

GENEVA Immersion Program

April 20th – April 24th 2026.

For MBA and DBA Students

Price per student: 1.500 CHF

Duration: 5 days

Bridging Executive Practice, Research, and Global Impact.

Focus:

This intensive, experience-driven programme is designed for senior leaders, executives, DBA candidates, and advanced professionals seeking to deepen their understanding of global leadership, innovation, finance, sustainability, and international careers.

Day 1: Monday

Morning:

- **9:00–9:30 |** Programme Opening & Strategic Orientation
- **9:30–11:00 |** Digital Transformation & Innovation Leadership
- **11:00 – 11:30 |** Coffee break
- **11:30 – 12:30 |** Innovation Culture & High-Performing Teams

Lunch:

- **12:30–13:30 |** Lunch break

Afternoon

- **13:30–15:00 |** Visit to the United Nations



Please note that the agenda is subject to change based on unforeseen circumstances or updates. We will ensure that all adjustments are communicated promptly to keep everyone informed.



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Day 2: Tuesday

Morning:

- **9:00-10:30 | Global Economic Power Shifts & Business Strategy**
- **10:30-11:00 | Coffee break & Networking**
- **11:00-12:30 | Experimental Marketing**

Lunch:

- **12:30-13:30 | Lunch**

Afternoon

- **14:00-16:00 | Industry Visit: Translating global trends into real-world strategic decisions**



Day 3: Wednesday

Morning:

- **9:00 – 10:30 | Entrepreneurship Strategy in Switzerland**
- **10:30-11:00 | Coffee break & Networking**
- **11:00-12:30 | Workshop “Build a Swiss Startup Strategy”**

Lunch:

- **12:30-13:30 | Lunch Break**

Afternoon

- **13:00-15:30 | AI Agents for Business Leaders**



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Day 4: Thursday

Morning:

- **9:00-10:30 |** Swiss & Global Banking Landscape
- **10:30 – 11:00 |** Coffee Break and Networking
- **11:00 – 12:30 |** Funding & Capital Structure Leaders should know

Lunch:

- **12:30-13:30 |** Lunch Break

Afternoon

- **13:30 – 15:00 |** Industry Visit



Day 5: Friday

Morning:

- **9:00-10:30 |** Decoding Business Model Viability
- **10:30-11:00 |** Coffee Break
- **11:00-12:30 |** Workshop: Career path

Lunch:

- **12:30-13:30 |** Lunch Break

Afternoon

- **13:30 – 15:00 |** Closing Ceremony & Certificate Distribution



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