



Executive MBA
in General Management
Focus on: Digital Transformation
2019–2021



The Case for a New Class of Leaders

Disruption is the New Normal

The ripples of powerful digital technologies like artificial intelligence and machine learning have grown into waves that carry dramatic changes to virtually every sector, industry and function. From healthcare to the law, digital technology is disrupting old models and challenging the way we do business.

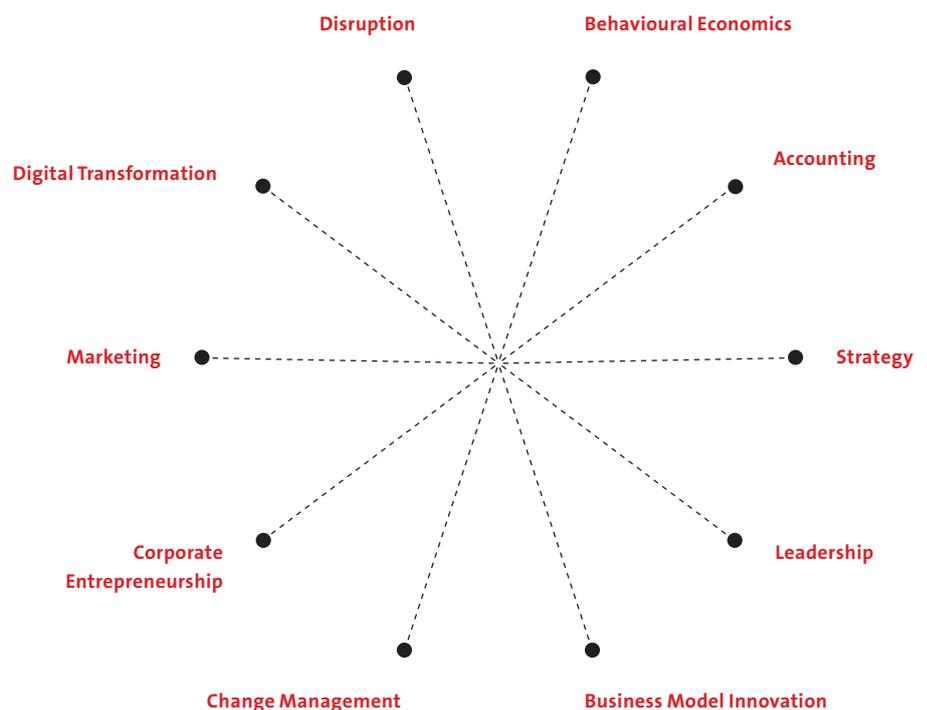
To thrive in a business environment of constant disruption, successful companies move quickly to take advantage of the massive transformations happening. They know that they must reinvent their entire business model or face being swept away in the years to come. Kodak, Nokia and Yahoo! are prominent examples of once industry titans that have been marginalised. Airbnb, Uber, Amazon and Apple on the other hand have disrupted and changed the rules of the game.

Digital disruption also carries unprecedented opportunities. When done right, companies who embrace digital transformation are able to better align with customer demands and be agile in the fast-changing digital age. It can also be the key to survival for large organisations as they compete with nimble rivals.

Leadership Development in the Digital Age

As organisations quickly recognise the need to reinvent themselves at a faster rate, they are increasingly seeking leaders who demonstrate agility and an innovative spirit. This type of leader not only recognises potential in disruption, but has the confidence, tools and mind-set to boldly lead their organisations into uncharted territory and reshape whole businesses and industries.

The ground-breaking new Executive MBA from the University of Zurich will help you initiate and lead digital change, reinvent your company's business model and transform into the innovative and agile leader needed for this volatile and rapidly changing business environment.



Your Zurich Advantage

Zurich, the largest city and economic capital of Switzerland, is frequently ranked among the world's most liveable cities.

Nestled in the heart of Europe, the city is an international hub providing frequent and direct access to major international cities. Travel times are short and methods of transportation are reliable, punctual and efficient. Take a four-hour direct train ride to the heart of Frankfurt, Paris or Milan or a one and half-hour flight to the middle of London.

Zurich is one of the leading global financial centres with head offices of 10 of the world's largest financial firms including, of course, Credit Suisse and UBS. In addition to banks, the Greater Zurich Area is home to numerous Swiss and foreign insurance companies and the third-largest insurance sector in the world.

Tech giants Google, IBM and Disney have also set up headquarters in the city. The close cooperation of industry and internationally renowned research and academic institutions like the University of Zurich have turned the Greater Zurich Area into a hub for companies in the sectors of life sciences, information and communication technology, high-tech and mechanical engineering.

Zurich Greater Area is also a thriving proving ground for start-ups. With 1.5 million multilingual and international residents making up over 30 percent of the population, the area is a perfect test market for new products and services.

A dynamic metropolis, Zurich's high quality of life, strong culture of innovation and precision and excellent infrastructure are just some of the advantages that make it an inspiring environment for leaders looking to develop their disruptive and innovative DNA.

Study at a World-Class University

The University of Zurich (UZH) is ranked within the top 100 universities in the world. It is Switzerland's largest university with the most comprehensive academic programmes in the country.

With outstanding libraries and study centres, state-of-the-art teaching methods and career services, the university is a bustling hub of 25,500 students, 650 professors and 5,500 researches and instructors. It also welcomes staff and students from all over the world: 55 percent of professors, 42 percent of PhD candidates, 39 percent of instructors and 19 percent of students are international.

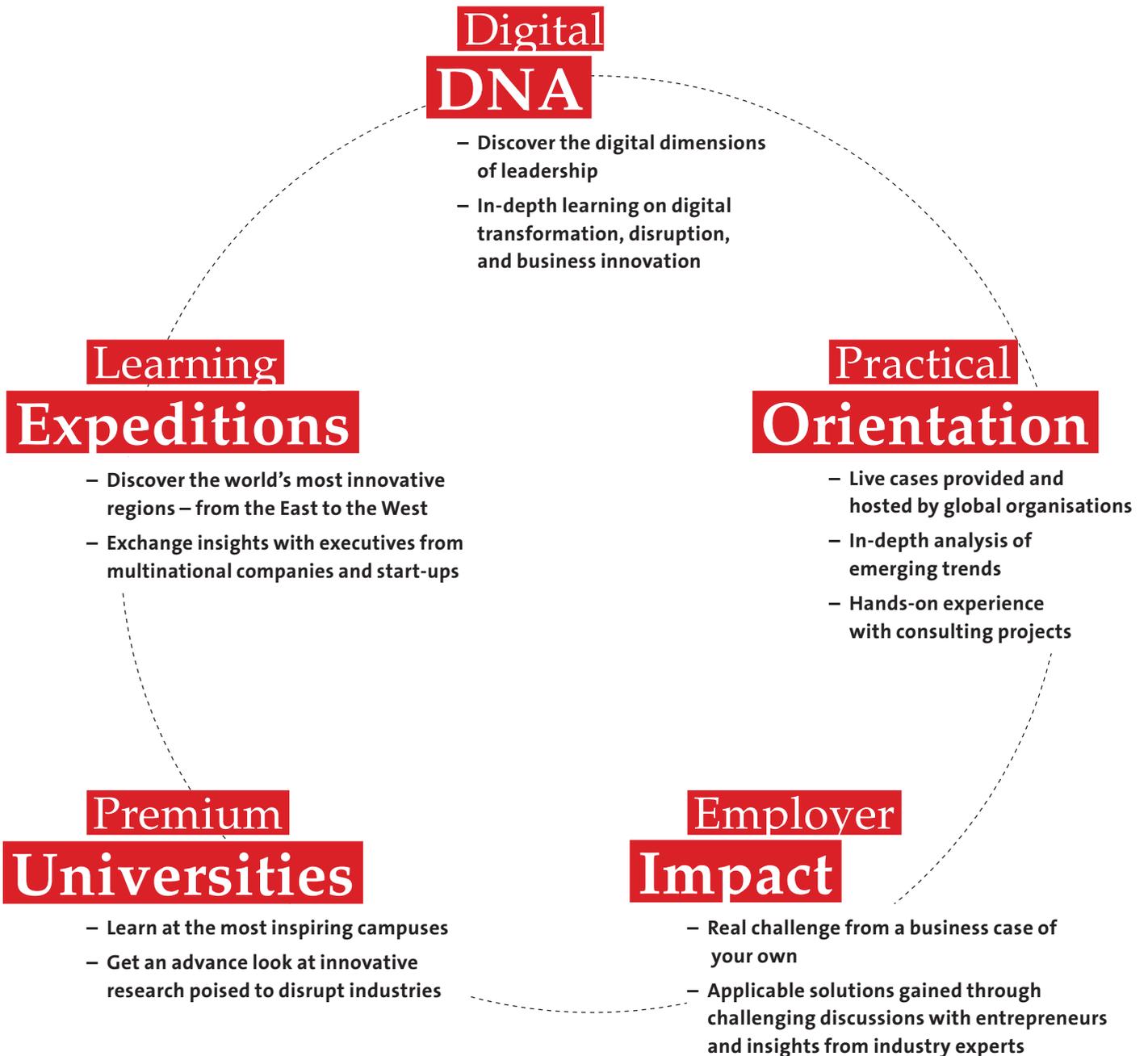
The 27 alumni organisations and growing number of international alumni chapters from Singapore to Sydney, Shanghai to San Francisco, and the United Kingdom to Japan guarantee that UZH alumni maintain their network around the world.

The University of Zurich is a fertile ground for innovation, with new patents published every two weeks, and new spin-offs established every two months. It also has strong ties with the private sector with a new licence agreement being signed every 10 days in fields as diverse as biotechnology and multimedia.

As an internationally renowned research and teaching institution, the University of Zurich is also part of a dynamic global network. From Beijing to Berkeley, it has partnerships with over 500 institutions in some 100 countries. The University of Zurich is where imaginative curiosity meets academic excellence.

A Transformative Experience

Executive MBA in General Management
Focus on: Digital Transformation



Why we are different

Leadership in the digital age requires unique skills and therefore a new approach to education.

That is why the new Executive MBA from the University of Zurich infuses a world-class management education with the unique development needs of innovative digital disruptors.

To implement digital transformation and business model innovation, it is essential to learn from industry leaders who have successfully changed the rules of the game. Global exposure to innovative hotspots, live cases with real organisations, and insight exchanges with world-class faculty and innovative executives expand your leadership DNA through a truly transformative experience unlike any other.

Our signature incubator approach to innovation will accelerate your ability to push the boundaries of what is possible in your organisation. Equip yourself with the tools and frameworks to innovate and successfully translate your ideas into breakthrough solutions. Become a change agent who spearheads your organisation's innovation initiatives to stay ahead of competitors.

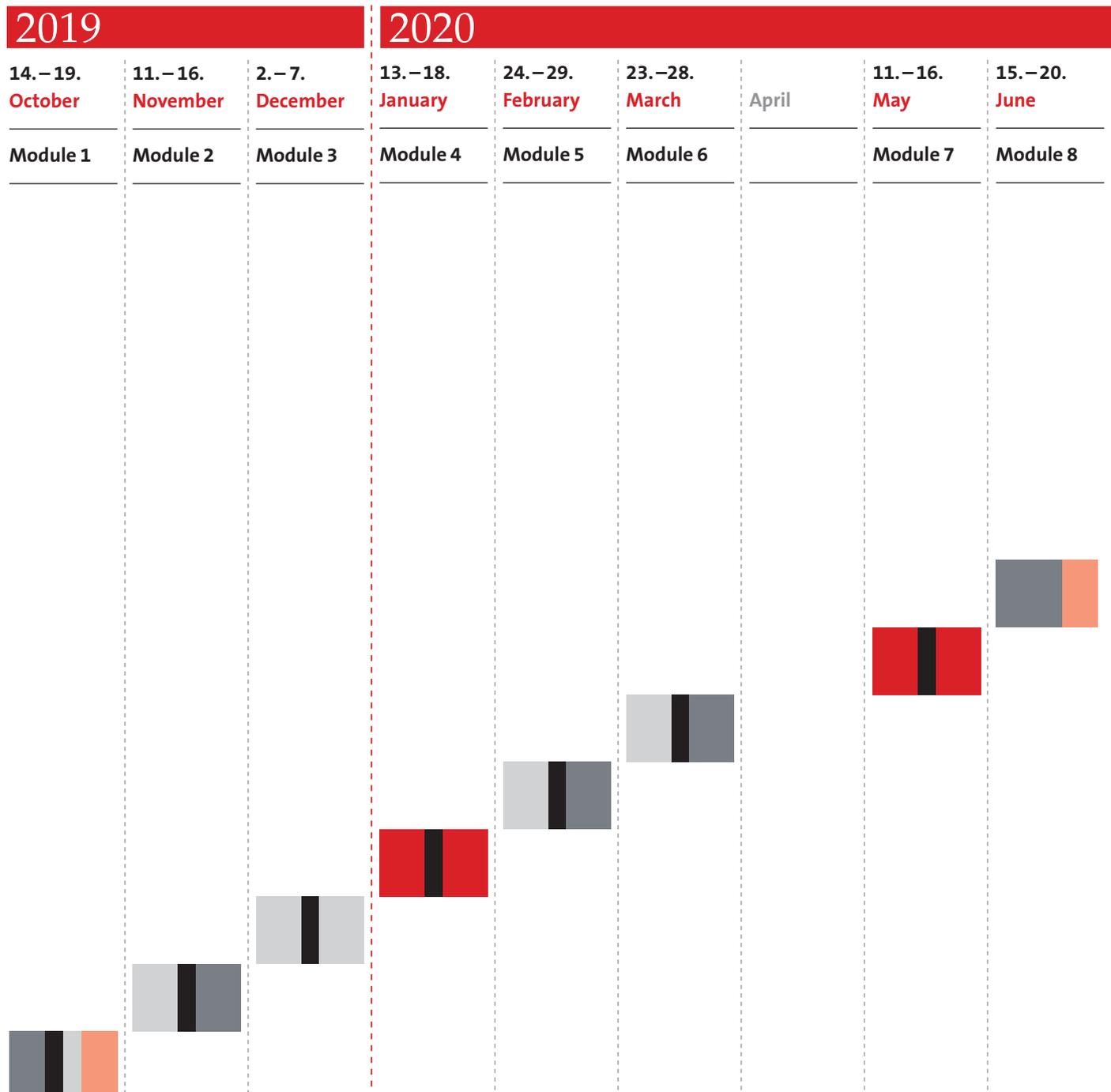
You will leave with the specialised capabilities to lead in a disruptive environment time after time.

Programme Overview

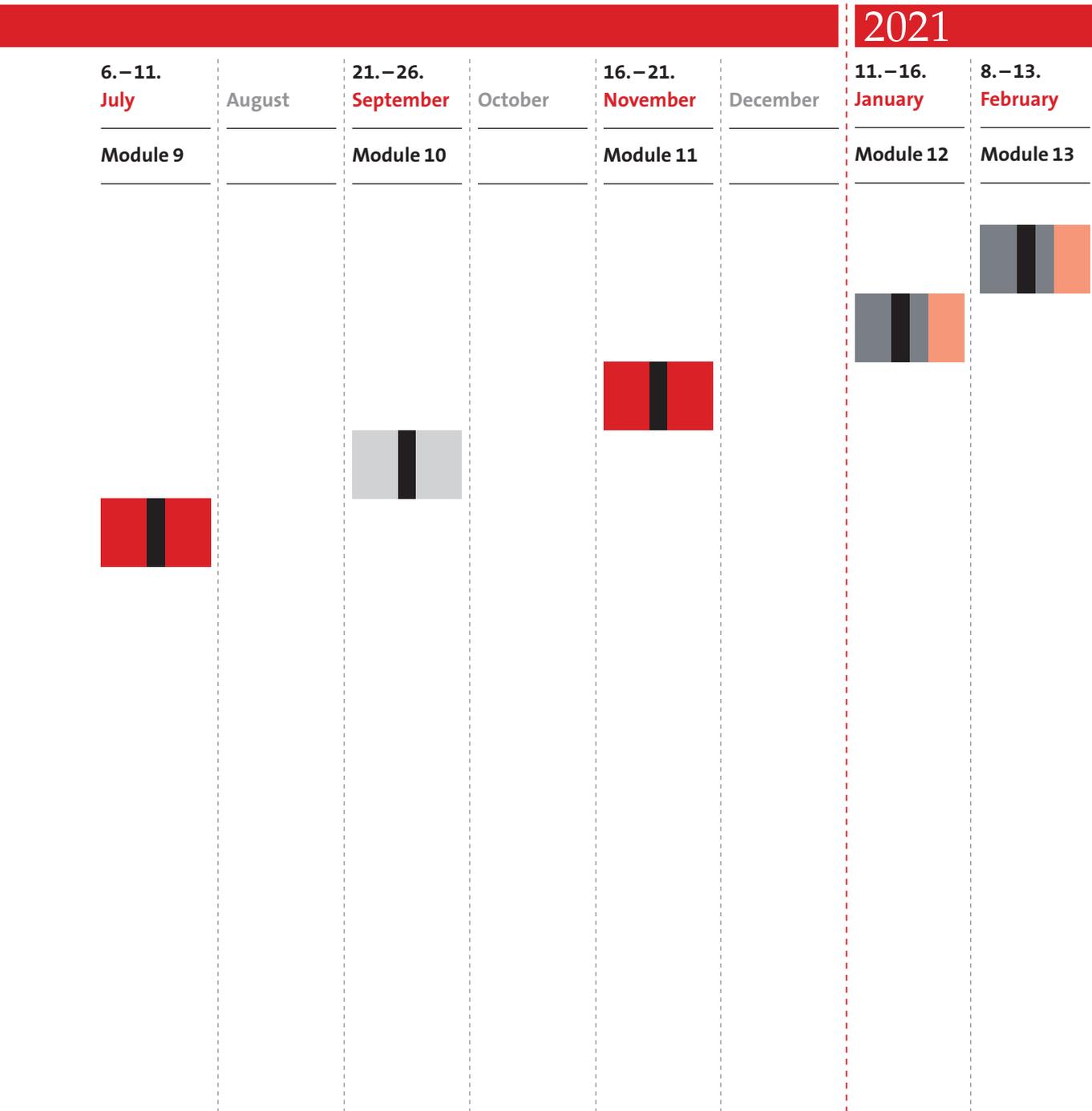
The University of Zurich EMBA is designed to accommodate the pressures of high-achieving professionals. Thirteen immersive 6-day modules are spread over 15 months to give you the flexibility to manage your career and personal life while enjoying the transformative learning experience of an Executive MBA.

8 foundational modules take place at the University of Zurich in Switzerland.

5 additional learning expeditions immerse you in innovation hotspots around the world, including the East Coast and the West Coast of the USA, Shanghai, Israel, and Switzerland.



- Real-life Cases
- Management Foundations
- Digital Core
- Learning Expeditions
- Consulting & Incubator Sessions



Programme Curriculum

Management Foundations

Foundational courses deliver the critical management frameworks and concepts required for success as an executive. At the University of Zurich, all courses incorporate the unique challenges and developmental needs of an executive leading digital transformation.

- Financial & Managerial Accounting for Executives
- The Global Economy and Behavioural Economics
- Corporate Finance and Risk Management in an Ambiguous Business Environment
- Marketing of Innovative Products and Services
- Entrepreneurship for Corporate Innovators
- Service, Operations & Logistics for Industry 4.0
- Strategic Management and Digital Strategies
- Management of [Digital] Change
- Leadership & Company Culture in the Digital Age

Digital Core

Experts on emerging technologies help you cut through the noise around block chain, artificial intelligence, virtual reality, machine learning and more, so you can get ahead of the curve in understanding their impact and create strategies for your organisation, industry and society.

- Collecting, Analysing, and Interpreting Data
- Mastering Digital Value Creation
- Digital Markets & Network Thinking
- Using Data: Artificial Intelligence & Machine Learning
- Agile IT & Agile Organisations
- Disruptive Strategies & Business Model Innovation
- Ethical & Legal Aspects in the Digital Society

Learning Expeditions

Global learning expeditions take you to the world's hotspots of innovation. Each expedition will be hosted at the world's most reputable universities such as Stanford, Caltech, or Technion, to get valuable insights from professors and researchers on the latest developments in new technologies, innovation, intra- and entrepreneurship, and other key areas relevant to gain a competitive edge.

Moreover, you will meet, discuss and interact with executives of innovative global players, entrepreneurs, innovators, and other individuals who lead the way in digital transformation, innovation, and technological change.

- US West Coast: Silicon Valley & Silicon Beach
- US East Coast
- Israel
- Shanghai
- Switzerland

Consulting on Live Cases

Throughout the programme, you will work on current business challenges from real companies in Switzerland, Israel and the USA. Instead of learning from business school case studies, executives of companies from different industries and sectors present the challenges they face and ask you to provide them with a business solution. Working in a team-setting, you will draw upon the diverse expertise and analysis of your team members to create innovative solutions and receive real-time feedback from the company executives on the viability of your proposed models, processes, products or services.

- Real-life Cases

Incubator Sessions

Spanning the length of the programme, a key course on realising digital value creation culminates in a thesis that delivers impact to your employer. Whether it's redesigning processes, product innovation, pipeline transformation, or platform disruption, your University of Zurich Executive MBA thesis will push you to innovate and reinvent your company's business models in a safe environment.

To facilitate open discussion and creative solutions, key sessions will be hosted at one of the largest incubators in Zurich. This environment will unleash your entrepreneurial and innovative spirit as you ideate, design, execute and amplify the impact of your solutions.

Throughout the course, you will have the opportunity to present and discuss your project at various stages with entrepreneurs, relevant industry and technology experts, and the renowned course instructors to receive a variety of perspectives and feedback as you progress. Guidance by these practice-oriented experts and reputable academics help you deliver higher value to your employer.

You leave with a mature and sophisticated business solution that can be successfully implemented back at your organisation and signals your ability to lead your organisation through digital disruption.

- Realising Digital Value Creation

At a Glance

Requirements

If you are an experienced executive looking to equip yourself with the critical skills, mind-set and leadership approach needed to thrive in a digital and disruptive future, this programme is for you.

Specifically, this programme is for executives in traditional industries impacted by digital disruption who want to help their organisations transform and thrive with digital innovation. It is also for executives who have deep expertise in digital technology who need a strategic mind-set to lead fast-growing businesses.

University Degree

The Executive MBA requires a recognised undergraduate degree.

Applicants without an undergraduate degree must demonstrate significant professional achievements.

Work Experience

Candidates need to have achieved management level before commencing the Executive MBA, since they will require a certain level of authority within their organisations to implement their projects and knowledge learned in the programme.

English Level

Good knowledge of English is essential. Candidates need to demonstrate their fluency level by either having obtained university degrees instructed in English or successfully complete an English language test (TOEFL or IELTS).

Admission Process

The application requirements include (in paper or electronic form):

- Completed application form
- A reference from your company
- Description of your current position
- Copies of all degrees and training certificates
- Passport photo and copy of the passport/ID
- Application fee of CHF 300 to be paid (non-refundable)

Interview

Selected applicants will be invited to an interview in person, by telephone or Skype.

Tuition Fee

- **75,000 CHF**

(First intake and early bird discount are available. Further information upon request)

Contact us

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Disclaimer

The contents of this programme, particularly curriculum and module destinations, are subject to change.



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