



SWISS SCHOOL
OF HIGHER EDUCATION

EMBA PROGRAM

Message from the Programme Director

We are proud to announce the new E-MBA program powered by the Swiss School of Higher Education. In the program, you will discover the many innovative aspects our E-MBA provides throughout its unique knowledge and experience-based journey.

However, pride is not all what we are looking for. The E-MBA program is a commitment to our students. While mastering core subjects of business administration, such as functional business leadership (marketing and operations, finance and accounting, innovation and entrepreneurship); leading people (performance, engagement and culture, talent development); leading business (business trends, digital transformation, complex organizations) – students will have the opportunity to select between 4 electives (corporate social responsibility; governance and compliance, big data, current economics and politics,) or a specific self-assessment related to their own functional business experience.

Our E-MBA reflects SSHE's Executive Education vision and mission to integrate business, people and humanities. We are grateful to the international project team and faculty of highly respected and experienced professionals - all with strong academic credentials - who joined our project, and adhere to its highest quality, relevance and assessment criteria.

We welcome students who want to develop personally, hone their business talents, challenge themselves out of their comfort zone, and impact other people, teams, organizations and the world.

We are confident that with our experience gained through the material and on-site reviews of the best accredited business schools and programs, we will deliver you an E-MBA of excellence that fuses personal development, academic rigor and market needs to engage and nurture talent.

Alain HAUT
Programme Director – E-MBA



SSHE EMBA

Course flow, process and logistics

The Swiss School of Higher Education (SSHE) Executive MBA centers along 3 blocks with 3 modules each, plus a minimum of 1 elective module. Each module consists of 3 classes with 8 hours in total.

BLOCK 1: FUNCTIONAL BUSINESS LEADERSHIP

- Marketing and operations
- Finance and accounting
- Innovation and entrepreneurship

BLOCK 2: LEADING PEOPLE

- High performance leadership
- Leadership for engagement and culture change
- Building on talent and their development

BLOCK 3: LEADING BUSINESS STRATEGY

- Understanding industry and business trends
- Leading digital transformation
- Leading complex organizations

Each module is preceded by a set of compulsory readings relevant to its subjects: the knowledge from the readings will be tested through an individual on-line questionnaire to be answered prior to the start of the module.

During the module, there will be at least one individual and group assignments.

At the end of the module, the knowledge will be tested through an individual on-line examination to be answered before the start of the next module.

1 ELECTIVE MODULE TO SELECT AMONGST

- Corporate social responsibility
- Corporate governance and compliance
- Leading with big data
- Current economics and politics impact on business and people
- Own functional business experience self-assessment

RECOMMENDED SUBJECTS BY MODULE

(non-exhaustive)

- Marketing and operations: e-commerce; sustainable brand reputation; sustainable life-styles
- Finance and accounting: responsible investments; sustainable finance; sustainability and profitability
- Innovation and entrepreneurship: drivers for sustainable innovation; entrepreneurship, SME and large MNC
- High performance leadership: organizational learning in action; performance management revisited
- Leadership for engagement and culture change: theories of motivation and recognition; cross-cultural management (diversity); 2 models of culture change
- Talent development: knowledge of self, characteristics to nurture, recruitment and development
- Understanding business trends: business modelling; sustainability, social responsibility; ethics, diversity, big data
- Leading digital transformation: evolution of technology usage, main platforms, danger of algorithms. danger of disengagement; new business processes
- Leading complex organisations: organisation behavior, traditional concepts of organisations, new concepts of organization for the future
- HR impact: tools and techniques with an impact on people leadership; business sense
- Corporate governance: ethics, compliance, codes of conduct
- Big data: TBD
- Current economics and politics
- Self-assessment of functional experience: not a course, but an essay



PROJECT REPORT

At the end of the learning segment of the Executive MBA, students will be obliged to write a project report, related to a specific project, a subject of their own choice, previous or future employer, or one of their own entrepreneurial ideas.

The project should be completed within 3 months of the end of the learning segment.

WAIVER

SSHE recognizes that some students already may have knowledge and experience in one or more modules and therefore may consider exemption from this/these modules. If so, then they are entitled to apply for a waiver.

The waiver request will be evaluated by a committee and in case of approval, instead of attending the module(s), students will have to write a specific essay:

The waiver committee will evaluate the applicant's knowledge relevant to the subject and as part of the overall process of evaluation of the E-MBA. A maximum of 3 module waivers is possible.

CERTIFICATE OF ADVANCED STUDIES

Although not entirely within the holistic spirit of the E-MBA, SSHE is accredited to grant Certificates of Advanced Studies.

Therefore, it is possible for students to select and attend only one block from the E-MBA and qualify for the Certificate.

The knowledge evaluation will follow the same principles as the full E-MBA learning process. No waivers, however, will be allowed.





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