

GENEVA Immersion Program

October 12th – 16th, 2026.

For MBA & DBA Students

Price per student: 1.500 CHF

Duration: 5 days

Focus: The Immersion Program welcomes companies, universities, and institutions interested in exploring areas like business, innovation, sustainability, and more through company visits and guest lectures.

Day 1: Monday

Global Power & Executive Leadership

Morning:

- **9:00–9:30** | VIP Welcome Breakfast & Networking & Official Welcome by the Academic Dean
- **9:30–10:15** | Executive Icebreaker Challenge
- **10:15–10:30** | Coffee Break
- **10:30–12:30** | Masterclass: Leadership in an Era of Global Uncertainty

Lunch:

- **12:30–13:30** | Lunch

Afternoon

- **13:00–** | Guided Visit to the United Nations Office in Geneva



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

AI Governance

Morning:

- **9:00–10:30** | Executive Workshop: AI Governance Simulation
- **10:30–10:45** | Coffee Break
- **10:45–12:30** | Future Business Simulation: Learning Through Disruption

Lunch:

- **12:30–13:30** | Lunch

Afternoon

- **13:30–** | AI Strategy Team Challenge Launch



Day 3: Wednesday

Swiss Excellence & Wealth

Morning:

- **9:00–10:30** | Global Economic Power Shifts & Business Strategy
- **10:30–10:45** | Coffee Break
- **10:45–12:15** | Experimental Marketing

Lunch:

- **12:30–13:30** | Lunch

Afternoon

- **13:30 –** | Track B – Luxury & Branding
Swiss Luxury Business Immersion



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Day 4: Thursday

Finance and Banking

Morning:

- **9:00–10:30** | Funding & Capital Structure: Leaders should know
- **10:30–10:45** | Coffee Break
- **10:45–12:30** | Applied Research for Executive Decision-Making

Lunch:

- **12:30–13:30** | Lunch

Afternoon

- **13:30–** | Track A – Banking & Finance
Visit to a Swiss Finance or Fintech Ecosystem



Day 5: Friday

Leading in a Digital World & Graduation

Morning:

- **9:00–12:30** | Digital Transformation & Innovation Leadership
- **10:30–10:45** | Coffee Break

Lunch:

- **12:30–13:30** | Lunch

Afternoon

- **13:30 – 15:00** | Certificate Ceremony & Closing Remarks & Student Reflections



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