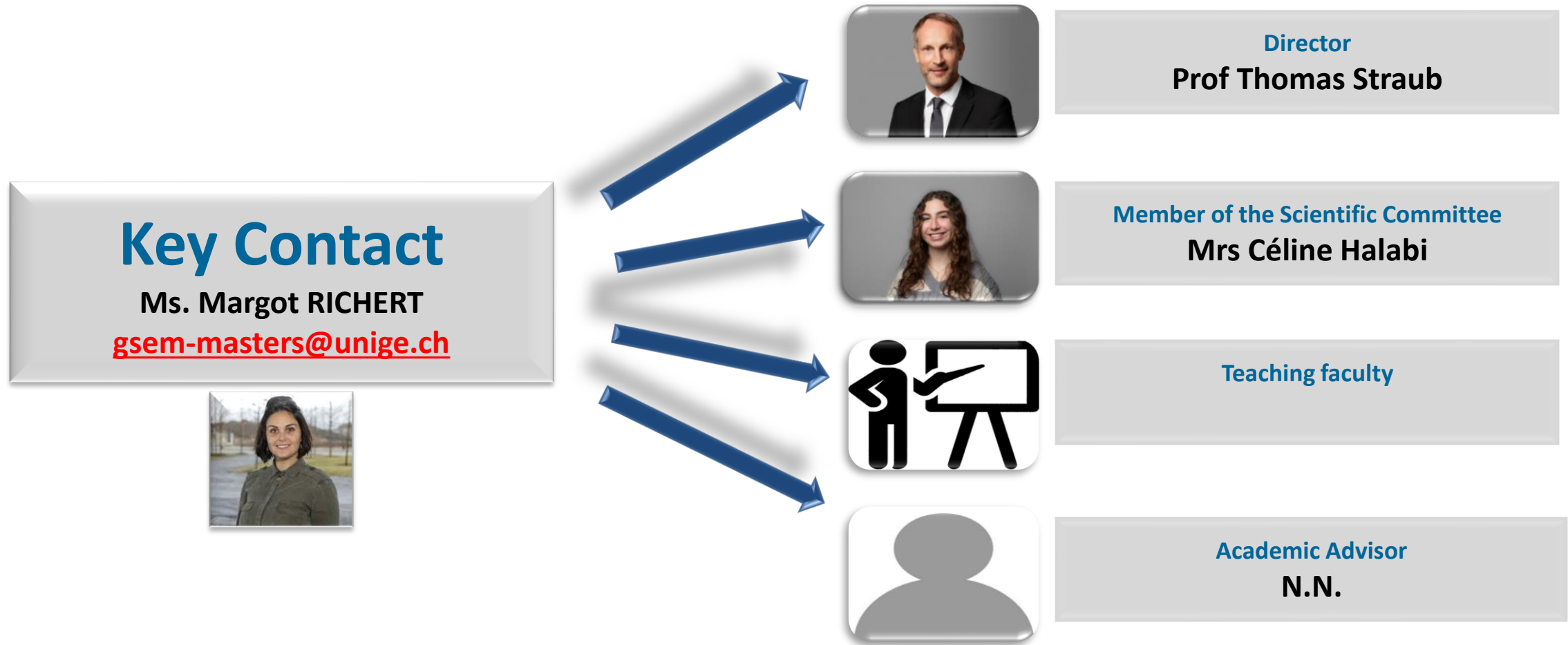
- **Email signature:** Use an email signature indicating who you are and your contact details



- **Respect:** Address people respectfully with their name and in case title. Make use of forms of politeness
  - See also: <https://academicpositions.com/career-advice/how-to-email-a-professor>
- **Key contact:** In case of a problem, always first contact the **program coordinator** (see next slide):  
Ms. Margot RICHERT **[gsem-masters@unige.ch](mailto:gsem-masters@unige.ch)** (please do not use personal email)



# Helpline - How to interact with us



# Soft Skills: Do's and Donts



## Work Ethic

**Do:** Work hard without having to be asked and without complaint

**Don't:** Think this is about hours - outcomes matter most of all



## Growth Mindset

**Do:** Welcome feedback, embrace learning, and incorporate both

**Don't:** Think you know everything



## Adaptability

**Do:** Rethink your plan when you gain new information

**Don't:** Fail to make adjustments after setbacks



## Self-Awareness

**Do:** Understand how others perceive your words and actions

**Don't:** Fail to self-reflect or think you're above critique



## Emotional Intelligence

**Do:** Learn to identify emotions and control your responses

**Don't:** Fail to pause when heated



## Communication

**Do:** Speak and write simply and clearly

**Don't:** Use complex language, bury your point, or ramble



## Motivation

**Do:** Get going on projects quickly and without being asked

**Don't:** Require constant hand holding or encouragement



## Resilience

**Do:** See every setback as a lesson

**Don't:** Fail to get back up after getting knocked down



## Professionalism

**Do:** Build trust by speaking and acting maturely at all times

**Don't:** Assume you can cross the line in more relaxed settings



## Reliability

**Do:** What you say you will do by when you say you will do it

**Don't:** Break promises



## Active Listening

**Do:** Listen to hear, not respond, and validate what people say

**Don't:** Forget the importance of body language



## Time Management

**Do:** Prioritize and be organized, so you stay on top of your work

**Don't:** Allow distractions to steal your attention and waste time



## Collegiality

**Do:** Be easy to work with

**Don't:** Think this means being a pushover - you can still be you



## People Reading

**Do:** Watch the reactions, body language, and mood of others

**Don't:** Fail to ask people if you're unsure how they're feeling



## Collaboration

**Do:** Work well with other people, sharing ideas and credit

**Don't:** Think you'd be better off on your own



## Integrity

**Do:** Be honest and ethical, whether or not others will know

**Don't:** Think you can hide things





# What *NOT* to say in job interviews And what to say instead



❌ **Don't say:** "I don't have questions"

❓ **Why:** That's a big missed opportunity - and a red flag in terms of your curiosity

✅ **Say:** "What would success look like in the first 6 months of this role?"

❌ **Don't say:** "I'm looking for any job right now"

❓ **Why:** Seems desperate, rather than genuinely interested

✅ **Say:** "I'm looking to use XYZ strengths, and I'm excited about how this role aligns"

❌ **Don't say:** "I hated my last boss"

❓ **Why:** Never bash a former boss to a future boss

✅ **Say:** "I learned a lot in my previous job, especially about X, but I'm excited for a new challenge now"

❌ **Don't say:** "I don't know much about your company"

❓ **Why:** Suggests a lack of preparation and interest in the role

✅ **Say:** "I've researched the company and I'm particularly impressed with X - I'd love to hear your perspective on it"



© George Stern

❌ **Don't say:** "How much does this job pay?"

❓ **Why:** You can get this answered without sounding like you care more about pay than the role itself

✅ **Say:** "I'm excited about this, and I'd love to understand the comp range to ensure it fits my expectations"

❌ **Don't say:** "I don't have weaknesses"

❓ **Why:** This seems arrogant and like you lack self-awareness

✅ **Say:** "I've been working to improve on X recently, and after taking Y steps I've grown substantially"

❌ **Don't say:** "I'm not great at time management"

❓ **Why:** On the flip side, don't just say weaknesses without also showing growth

✅ **Say:** "Time management has been a focus for me - I now use X tools to stay organized and hit deadlines"

❌ **Don't say:** "I know I'm underqualified, but..."

❓ **Why:** Don't undercut yourself - focus on your strengths

✅ **Say:** "I'm excited to use my experience to lean into the challenges of this role and learn and grow quickly"

❌ **Don't say:** "I was fired from my previous role"

❓ **Why:** Fair or not, being fired carries a stigma

✅ **Say:** "My previous role ended unexpectedly, but it gave me the chance to reflect and strengthen my skills in X"

❌ **Don't say:** "I don't really have career goals"

❓ **Why:** Most employers prefer to see a degree of hunger to learn and grow

✅ **Say:** "My short-term goal is to excel in this role, and long-term, I aim to grow in X areas"

❌ **Don't say:** "When can I get promoted?"

❓ **Why:** In contrast to the last one, blatant climbing isn't ideal either

✅ **Say:** "What does career growth look like, and how are employees supported in reaching their potential?"





## **Part 3: Q & A**

# Q & A



# Informal get-together Apéro

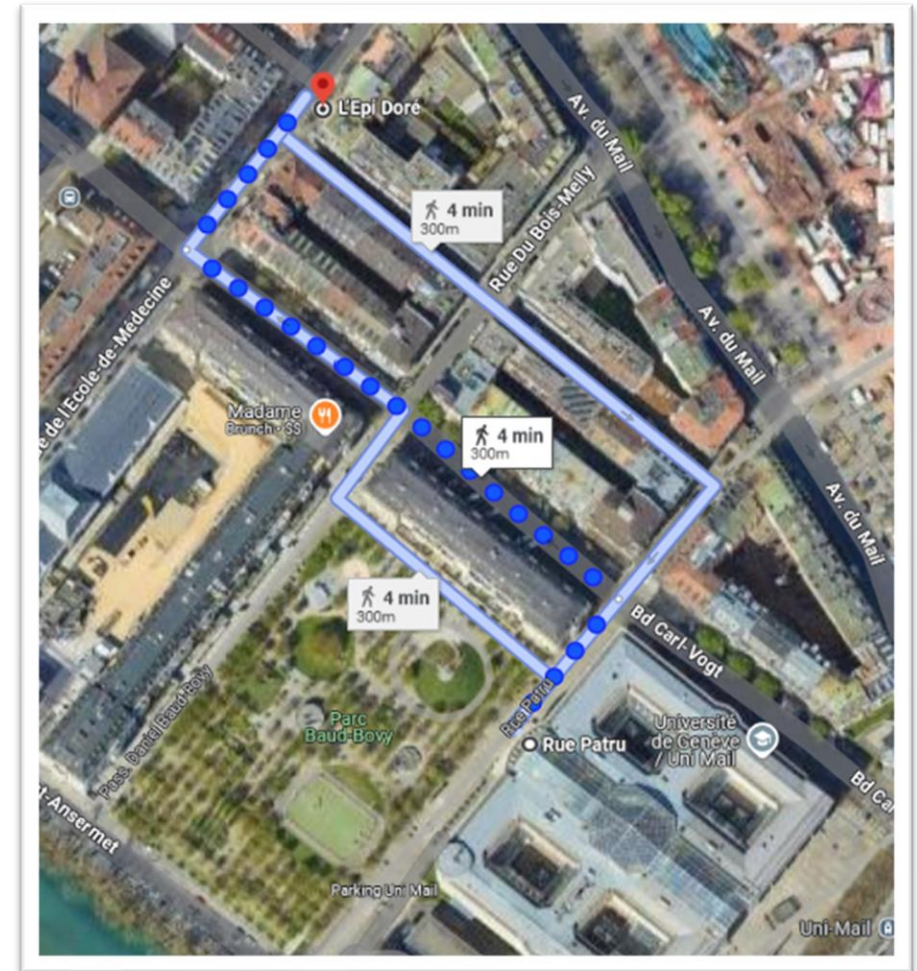
- We are excited to welcome you to our program and would like to kick things off with an informal get-together. This will be a great opportunity for everyone to meet and mingle before we dive into the semester.

- **Where:**

L'Epi Doré,  
Rue de l'Ecole-de-Médecine 7,  
1205 Genève



- No formal agenda, just a chance to relax, enjoy some good company, and perhaps make new friends who will be on this journey with you. We hope you can make it and look forward to seeing you there!





# Enjoy your master studies at UNIGE !

My LinkedIn

