



GENEVA Immersion Program

October 12th – October 16th

For MBA and DBA Students

Price per student: 1.500 EUR

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

Morning:

- **09:00 – 09:15** | Welcome Breakfast, Registration & Networking
- **9:30–11:30** | Digital Transformation & Innovation Leadership
- **11:30–11:45** | Coffee Break
- **11:45–13:00** | Innovation Culture & High-Performing Teams

Lunch:

- **13:00–14:00** | Lunch Break

Afternoon

- **14:00–17:00** | **Industry Visit:** Red Cross in Geneva
- **17:00** – Free Evening/Networking



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** | Commercial Diplomacy: Past, Present Future and today's "Economic Nationalism"
- **10:30–11:00** | Coffee Break
- **11:00–12:30** | Competing Globally: Decoding Switzerland's

Lunch:

- **12:30–13:30** | Lunch

Afternoon

- **13:30– 14:30** | Critical thinking skills: from business reality to research in the context of enhanced artificial intelligence
- **14:30– 15:30** | AI Agents
- **15:00– 16:00** | Student Research Forum(Selected Research Presentations)



Day 3: Wednesday

Morning:

- **9:00–10:30** | Human rights & Business
- **10:30–11:00** | Coffee Break
- **11:00–12:30** | AI Governance for Business Leaders

Lunch:

- **12:30–13:30** | Lunch Break

Afternoon

- **14:00– 15:00** | Human Evolution & AI: Panel Discussion



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Day 4: Thursday

Morning:

- **9:00–10:30** | Entrepreneurship Strategy in Switzerland
- **10:30–11:00** | Coffee Break
- **11:00–12:30** | Workshop: Building a Swiss Startup Strategy

Lunch:

- **12:30–13:30** | Lunch

Afternoon

- **13:30 | Industry Visit:** United Nations



Day 5: Friday

Morning:

- **9:00–10:30** | Funding & Capital Structure – What Every Leader Should Know
- **10:30–11:00** | Coffee Break
- **11:00–12:30** | Swiss Banking

Lunch:

- **12:30–13:30** | Lunch Break

Afternoon

- **13:30– 15:00 | Executive Leadership Roundtable:**
Leading Organisations in an AI-Driven Global Economy
- **15:00** | Certificate Ceremony, Student Reflections & Closing Remarks



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