

ETH

Entrepreneurial Leadership

An international «brush-up program» for highly involved executives offered by

ETH – Swiss Federal Institute of Technology and
HSG – University of St. Gallen

in cooperation with faculty members of

MIT – Massachusetts Institute of Technology
SMU – Singapore Management University
FUDAN – School of Management, Shanghai

Specially designed for busy senior executives in four modules of one week for high impact learning with minimal disturbance to the running business

Module I

Diessenhofen (Switzerland)

April 16 – 20, 2007

Module II

Cambridge, Massachusetts (USA)

May 14 – 18, 2007

Module III

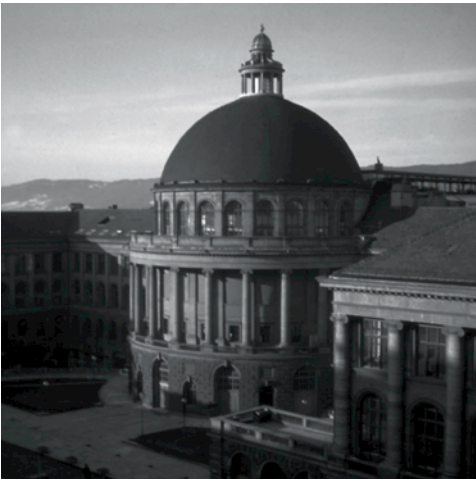
Diessenhofen (Switzerland)

June 11 – 15, 2007

Module IV (additional)

Asia Pacific (Shanghai and Singapore)

July 1 – 7, 2007



MIT Faculty

FUDAN

HSG

SMU

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In accordance with the policies of the involved universities, ISEP does not discriminate against any person on the basis of race, color, sex or sexual orientation, religion, age, national or ethnic origin, political beliefs, veteran status, or disability in admission to, access to, treatment in, or employment in its activities. Fees, faculty, course contents and dates are subject to change.



Why *this* International Senior Entrepreneurial Leadership Program **ISEP**

How does it work?

The program is designed specifically for those executives wanting to hone and build upon their existing entrepreneurial leadership skills, through modules lasting 4–5 days with a three week period in between each.

Why do companies need entrepreneurial leaders?

Rapid advances in technology have enabled companies, organizations, and individuals to introduce new products and services, thereby creating new sources of competitive advantage. At the same time, these advances produce new complexities, faster rates of innovation, as well as increased globalization. Thus, new processes and organizational structures are required, which call for new management and leadership skills. In today's complex business environment, and in tomorrow's uncertain world, the characteristics of a 'classical' manager are no longer sufficient. A true entrepreneur must combine the abilities of a leader, a manager, as well as a communicator.

How do companies and participants benefit from ISEP?

The ISEP, which is taught in English, aims to accelerate and enhance the learning process for executives who already possess considerable experience in working in dynamic and innovative markets. The program offers a practical approach incorporating current business issues and cases through the interaction of both professionals and academics. As a classroom cannot truly replace an actual, hands-on working environment, this program seeks to bring together a diverse and select group of individuals, representing a wide range of industries doing business in an international arena.

Participants will gain exposure to a breadth of business cultures, experiences, and perspectives on the future. They will bring back to their organizations a more comprehensive view and sense of entrepreneurial leadership and how they can use it to broaden their business knowledge and explore new and evolving concepts.

Who should attend?

This program is intended for senior managers and executives who now hold, or who in a year or two are about to assume positions such as CEO, CFO, CTO, CIO, division president, or a position of similar responsibility. Participants will have 10–15 years of practical experience, mainly in a managerial and leadership role.

Why this program?

The program and teaching model consist of world class senior faculty that engages executives and top management from various organizations in actual 'live' cases, which stem from their organizations and others. The cases intend to focus on the efficient use of new technology in the economy, with an international focus through participants, faculty, institutions, and organizations that represent diverse businesses and cultures from all over the world.



Facilities

The ISEP will take place in three geographic areas:

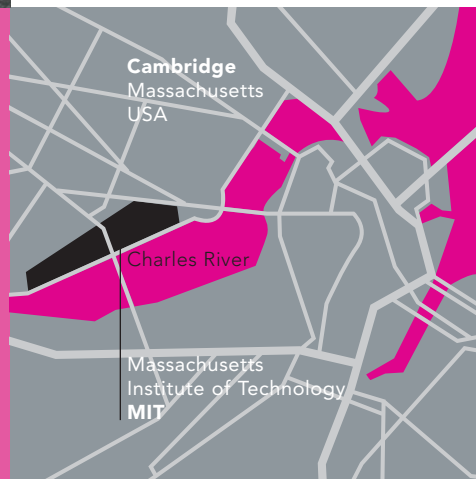
Switzerland, the **United States**, and in **Asia-Pacific**.



The first and third module will take place in **Switzerland** at the Executive Education Center of the Credit Suisse-Winterthur Insurance Group in Diessenhofen, a prominent and all-inclusive facility 40 km from Zurich Airport, 50 km from the Swiss Federal Institute of Technology (ETH), and 60 km from the University of St. Gallen (HSG).

The second module will take place in the **United States** at the highly distinguished Massachusetts Institute of Technology (MIT), which is located in Cambridge, Massachusetts.

We will use classrooms on the MIT campus and lodging will be provided by the University Park Hotel @ MIT.



The fourth module (additional) will take place in **Shanghai and Singapore**, the Asia-Pacific's most dynamic cities where business is conducted. Accommodations will be hotels located in the city centers; in close proximity to companies that will be visited during the program as well as the host universities.

Topics and Teaching Approach

Topics

Strategy: Growth Strategy; Strategic Accounting, Controlling, Auditing; Business Excellence and Strategic Quality Management; Intellectual Property; Risk Management

Finance: Financial Management, Management of Finances and Assets

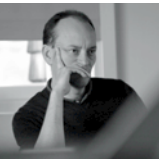
Marketing Management: Global and Local Marketing Management; Customer Relation Management; Trends and Dynamics; Brand Management

Innovation, Technology and Entrepreneurship: Global Technology Management, Innovation & Entrepreneurship; User Innovation; Dynamics of Innovation; Global R&D; Success Factors in High Tech Entrepreneurship; Technology Strategy; Electronic Business

HRM & Organization: Complex Organizations; Managing Professionals and Creativity; Leadership; Corporate Governance

Corporate Communication: Internal, Media, Investors, Analysts, Customers

Individual Learning and Development: Tools and Hints for higher Efficiency and Effectiveness, Work-Life versus Life-Work Balance



Teaching Approach

- Program builds on approximately 15 in-depth case studies
- Each case study is based on an integral entrepreneurial story
- Expected daily agenda:
 - a) model and case presentations with active input by participants
 - b) background and concepts
 - c) faculty-led discussions of theories and their applications with regard to the case company at hand
 - d) group discussion of 'lessons learned'/'take-aways'
 - e) transfer of learnings into own company
- 5–7 visits to 'case company' sites
- Participants are given the opportunity and are encouraged to present cases from within their own company

Basic issues to be integrated into each daily session:

- a) Entrepreneurship
- b) Sustainability
- c) HRM, social, and ethical aspects
- d) Generating and managing high growth

Throughout the program there will be networking opportunities amongst participants.

Schedule

Module I

starts on Sunday evening, April 15, with registration and Welcome Reception at the Executive Education Center in Diessenhofen and ends on Friday evening, April 20.

Module II

starts on Sunday evening, May 13, with a Welcome Reception at the hotel in Cambridge and ends on Friday evening, May 18.

Module I

Module I

April 16 – April 20

Executive Education Center –
AXA – Winterthur Insurance Group
Diessenhofen, Switzerland

Topics

Growth Strategy
Marketing and Brand Management
Finance
Strategic Controlling
Management in Turbulent Times
Integrity in Management
Learning, Use of Time, and Transfer
Company visits

Module II

Module II

May 14 – May 18

MIT
Cambridge, Massachusetts
USA

Topics

Global Technology Management
Innovation & Entrepreneurship
Managing Professionals and Creativity
User Innovation
Global R&D
Corporate Culture
Complex Organizations
Leadership
Success Factors in High Tech
Lessons in Entrepreneurship from the USA
Company visits

«Airs
your
brain»



Module III

Module III

starts on Sunday evening, June 10, with a Welcome Reception at the Executive Education Center in Diessenhofen and ends on Friday evening, June 15.

Module III

June 11 – June 15

Executive Education Center –
AXA-Winterthur Insurance Group
Diessenhofen, Switzerland

Topics

Corporate Governance
Corporate Communications
Electronic Business
Ubiquitous Computing
Risk Management
Business Excellence
Investor / Analyst Relations
Media Relations
Work-Life Balance
Company visits

Module IV

Module IV (additional)

starts in Shanghai on Sunday evening, July 1 and ends in Singapore at noon on Saturday, July 7.


Module IV (additional)

July 1 – July 7

Shanghai
Singapore

Topics

Doing Business in China
Marketing and Trading in China
Intellectual Property
Financial Aspects and Banking
Markets in the Asia-Pacific
Company visits



«A mind-opening break from my professional life that made me discover new perspectives and inspired strongly my actions once back in my company»

«Interesting, well balanced course providing a great opportunity to update theory and profit from the interesting discussions with high profile colleagues»

Program Faculty

The ISEP has chosen distinguished professors from all involved institutions – **ETH, HSG, MIT, SMU, and FUDAN** – to form a truly international and unique faculty.

Prof. Pius Baschera
CEO



Pius Baschera has been with Hilti since 1979 and CEO since 1994. He studied mechanical engineering and business economics at the ETH, where he also received his PhD. He is Director of several industrial boards and lectures part-time at the ETH.

Prof. Beat Bernet



Beat Bernet is a Professor of Banking at the HSG. He received his PhD in Business Administration from the University of Zurich. He worked for Arthur Andersen and Bank Vontobel. In 1983, he founded his own banking consulting company. His research lies in Banking Strategy and Bank Technology.

Prof. Roman Boutellier
Former CEO



Roman Boutellier is Professor of Innovation Management at the ETH and at HSG. He was CEO of SIG from 1999-2004. He received his PhD from the ETH and conducted post doctorate studies at Imperial College, London. His research focused on innovation & logistics. He is Director of several industrial boards.

Prof. Rodney Brooks



Rodney Brooks is Director of the MIT Computer Science and Artificial Intelligence Laboratory, and is the Panasonic Professor of Robotics. He is also Chairman and CTO of iRobot Corp. His research is concerned with both the engineering of intelligent robots and human intelligence.

Prof. Michael A. Cusumano



Michael A. Cusumano is the Sloan Management Review Distinguished Professor at the MIT Sloan School of Management. He specializes in strategy and technology management in the computer software, automobile, and consumer electronics industries.

Prof. John Davis



John Davis is a faculty member at SMU. He teaches Marketing Strategy and Brand Management in Executive Education programs as well. He is the author of Magic Numbers for Consumer Marketing, and Chairman of Brand New View, an award-winning brand strategy firm.

Prof. Fritz Fahrni
Former CEO



Fritz Fahrni is a Professor for Technology Management and Entrepreneurship at both the ETH and at HSG. He graduated from the ETH and received his PhD from the Illinois Institute of Technology, Chicago. From 1988 until 1999 he was CEO of Sulzer Corp. He serves on several boards.

Prof. Elgar Fleisch



Elgar Fleisch is a Professor at the HSG and at ETH for Technology Management. He received his PhD in the field of Artificial Intelligence at the University of Vienna. In cooperation with ETH and MIT, he is director of the M-Lab, which creates business ideas based on ubiquitous computing technology.

Prof. Oliver Gassmann



Oliver Gassmann is a Professor of Technology Management at the HSG. Prior, he was Vice President Technology Management for Schindler Lifts, where he was responsible for Corporate Research worldwide. His research focuses on innovation and international R&D.

Prof. William W. George
Former CEO



William W. George is a Professor of Management Practice at Harvard Business School, where he teaches leadership development. He is the author of the bestseller Authentic Leadership: Rediscovering the Secrets to Creating Lasting Value. He was the CEO and Chairman of Medtronic Ltd. from 1991-2001.

Prof. Peter Gomez



Peter Gomez is President of the Executive School for Management Technology and Law, as well as Professor of Management and Organization at the HSG. His research is in Strategic Management, Systems Thinking, and Value Management. Since 2006 he has been the chairman of the board of the SWX Group.

Prof. Gudela Grote



Gudela Grote is a Professor of Work and Organizational Psychology at the ETH. She studied psychology at the University of Marburg and at the Technical University in Berlin, and received her PhD at the Georgia Institute of Technology, Atlanta. Her research concentrates on personality development.

Prof. Thomas Gutzwiller
CEO


















Thomas Gutzwiller is the CEO of The Information Management Group, the largest Swiss-headquartered consulting company. He is a lecturer for Transformation Management at the HSG and Chairman of the Board of AGI Holding AG, the cooperation body of eight Swiss Cantonal Banks.

Prof. Martin Hilb



Martin Hilb studied at the University of Geneva and received his PhD at the HSG. His work experience is at Nestlé, Martin & Company, and at Schering-Plough Corporation, where he held the positions of Director of HRM for Europe, Africa and the Middle East. He teaches at the University of Dallas, Texas and at the HSG.

- Prof. Eric von Hippel**  **Eric von Hippel** is a Professor and the head of the Innovation and Entrepreneurship Group at the MIT Sloan School of Management. He finds that successful innovations are often first developed and tested by the users themselves, 'lead users', rather than by the firms that are first to bring those innovations to market.
- Prof. Ralph Katz**  **Ralph Katz** is a Professor of R&D Management at both MIT's Sloan School of Management and Northeastern University. He received his BS from Carnegie Mellon University and his MBA and PhD from Wharton. He has conducted extensive management research and has consulted on technology-based innovation.
- Prof. Annie Koh**  **Annie Koh** is an Associate Professor of Finance and Dean of Executive Education at SMU. Prior to joining academia, she was a treasury manager at the Development Bank of Singapore. She has extensive experience in consulting and executive teaching and is a much sought-after speaker.
- Prof. Wilhelm Krek**  **Wilhelm Krek** is a Professor at the ETH Zurich for Cellular Biology since 2003. He received his PhD at the Cancer Research Inst. in Lausanne (ISREC). His research activities are in molecular processes in human diseases; mainly cancer and diabetics.
- Prof. Walter Kuemmerle**  **Walter Kuemmerle** was named Novartis Fellow at the Harvard Business School and is Associate Professor of Business Administration, with appointments in Entrepreneurial Mgmt as well as Technology and Operations Mgmt. He is interested in venture capital, foreign direct investment and technology strategy.
- Prof. Georg von Krogh**  **Georg F. von Krogh** is a Professor of Management at the ETH. He has been a visiting professor at the LSE and at the MIT's Sloan School of Management. His research is in strategic management and technological innovation. He is a Fellow of the World Economic Forum.
- Prof. Xiongwen Lu**  **Prof. Xiongwen Lu** is the Executive Associate Dean of the Fudan School of Management and is a Professor in Marketing. His particular fields of research are Internet Marketing, Marketing for Immature Markets and Corporate Reorganization and Change Management.
- Prof. Matthias Peter**  **Matthias Peter** is a Professor at the ETH for Bio-Chemistry. He studied and taught at the Cancer Research Inst. in Lausanne (ISREC) and at the University of California, San Francisco. His research activities are in the dynamics of bio-cellular mechanisms.
- Prof. T. Flemming Ruud**  **T. Flemming Ruud** is a Professor of Internal and External Auditing at the HSG and the University of Zurich. He studied at the Norwegian School of Economics and received his PhD from the University of Utah. He is an advisor to academic institutions, governments, and business.
- Dr. Robert W. Shaw**
CEO  **Robert W. Shaw** is President of Areté Corporation, a venture capital fund investing in small-scale energy systems. He is a leading investor in the fields of modular/dispersed generation, renewable generation, hydrogen systems, and specialty materials. He earned a PhD at MIT.
- Prof. David Simchi-Levi**  **David Simchi-Levi** holds a PhD from Tel Aviv Univ. He is Professor of Civil and Environmental Eng. at MIT. His research focuses on developing and implementing robust and efficient techniques for logistics systems. He has published widely on both practical and theoretical aspects of supply chain mgmt.
- Dr. Verena Steiner**  **Verena Steiner** is a lecturer for Explorative Learning and Time Management at the Univ. of Vienna and the author of the bestselling book Exploratives Lernen. She is the founder of ETH tools, offering courses in entrepreneurship. Since 2002 she works as a freelance author and consultant for learning and time mgmt. strategies.
- Prof. Torsten Tomczak**  **Torsten Tomczak** studied business administration at the Freie Universität Berlin, where he also received his PhD. He is a Professor of Marketing at the HSG. He is author/editor of several books and journals. His research focuses on marketing planning, performance management, and brand management.
- Prof. John Van Maanen**  **John Van Maanen** is the Erwin H. Schell Professor of Organization Studies at MIT, where he studies people ethnographically – by living with them under the same conditions. Among the groups he has studied intensively are Disneyland employees, U.S. patrol officers, and London detectives and their superiors.
- Prof. Alexander Zehnder**  **Alexander Zehnder** is Chairman of the ETH Board since 2004. From 1971-1973 he was a consultant at the WHO. From 1992-2004 he was director of the EAWAG and Professor at the ETH for Environmental Biotechnology. He is chairman and/or a member of several scientific and professional boards.

Application Information

Application

The Admission's Committee begins reviewing applications approximately four months prior to the program start date. Qualified candidates will be admitted on a rolling basis. The number of participants is strictly limited to 30 highly qualified participants, so early applications are encouraged. This program is intended for senior management and executives who now hold, or who in a year or two, are about to assume positions such as CEO, CFO, CTO, CIO, division president, or a position of similar responsibility. Participants will have 10–15 years of practical experience, mainly in managerial and leadership roles in an international organization. As well, participants must be comfortable and proficient in speaking English, the language of all seminars and reading materials. These materials, along with the final class schedule, will be mailed approximately two weeks before the program begins, so that participants can prepare accordingly.

The Fee

The fee for the 2007 ISEP program is 24,000 Euros (if 3 modules then 18,000 Euros), which covers tuition, all reading materials, lodging and meals. For each additional participant from the same organization the fee is 21,000 Euros (if 3 modules then 15,000 Euros). The program encourages participation by two to three executives from the same organization (and if possible, from different ethnic/cultural backgrounds) in order to maximize the program's benefit for their organization. Cancellation rules: see application form.

For further information:

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Leadership ISEP

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HSG – University St.Gallen

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MIT Faculty

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SMU – Singapore Management University

Prof. Annie Koh

Dean of Executive Education
Singapore Management University
81 Victoria Street, Singapore 188065

Institutions



■ Swiss Federal Institute of Technology – ETH

Founded in 1854, the ETH is one of the world's leading technical universities in both research and teaching. In its more than 80 institutes and laboratories it has generated more than 20 winners of the Nobel prize – from Wilhelm K. Röntgen (Physics, 1901) to Kurt Wüthrich (Chemistry, 2002). The University boasts 330 professors and 840 lecturers, who assume leading roles in identifying new research areas, seeking new solutions and teaching up to 12,000 registered students per year. Their goal is to enable individuals to find their orientation in a complex and rapidly changing environment, and to stimulate an understanding of ethical and cultural values.



■ University of St. Gallen – HSG

The University of St. Gallen for Business Administration, Economics, Law and Social Sciences (HSG) was founded in 1898 as a business academy. The HSG continues to this day to pursue the goal of providing for its students a practice-oriented education. With its 5,000 students, more than 70 professors, and over 350 lecturers, HSG is one of Europe's leading management schools. It concentrates on the education of tomorrow's leaders in business, public administration, and in law. In its teaching it places great emphasis on systems theory and the importance of a broad approach when looking at various issues.

In cooperation with faculty members of



■ Massachusetts Institute of Technology – MIT

Massachusetts Institute of Technology (MIT) is one of the world's leading universities focused on science, technology, and management, and has a long standing reputation for working closely with business and government. Founded in 1861, MIT today runs dozens of interdisciplinary laboratories and research centers. With 900 faculty members and 600 additional teaching staff it educates approximately 10,000 students per year. A world leader in management education and research, MIT's Sloan School of Management traces back to 1914, when MIT established its pioneering Department of Engineering and Business Administration.



■ Singapore Management University – SMU

As a leading management university in Asia, SMU has trained thousands of business executives from over 25 countries, reflecting the diverse, global perspective of its programs. SMU delivers a rewarding executive education experience in which business leaders and executives will gain insight and learn best practices, enabling them to manage more effectively in the changing business world.



■ Fudan School of Management, Shanghai – FUDAN

Fudan University is one of China's leading universities which was founded in 1905 in Shanghai. The School of Management was established in 1985 out of the Department of Business Administration. Since then it has grown into an international business school with over 3,000 students in undergraduate, MBA and doctoral programs, a faculty of over 100 professors and a broad cooperation with international institutions from the United States, Canada, Europe, and Asia.

For further information

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