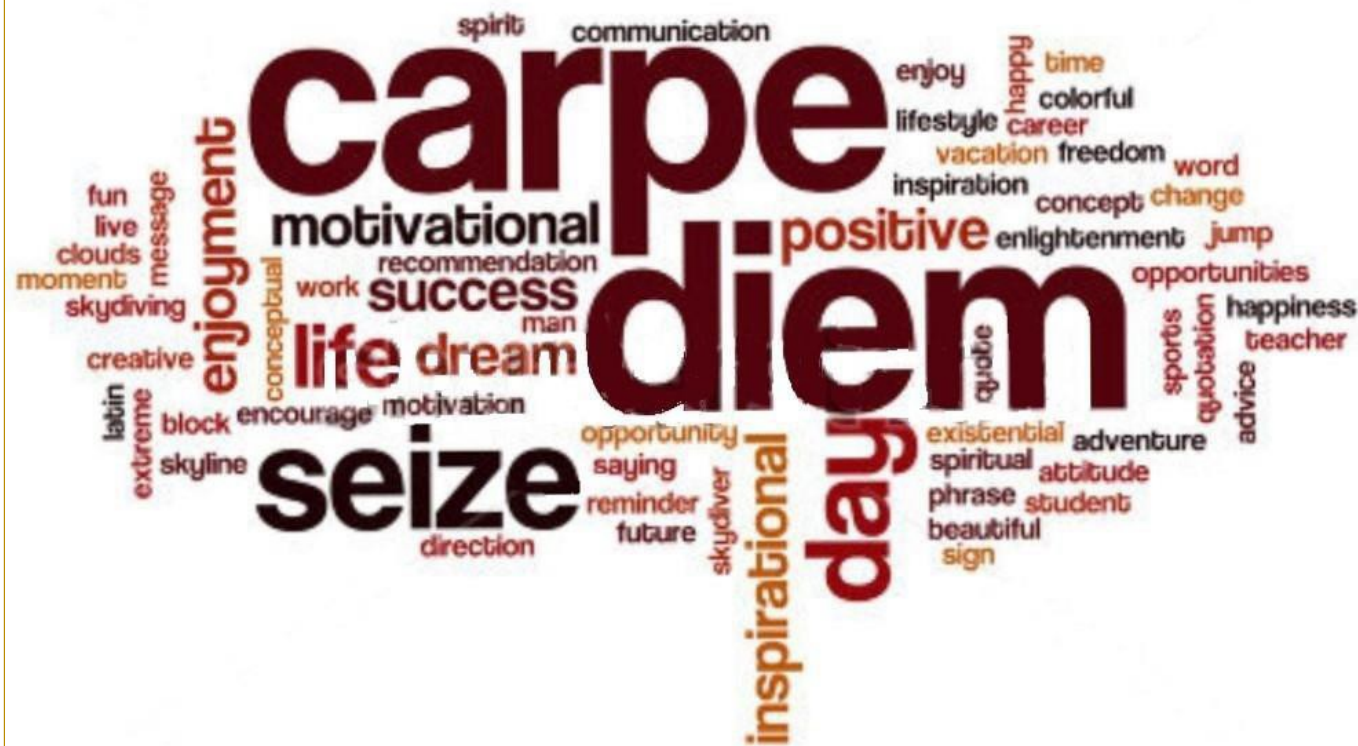




SWISS SCHOOL OF APPLIED SCIENCES
FOR ECONOMICS AND MANAGEMENT
BUSINESS SCHOOL



"Carpe-Diem"

Senior Executive MIM

"Seize the day. Make your lives extraordinary."



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Today successful and visionary leaders must often propose and lead interdisciplinary projects outside of their pure specialization, home culture and original education. To be able to seize the day and make their lives extraordinary, they must have a holistic understanding and experimentation of the values, beliefs and interests of their global peers and alter-egos.

World trade, international capital inflows and outflows, foreign direct investment, global portfolio investments, Art market, oenology investment, horse racing, luxury market, technological diffusion, e-commerce and the like are now everyday business elite realities. One ignores these trends only at their one's own peril. Decision-makers need to understand the factors driving individuals, industries and firms to compete on a global basis and to develop management strategies and policies to deal with this reality. Although the speed and degree of globalization will vary by industry according to a variety of technological and environmental factors, all informed and successful executives, in any field of specialization, must incorporate a global perspective in the execution of their tasks. As global economic growth occurs, understanding management in all cultures is increasingly important.

This "Carpe-Diem" Senior Executive MIM teaches them how our global world clicks and the necessary understanding to spot opportunities, exploit them and transform them into fruitful and profitable visionary projects while interacting with their peers and leading their teams with benevolence, equity and respect.

"Only 1 % of the elite understand the full extent of the complexity of the global world they are leaving in"

Objectives

- Seize the business and life's opportunities provided by the holistic understanding and first-hand experimentation of the interests, values and goals shared among global leaders.
- Develop an understanding of the complexity of the global world we leave in.
- Become a proactive actor of change.
- Acquire tools and attitudes to identify and exploit the opportunities of the global market.
- Adopt an entrepreneurial behavior while managing diplomatically the stakeholders of the organization.
- Practice a friendly leadership which favors the collective success.
- Transfer in practice taught elements by throwing an innovative project.
- Develop a quality international network in the corporate and political world and benefit from a group of support between peers.

Why to choose us

- Only program of executive training dedicated on developing holistic and pragmatic learning experience focused on enhancing leader's real-life skill and knowledge.
- It follows the Oxford/Cambridge student's focused tutorial system of study.
- A measurable return on investment resulting from the innovative project in supports of the students' life strategic goals.
- A program design for busy active leaders; only 20 periods of 2-3 days study over 24 months.
- The awarding of the very unique Carpe-Diem Executive MBA of Swiss School of Applied Sciences for Economics and Management and towards its international network.
- Meetings during the hotel stays with the decision-makers or the active representatives of the economy and politics at the national and international level.
- Although the MBA course teaching language is English; possibility to
 - Follow the course with specialist ad-hoc life translation.
 - Do the course work in your native language.

Program

Modules, based on an active coaching pedagogy design for each student's need and goals; resolutely directed to the practice with directly applicable concrete tools daily. They include experts' interventions, practical examples, case studies, debates and lecture supports.

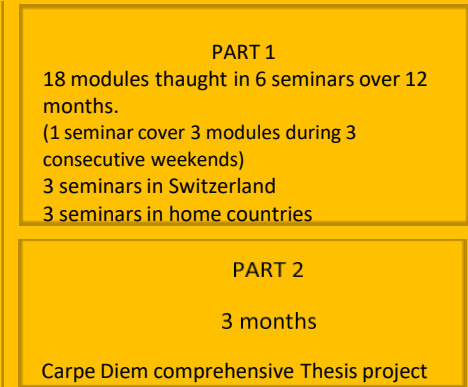
Part 1: Base

Modules

- 1. World Politics, Philosophies and cultures
- 2. International Trade in the Global Marketplace
- 3. World Trend and Transformation
- 4. Demographic and cultural Dimension of globalization
- 5. Initiation to the luxury world
- 6. International luxury marketing
- 7. Multi-cultural Business communication
- 8. Re-looking and self-image
- 9. Stress and health management
- 10. Introduction to oenology through wine degustation
- 11. Initiation to the sport and leisure world
- 12. Bases and practices of the world of gourmet cuisine
- 13. The globalization of international Finance
- 14. Private Wealth management
- 15. Understanding the art world market
- 16. International business Law
- 17. Strategic thinking
- 18. Strategic leadership & negotiation
- 19. Conflicts resolution management
- 20. Human resources management



Planning



Part 2: Carpe-Diem PROJECT

Besides the lectures, to assure to maximize the learning process, participants must put into practice what they have learned within the framework of a relevant project which supports their strategic business and live goals. Every project is followed and coached by a personal tutor assigned personally to each student, the project must show the student's newly acquired understanding and analyses of the chosen topic, challenges and opportunities.

Final Project

For successful completion of the program, full attendance is compulsory. The final project consists of a Final Report which should be defended in front of an examination board audience.

THE PARTICIPANTS HAVING MADE A SUCCESS OF THE PROGRAM AND OF THE PROJECT OBTAIN A Swiss-SASEM "Carpe-Diem" Senior Executive MIM DIPLOMA.

Academically highly qualified specialist lecturers

To assure an optimal link between theory and practice, most of the lecturers teach in the best business schools while having a robust experience as entrepreneur or international senior executive.



General information



Duration
Organized in 20 modules from two to three days distributed over a period of 24 month



Information
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