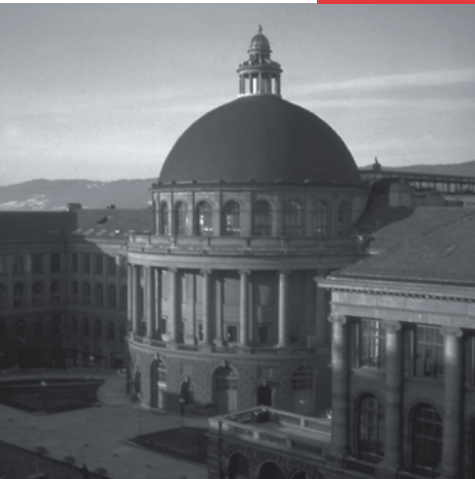


Executive Education

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

ETH



International Senior Entrepreneurial Leadership Program



Module I

Campus Switzerland (Diessenhofen)

April 21–25, 2008

Module II

Campus USA (Cambridge, Massachusetts)

May 19–23, 2008

Module III

Campus Switzerland (Diessenhofen)

June 9–13, 2008

Module IV (additional)

Asia Pacific (Shanghai and Singapore)

June 29–July 5, 2008

HSG



MIT Faculty
SMU
FUDAN

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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:

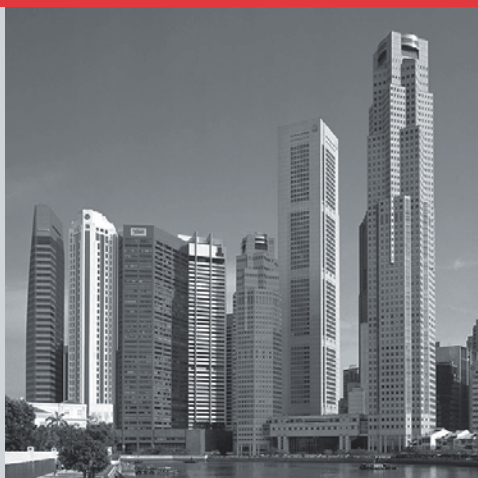
Switzerland, the **United States**, and in **Asia-Pacific**.



The first and third module will take place in **Switzerland** at the Seminarhotel Unterhof 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

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 20, with registration and Welcome Reception at the Seminarhotel Unterhof in Diessenhofen and ends on Friday evening, April 25.

Module II

starts on Sunday evening, May 18, with a Welcome Reception at the hotel in Cambridge and ends on Friday evening, May 23.

Module I

Module I

April 21 – April 25

Seminarhotel Unterhof
Diessenhofen, Switzerland

Topics

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

Module II

Module II

May 19 – May 23

MIT
Cambridge, Massachusetts
USA

Topics

Global Technology Management
Innovation & Entrepreneurship
Managing Professionals and Creativity
User Innovation
Corporate Culture
Complex Organizations
Work-Life Balance
Success Factors in High Tech
Lessons in Entrepreneurship from the USA
Company visits

«Airs
your
brain»



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

Module III

Module III

starts on Sunday evening, June 8, with a Welcome Reception at the Seminarhotel Unterhof in Diessenhofen and ends on Friday evening, June 13.

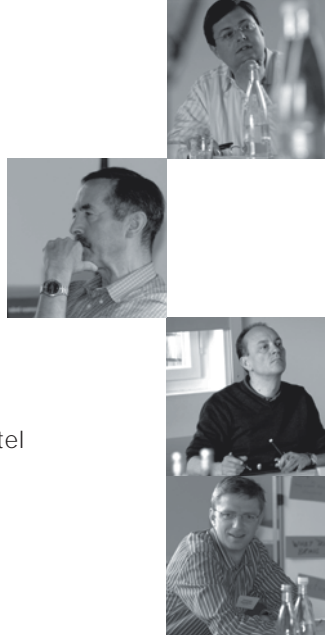
Module III

June 9 – June 13

Seminarhotel Unterhof
Diessenhofen, Switzerland

Topics

Corporate Governance
Corporate Communications
Innovation Management
Ubiquitous Computing (RFID)
IT Processes
Business Excellence
Investor / Analyst Relations
Media Relations
Company visits



Module IV (additional)

starts in Shanghai on Sunday evening, June 29 and ends in Singapore at noon on Saturday, July 5.



Module IV

Module IV (additional)

June 29 – July 5

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»*



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. Ang Ser-Keng



Ang Ser-Keng is a Senior Lecturer of Finance at SMU and director of the UOB-SMU Entrepreneurship Alliance Centre and Associate Director of the MSc in Wealth Management Program at SMU. He spent many years in investment banking in London and Hong Kong.

Prof. Pius Baschera



Pius Baschera 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. He has been with Hilti since 1979, CEO from 1994 until 2006, and as of 2007 Chairman of the Board of Directors.

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. 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. Roberto M. Fernandez



Roberto M. Fernandez is a Professor at MIT's Sloan School of Management. His expertise lies in organizational process, social networks, hiring, turnover, and diversity. His research focuses on economic sociology, organizational behaviour, social stratification, race, and ethnic relations.

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. Stewart D. Friedman



Stew Friedman is Professor of Practice for Mgmt at the Wharton School. He is widely recognized as the founding director of the Wharton Leadership Program. He also initiated and leads the Foundations of Leadership & Teamwork, the action-learning approach as well as the Wharton Work/Life Integration Project.

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
and Chairman



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
Chairman



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. Thomas Gutzwiller
Former 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. 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



Xiongwen Lu is the Executive 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. Miriam Meckel



Miriam Meckel is a Professor for Corporate Communication and Director of the Institute for Media and Communication Mgmt at the HSG. She earned her PhD in communication sciences. Before, she was State Secretary at the Dept. of the Premier of North Rhine-Westphalia/DE and State Secretary for Europe, International Affairs, and Media.

Prof. Siobhan O'Mahony



Siobhan O'Mahony is Professor of Mgmt at the University of California, Davis. She received her PhD from Stanford University. Her research interests include: community managed software, managing a technical labor force and innovation, the role of intellectual property in innovation, and new forms of cooperation in the technology industry.

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 the Stanford University.

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. Augustine H. H. Tan



Augustine H. H. Tan is Practice Professor of Economics at SMU and former Vice-Provost, Office of Research and Deputy Director, Wharton-SMU Research Center. He was a member of Singapore's Parliament for 21 years. He was also Political Secretary to the former Prime Minister Lee Kuan Yew.

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.

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 25 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. 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 2008 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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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. 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. 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.

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