

# Executive **MBA** (eMBA)

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Duration: 12 months



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# ABOUT SSBM GENEVA

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Swiss School of Business and Management, Geneva sits right at the heart of business in the vibrant city of Geneva, Switzerland. Situated along the banks of Lake Geneva at the foot of the Alps, Geneva sparkles as a global city, a financial center and a worldwide center for diplomacy. SSBM is a global, innovative and unique school with programs designed in collaboration with over 30 industry partners, guaranteeing Swiss quality education and excellence.

Accredited by



GENEVA BUSINESS CENTER

12-14





## **Our Vision**

Our vision is to be a unique, innovative and international business & management school offering premium research, practice and education.

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## **Our Mission**

We are committed to continuously provide educational excellence and our expertise in business education through our innovative cutting-edge technology and our high-quality learning experience. We encourage diversity and global connectivity between our students, faculty and business partners, while placing high importance on the benefits that our business can bring to the society as well as the environment.

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## **A Relevant Education**

SSBM Geneva will help you acquire habits of reflection and critical thinking that are crucial to understand today's society. Recognizing the facts that individual success is intertwined with the larger world, we encourage students to engage in improving their critical thinking.

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## **Business Partners**

SSBMG's faculty and collaborators have provided consulting, teaching and project-based service to over 70 international and national companies.

# ABOUT UPGRAD

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*upGrad has delivered over 20 million hours of learning, delivering programs by collaborating with universities across the world including Duke CE, IIT Madras, IIIT Bangalore and Deakin Business School among others.*

Online education is a fundamental disruption that will have a far-reaching impact. upGrad was founded taking this into consideration. upGrad is an online education platform to help individuals develop their professional potential in the most engaging learning environment. Since its inception, upGrad is focussed on helping working professionals in their bid to learn, grow and move up in their career through a wide-range of programs designed to improve their expertise.

Our research has consistently revealed that the greatest differentiator for professionals looking to progress into a position of expertise and eminence in their domain is continuous education. As they move into positions of influence, senior management professionals are required to bring in-depth knowledge of key business theories along with the executional aptitude that they have honed and perfected in the course of their careers.

As the ability to partake in the academic rigors of business education becomes limited due to the demands of work and life, professionals often find themselves in the position of having to treat their continuing education as a burden which comes in the way of their professional performance. Through its association with SSBM, Geneva, upGrad endeavors to facilitate continuing education for senior professionals without impeding their career journeys.



**Ronnie Screwvala**

Co-founder & Executive Chairman

upGrad

“

**Our aim is simple:**

**We strive to create**

**high-impact, on-campus**

**hands-on experiences that**

**prepare students for**

**meaningful and productive**

**careers. ”**

# EXECUTIVE MBA WITH SSBM

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**Executive MBA** is one of the most advanced degrees available to those in the field of business.

Accredited by  |  | 

Stand out from the pack of MBAs and Master's with SSBM's EduQua accredited program



## World Renowned Faculty

with over 15 years of experience in their domains



## Swiss Quality Education

producing some of the most cited academics in the world



## Outstanding Alumni Network

Become a part of a coveted network of managerial excellence



## Premium support

industry-connected faculty and supervisors - each committed to your success



## 1 Year Duration

Carefully and meticulously planned for an immersive learning



## Multiple Career Paths

in sector of choice with a thorough understanding of the challenges facing these sectors and the practical skills required to meet those challenges



## World Class Delivery

to ensure a seamless experience in learning, research and dissertation

# ACADEMIC & INDUSTRY EXPERTISE AT SSBM

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## FACULTY

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### **Dario Silic**

**PhD, University Lyon II, France**

In 2003, he received the PhD in Economics, specialization in money, finance and foreign trade, the University Lumiere Lyon 2 of Lyon, France. In 2000, received the Master's Degree in Economics, the University Lumiere Lyon 2 of Lyon, France and MBA from the Lyon EM Management School, France. In 1999, he graduated in Economics, the University Lumiere Lyon 2 of Lyon, France. His research interests include Financial Engineering, Financial Management, Corporate Finance, European Union. Dario Silic is the Chief Executive Officer of concessionaire Bina-Istra d.d. within French concession group Bouygues construction. He also spent many years as the company's Chief Financial Officer.



### **Anna Provodnikova**

**PhD, University of Moscow, Russia**

She holds MBA, emphasis in Management, from National American University. She is a lecturer in RANEP (the Russian Presidential Academy of National Economy and Public Administration), Institute of Business Studies. Her research focuses on strategic management, mostly on finding innovative solutions to the problems that plague today's organizations. Her research interests include management use of strategic tools in a discordant world, as well as drivers of strategic success in a turbulent environment, and building and maintaining a competitive advantage in a changing world.



### **Mario Silic**

**PhD, University of St Gallen, Switzerland**

Mario has over 20 years of professional experience in various senior management positions. He worked for several international corporations. He achieved his master's degree in Computer Science from University Lyon I, France in 1999, and his post-graduate degree in Computer Networks and Telecommunications in 2001 from the same University. He also holds an MBA. In 2015, he obtained PhD at the University of St Gallen, Switzerland. His research motivation focuses on the fields of information security, open source software and mobile. He is currently Postdoc at the University of St Gallen, Switzerland. He teaches courses like Cybersecurity, Machine Learning/AI applied to the business context, Data Analytics and Decision Making, Programming, Project Management, Innovation Management, Web server, etc.

# ACADEMIC & INDUSTRY EXPERTISE AT SSBM

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## Alex Lyon

PhD, State University of New York, USA

He is an Associate Professor and Chairperson in the Department of Communication at the College at Brockport, State University of New York. His area of study is Organizational Communication with an emphasis on leadership, power, and ethics. In 2016, he wrote *Case Studies in Courageous Communication* (Peter Lang Publishing). He has published original research in numerous peer-reviewed academic journals like *Communication Monographs*, *Management Communication Quarterly*, *Journal of Applied Communication Research*, and others. He earned his PhD in Communication from the University of Colorado, Boulder.



## Velimir Srića

PhD, University Professor of Management & IT and Consultant

Emeritus professor of Management & IT and Consultant. As author or co-author he published sixty eight books, more than 400 scientific and professional papers and hundreds of articles in popular magazines. He is a professor of management at Zagreb University and visiting professor at UCLA (University of California at Los Angeles).



# ACADEMIC & INDUSTRY EXPERTISE AT SSBM

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## SMEs

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**Marie-Lys Leschiera**

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Expert Trainer in Executive Education



**Dr. Shibani Belwalkar**

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Author, HR&OB SME, Visiting Faculty at SDA Bocconi, NMIMS, Great Lakes, IIT, SPJain Global. Is an Organizational Culture Transformation Expert & a Behavioral Coach



**Dr. Shailesh Kumar**

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Chief Data Scientist,  
CoE AI/ML at Jio.  
Visiting Faculty at ISB

# PROGRAM CURRICULUM

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The curriculum is tentative and subject to change

## UNIT 1: CORE BUSINESS FUNCTIONS

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### MARKETING MANAGEMENT

- **Consumer Value Creation**  
Create consumer value through effective positioning of products and services.
- **Consumer Value Delivery**  
Deliver consumer value through the right marketing mix.
- **Harvard Simulation: Managing Segments and Customers**  
Take on the role of a newly appointed CEO tasked with defining and executing a business-to-business (B2B) marketing strategy for a motion capture sensor company.

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### MANAGERIAL ACCOUNTING

- **Accounting Fundamentals**  
Understand the fundamental terms of accounting and how to interpret the financial statements of the companies.
- **Financial Statements**  
Analyse profitability of a company and manage working capital using the knowledge of financial statements.
- **Harvard Case Study: Ceres Gardening Company**  
Use financial statements in order to analyse a company with regard to its working capital management, cash flow management and profitability metrics.

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### FINANCIAL MANAGEMENT

- **Time Value of Money**  
Learn the fundamental concept of time value of money and how it can be used to analyse investments through measures such as NPV and IRR.

- **Valuation**

Learn different techniques of valuing stocks, bonds and entire companies, and how that value can be increased through different financial decisions.

- **Optimal Capital Structure**

Evaluate opportunity cost of capital, calculate firms capital structure, know the required rates of return on securities, calculate WACC, use WACC in firm evaluation, look at the effect of taxes on the cost of capital.

- **Harvard Case Study: Patanjali**

Use several techniques and assumptions to value Patanjali, an unconventional Indian FMCG company.

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## **ORGANISATIONAL BEHAVIOUR AND HUMAN RESOURCE MANAGEMENT**

- **Organisational Behaviour**

Build strong teams and organisations by leveraging the knowledge of individual behaviour, group dynamics and organisational culture to influence attitudes, motivation and productivity.

- **HRM for Line Managers**

Use effective human resource management techniques to build and maintain effective teams as a line manager.

- **Harvard Case Study: Lisa Benton**

Apply OB and HR principles in a given workplace scenario and make an informed recommendation to the protagonist.

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## **OPERATIONS AND SUPPLY CHAIN MANAGEMENT**

- **Operations Management**

Identify bottlenecks and design efficient systems and metrics for smooth business operations.

- **Supply Chain Management**

Develop an efficient supply chain that takes care of the organisation's sourcing and distribution needs.

- **Harvard Simulation: Global Supply Chain Management**

Understand how to balance competing priorities in a supply chain while remaining profitable.

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## **SALES AND DISTRIBUTION MANAGEMENT**

- **Sales Management**

Understand the sales process, its integration with marketing and the effect of e-commerce on modern sales strategies.

- **Channel Management**

Design distribution channels and identify the metrics required to improve the performance of distribution channels.

- **Harvard Case Study: Castrol**

Evaluate multiple distribution strategies and suggest a suitable model that caters to the changing market conditions while remaining cost-effective.

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## **STRATEGIC MANAGEMENT**

- **Introduction to Strategic Management**

Identify strategic strengths and understand the process of strategic management.

- **Strategy Formulation and Execution**

Formulate corporate and functional level strategies, and flawlessly execute the same.

- **Case Study: e-Design**

Formulate and execute strategic decisions for e-Design, a design firm that wants to revolutionize the world of design.

# UNIT 2: CORE BUSINESS SKILLS

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## DATA ANALYTICS AND DECISION MAKING

- **Data-based Decision Making**  
Apply data analysis in managerial decisions and how to make effective decisions.
  - **Data Analysis Tools**  
Understand the analytical tools that are crucial for understanding your business and for predicting future events.
  - **Case Study: Data Analytics and Decision Making**  
Make data-based decisions on behalf of a business.
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## PRESENTATION SKILLS IN BUSINESS

- **Effective Presentation Design**  
Understand and practice foundational qualities of a sound presentation design. Identify key speaking distractions or other weaknesses and build on your speaking strengths.
  - **Powerful Openings and Closings**  
Develop a strong opening for an introduction and a strong closing for a conclusion while making a presentation in a professional context.
  - **Project: Video Presentation**  
Put the presentation skills learned in the course into practice through a video presentation.
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## INNOVATION AND CHANGE MANAGEMENT

- **Steps of Effective Change Management**  
Explore innovation and change in the age of digital transformation, provide an insight into barriers to creativity and innovation and how to remove them and learn how to manage change in seven steps.
- **Build Change-Oriented Organisations**  
Outline the principles of building innovative and change-oriented organizational environment, and learn the principles of managing projects that bring change and innovation.

- **Project: Change Management**

Find and describe a major change management case (e.g. Apple upon Job's return, Tesla, Rimac, Microsoft under Nadella, Shell under Watts, etc.).

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## AI FOR MANAGERS

- **Introduction to Artificial Intelligence**

Understand how Artificial Intelligence is used to solve several business problems related to data.

- **Fundamental Applications of AI**

Categorise business problems into regression problems and classification problems for application of AI-based solutions.

- **AI Use Cases in Various Industries**

Analyse use cases of AI-based solutions in various industries such as BFSI, Retail, etc.

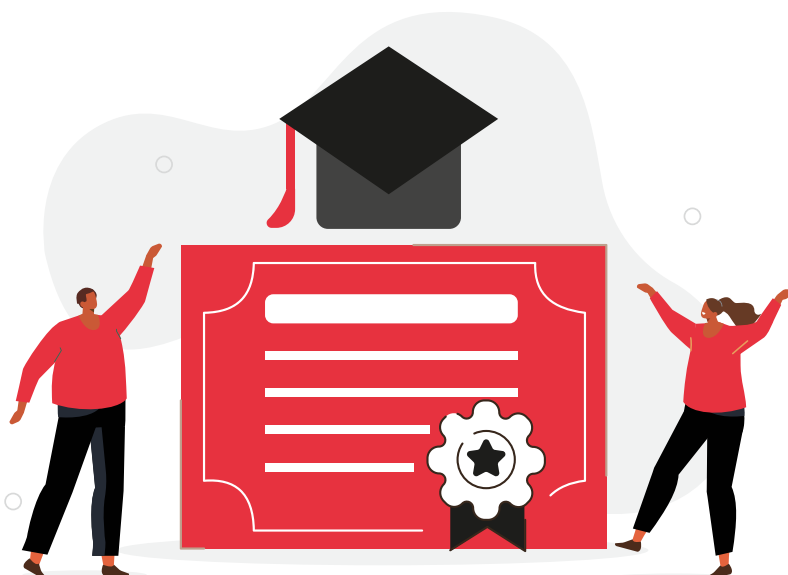
- **Case Study: AI for Managers**

Analyse the application of AI on a given business problem and make relevant recommendations.



# SAMPLE DEGREE

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# PROGRAM DETAILS

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## DURATION

12 months

## PROGRAM START DATE

Please visit our website for more details

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## PROGRAM FEES

**USD 6000**

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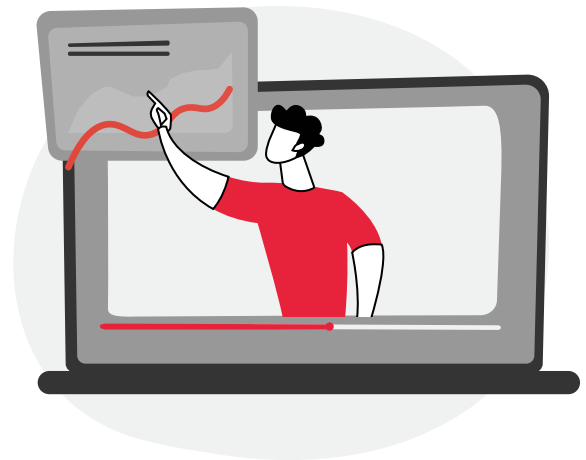
## ELIGIBILITY

Valid Bachelor's Degree or equivalent

## ADMISSION PROCESS

Candidates will be shortlisted based on overall profile as received in the application form

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📞 For any queries, reach us on the following numbers:

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**+44 1224 980039** – Europe, Middle East and Africa

**+65-3158-4368** – Asia Pacific except India

✉ **admissions@upgrad.com**

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# upGrad

## COMPANY INFORMATION

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