

Study contents

The Executive MBA in New Business Development comprises six modules, an intensive week and the master's thesis.

Strategic management

6 days / 4 ECTS credits

- Corporate strategy and business area strategy
- Strategic analysis
- Strategy formulation
- Strategy implementation
- Strategic control
- Classic strategy and new strategy concepts
- Blue ocean strategy

Management in a dynamic environment

4 days (9 days with study trip) / 3 ECTS credits

- Changes and challenges posed by globalisation and digitalisation
- Basics of change management
- Change management success factors (models, communication, coaching, cultural change)
- Silicon Valley study trip (optional, 5 days)

Business transformation – new business models

5 days / 4 ECTS credits (intensive week in Berlin)

- Business model generation
- Value proposition design
- Business model innovation
- Analytics and trend management
- New business models
- Data-based business models
- Berlin start-up scene

Business innovation

9 days / 5 ECTS credits

- Integrated innovation management
- Product and service innovation
- Innovation process
- Design thinking
- Development and testing of prototypes in the Service Innovation Lab (SIL)
- Innovation marketing

Business internationalisation

6 days / 4 ECTS credits

- International environment of companies
- Internationalisation strategy
- Market entry scenarios
- International market development
- Alliances
- Business models in an international context
- International management
- International marketing
- Cross-border marketing

Corporate entrepreneurship and venturing

6 days / 4 ECTS credits

- Corporate entrepreneurship and corporate ventures (business incubators, business accelerators, financing of external start-ups)
- Partnerships, alliances and ecosystems
- Swiss start-up scene (with company visits)
- Classic and modern financing forms
- Investment appraisal and company valuation
- Preparation of an investment case
- Financing of new business models

Master's thesis

12 ECTS credits

Master's thesis

The master's thesis is a central component of the study programme that sees participants gain the title of Executive Master in Business Administration (EMBA). As a student, you will work on a specific, relevant issue from your professional environment as part of your master's thesis. You will present your recommendations in a consultant report. The expectations placed on the master's thesis are comparable to those placed on the final report of a management consulting firm. A principal – generally a line manager at your company – supports you in selecting the topic and defining the order.

Intensive week

A fixed component of the EMBA in New Business Development is an intensive week in Berlin. The 'Business transformation – new business models' module is addressed during this week. Company visits and guest lectures based on best practice examples in the areas of business model innovation, digital innovation and corporate ventures are a key part of the intensive week.

Learning from the start-up scene

Company visits and guest lecturers from selected innovation start-ups and corporate ventures in Switzerland are also a fixed component of the EMBA. You will get to know the players, technologies and business models of start-ups as well as corporate venture projects and will gain valuable impulses for your strategies in the areas of new business and innovation.

Silicon Valley study trip

You will also have the opportunity to participate in a one-week study trip to Silicon Valley, the Mecca of innovation. The costs for the study trip amount to around CHF 5,000.

Axes for successful new business development

