Introducing self-leadership: Diagnose your skills
University of Geneva – Executive MBA

Created in 1559 at the initiative of Jean Calvin, University of Geneva celebrates its 450th Anniversary this year. Originally designed as a theological and humanist seminary, University of Geneva – now the second largest university in Switzerland – is characterized by its intellectual heritage and quality instruction covering the fundamentals of science, arts and literature, as well as its cutting-edge research.

Executive MBA
Based on its original MBA created in 1992, UNIGE’s Executive MBA offers a unique balance between the academic tradition of the University of Geneva and the entrepreneurial perspective of the HEC (“Hautes Etudes Commerciales”) business school.

The MBA programme includes a comprehensive range of specializations in French and English that con-
stitute the foundation of a highly modular MBA degree curriculum. This modularity now includes the choice of language: students may choose to follow one year in French and a consecutive year in English, or vice versa. The University thrives on its ability to generate new knowledge through research and to make it applicable directly in the participants’ workplace.

The teaching methods are adapted for working professionals, combining courses and current and real life case studies with conferences and professional development seminars, or simulation exercises. Because of its reputation for excellence, admission to the MBA programmes is highly selective.

Since last year, the University of Geneva has implemented “Self-Leadership”, a new innovative coaching programme.

Self-Leadership

The first edition of the “Self-Leadership” training course was launched in January 2009 as a theme-based module within the MBA programme at the University of Geneva. Originally designed as a professional skills inventory tool for in-house MBA students, the programme is now open to individuals and companies involved in career management activities.

Structuring a unique balance

The “Self-Leadership” programme provides a unique balance between complexity, flexibility and interaction. It follows a four-step structure throughout the academic year allowing participants to reflect progressively, both on their present and future positioning within the labour market. Upon completion of the four-step programme, participants construct a personal “Action Plan”, which will guide them throughout their professional career. The aim of this plan is to provide participants with the necessary steps to be followed in order to achieve their desired professional goals. In addition, the programme is particularly flexible and thus appropriated for working professionals. Most of the assignments are conducted individually: for each of the four steps, participants will watch a video and then complete an online test. Results of the test are discussed afterwards with their peers under the supervision of a coach. As a result, personal knowledge is enhanced through the process of individual reflections and mutual coaching.

Innovative learning methods

The “Self-Leadership” programme is self-paced: multimedia and Internet-based tools provide the audience the freedom to speed through or slow down depending on their topics of interest. The process of learning is thus customized for each and every participant as it accommodates different styles, needs or preferences when it comes to learning.

By using the programme’s innovative learning tools – whether on iPod, computer or DVD player – everything is just one click away: the accessibility to online media enables students to complete training conveniently off-campus.***

For further information on the University of Geneva’s Executive MBA programme and its “Self-Leadership” course, contact the University’s by e-mail at mba-hec@unige.ch or visit its website at http://mba.unige.ch