

# GENEVA Immersion Program

March 24th – March 28th

**For MBA and DBA Students**

Price per student: 1.000 EUR

**Duration: 5 days**

**Focus:** The Immersion Program welcomes companies, universities, and institutions interested in exploring areas like business, innovation, sustainability, and more through company visits and guest lectures.

## Day 1: Monday

### Morning:

- **9:00–9:15** | Orientation at SSBM Geneva – dr. Amira Simcox
- **9:15–10:30** | Digital Transformation and Innovation – dr. Francesco Derchi
- **10:30–11:00** | Coffee Break
- **11:00–12:30** | Digital Transformation and Innovation – dr. Francesco Derchi

### Lunch:

- **12:30–13:30** | Lunch

### Afternoon

- **13:30–16:00** | Research Fundamentals & Methodologies Workshop – dr. Olesya Meskina

### Evening:

- **20:00–22:00** | Dinner



Please note that the agenda is subject to change based on unforeseen circumstances or updates. We will ensure that all adjustments are communicated promptly to keep everyone informed.



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## Day 2: Tuesday

### Morning:

- **9:00–10:30** | Business in Switzerland: Legal Frame - Brian Mayenfisch, LL.M.
- **10:45–11:30** | Entrepreneurship and Startup Strategy & Innovation in Startups - Hulya Kurt
- **11:40–12:30** | Entrepreneurship: Case Study - Hulya Kurt

### Lunch:

- **12:30–13:30** | Lunch

### Afternoon

- **13:30** | CERN or WIPO visit - dr. Olesya Meskina



## Day 3: Wednesday

### Morning:

- **9:00–12:30** | Corporate Social Responsibility Strategies - Mary Mayenfisch-Tobin, LL.M.

### Lunch:

- **12:30–13:00** | Lunch

### Afternoon

- **13:30–15:00** | Pitching Ideas & Presentation Skills - Hulya Kurt
- **15:00** | Museum visits and free time



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## Day 4: Thursday

### Morning:

- **9:00–12:30** | Financial Management – TBC

### Lunch:

- **12:30–13:30** | Lunch

### Afternoon

- **13:30–14:30** | Financial Strategy and Risk Management – TBC
- **14:00–14:30** | Risk Management in Business – TBC
- **14:30–15:00** | Break
- **15:00–16:30** | Financial Planning Workshop – TBC



## Day 5: Friday

### Morning:

- **9:00–10:45** | Strategic Marketing and Digital Branding – dr. Marko Majer
- **10:45–11:00** | Coffee Break
- **11:00–12:30** | Branding in the Digital Age – dr. Marko Majer

### Lunch:

- **12:30–13:00** | Lunch

### Afternoon

- **13:30** | Receiving Certificates Ceremony & Networking



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