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EXECUTIVE EDUCATION PROGRAMS

Transform Your Leadership
Drive Sustainable Success with Lasting Impact
Powered by Swiss Excellence



LEARN LIVE ONLINE OR ON CAMPUS IN ZURICH

WHAT MAKES OUR EXECUTIVE EDUCATION UNIQUE?

Focused. Practical. Future-ready.

SBS Executive Education is designed for professionals who want to strengthen their skills, lead with confidence, and create immediate impact.

Our programs combine Swiss-quality business education with practical, real-world application. Learn from faculty with real business experience, connect with international professionals, and apply what you learn directly in your organization.

Whether you want to lead change, understand AI, improve decision-making, manage risk, communicate with impact, or develop new business opportunities, SBS Executive Education helps you stay ahead in a fast-changing world.

WHY CHOOSE SBS EXECUTIVE EDUCATION?

✓ PRACTICAL LEARNING. IMMEDIATE IMPACT

Every program is designed to help you solve real business challenges through practical frameworks, tools, and strategies you can apply immediately in your organization.

✓ FACULTY WITH REAL BUSINESS EXPERIENCE

Learn from experienced academics, executives, entrepreneurs, and industry experts who combine practical business insight with applied teaching expertise.

✓ SWISS QUALITY. GLOBAL PERSPECTIVE

Benefit from Swiss-quality business education while learning alongside professionals from different industries, countries, and cultures.

✓ FUTURE-FOCUSED TOPICS

Stay ahead with programs covering today's most relevant business challenges, including Artificial

Intelligence, leadership, finance, sustainability, geopolitics, entrepreneurship, communication, and strategic decision-making.

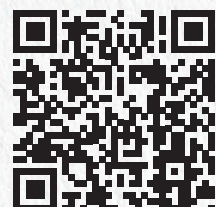
✓ FLEXIBLE LEARNING FOR BUSY PROFESSIONALS

Study live online or on campus in Zurich through executive-friendly formats designed to fit around your professional commitments.

✓ BUILD YOUR PROFESSIONAL NETWORK

Exchange ideas, expand your network, and learn alongside executives, managers, entrepreneurs, and professionals from around the world.

[LEARN MORE >](#)





BUILD THE SKILLS TO LEAD THE FUTURE

Today's business leaders need more than knowledge. They need practical skills, strategic thinking, and the confidence to lead through change.

CHOOSE THE LEARNING EXPERIENCE THAT BEST FITS YOUR GOALS.

Certificate Courses

SHORT, INTENSIVE EXECUTIVE COURSES FOR IMMEDIATE BUSINESS IMPACT.

- 2–5 Days
- Live Online or On Campus in Zurich
- Faculty with Real Business Experience
- Certificate upon Successful Completion

Designed for professionals who want to quickly build practical skills they can apply immediately.

Professional Programs

DEVELOP DEEPER EXPERTISE TO LEAD TRANSFORMATION AND LONG-TERM GROWTH.

- 8-Week Live Online Programs
- Weekly Interactive Sessions
- Faculty with Real Business Experience
- Professional Certificate upon Successful Completion

Designed for professionals seeking advanced knowledge, practical application, and measurable business impact.

EXPLORE OUR 2026 EXECUTIVE EDUCATION PORTFOLIO

CHOOSE THE PROGRAM THAT BEST FITS YOUR PROFESSIONAL GOALS.

CERTIFICATE COURSES

Course	Duration	Delivery
AI Strategy and Governance for Leaders	2 Days	Live Online or On Campus in Zurich
Commodities Trading	5 Days	Live Online or On Campus in Zurich
Critical Thinking with and without Artificial Intelligence	2 Days	Live Online or On Campus in Zurich
Financial Intelligence for Leaders	3 Days	Live Online or On Campus in Zurich
Geopolitical Risk and Strategy for Business Leaders	2 Days	Live Online or On Campus in Zurich
Leadership and Change in the AI Era	3 Days	Live Online or On Campus in Zurich
Storytelling and Presentation Skills	2 Days	Live Online or On Campus in Zurich
Sustainable Business Strategy and ESG Leadership	2 Days	Live Online or On Campus in Zurich

PROFESSIONAL PROGRAMS

Program	Duration	Delivery
Advanced Healthcare Management	8 Weeks (Weekly Sessions)	Live Online
Entrepreneurship and Business Growth Management	8 Weeks (Weekly Sessions)	Live Online



Certificate Course

CRITICAL THINKING WITH AND WITHOUT ARTIFICIAL INTELLIGENCE

Make Better Decisions in an AI-Driven World

In an AI-driven world, critical thinking is more important than ever.

This intensive two-day course is designed for leaders, managers, and professionals who want to make better decisions in AI-integrated environments.

Participants learn how to critically evaluate AI-generated

insights, balance human judgment with data-driven recommendations, recognize cognitive biases, and make informed, ethical decisions without over-relying on automation.

By combining practical tools with real-world applications, the course helps participants lead with confidence and turn critical thinking into a competitive advantage.

THE COURSE OUTLINE

Module 1: Foundations of Critical Thinking in the Digital Age

OBJECTIVE: Introduce participants to the principles of critical thinking, focusing on how technology, particularly AI, influences these processes.

- Overview of critical thinking frameworks (e.g., Socratic questioning, logical reasoning).
- The impact of AI on human cognition: augmentation versus dependency.
- Common cognitive biases in human and AI decision-making. Practical Activity: Analyze case studies where critical thinking was compromised due to over-reliance on AI or human errors.

Module 2: Evaluating Information in the Age of AI

OBJECTIVE: Equip participants with skills to assess the credibility and relevance of information generated by AI systems.

- Differentiating between data-driven insights and human intuition.
- Understanding AI-generated outputs: strengths, limitations, and biases.
- Frameworks for evaluating the reliability of AI tools in various contexts. Practical Activity: Compare human-written and AI-generated reports on a controversial topic, identifying strengths and weaknesses.



Module 3: Collaborative Decision-Making: Humans and AI

OBJECTIVE: Explore strategies for integrating AI into decision-making processes while maintaining critical oversight.

- Models for human-AI collaboration in problem-solving.
- Avoiding cognitive offloading: balancing trust and skepticism in AI outputs.
- Case studies of successful and failed collaborations between humans and AI. Practical Activity: Teams will use AI tools to analyze a business problem and present solutions, reflecting on the decision-making process and AI's role.

Module 4: Developing AI-Resilient Critical Thinking Skills

OBJECTIVE: Build participants' abilities to think critically in environments where AI is pervasive but not always reliable.

- Techniques to question AI outputs effectively (e.g., probing questions, scenario analysis).
- Ethical considerations in using AI for critical decisions.
- Fostering creativity and lateral thinking to complement AI's logical outputs. Practical Activity: Engage in a simulated decision-making scenario where AI provides conflicting or incomplete recommendations.

Module 5: Future of Critical Thinking: AI as a Partner, Not a Replacement

OBJECTIVE: Prepare participants to adapt their critical thinking approaches as AI evolves.

- Trends in AI and their implications for critical thinking skills.
- The role of education and continuous learning in developing critical thinking.
- Strategies for ensuring that AI remains a tool for enhancement rather than replacement. Practical Activity: Group discussion and presentations on a futuristic scenario, debating how critical thinking can ensure ethical and effective AI usage.

COURSE INFORMATION

Duration	2 Days
Format / Location	Live Online or On Campus in Zurich
Costs	CHF 1'950*
Award	SBS Executive Education Certificate upon successful completion

** The course fee includes the lectures, course materials, certificate and coffee-breaks. Participants must arrange for their accommodation, travel and meals by themselves.*



APPLY NOW >



Certificate Course

FINANCIAL INTELLIGENCE FOR LEADERS

Profit, Cash Flow, and Smarter Business Decisions

A Practical Three-Day Course for Managers and Business Practitioners

This three-day course helps managers, entrepreneurs, and business leaders understand financial information and use it to make better business decisions. The course is designed for non-financial leaders who need

to interpret financial statements, understand profit and cash flow, manage budgets, evaluate performance, and communicate more confidently with finance teams, investors, and senior management.

The focus is practical. Participants work with realistic business cases, simplified financial statements, margin scenarios, cash-flow problems, budgeting exercises, and decision-making tools. By the end of the course, participants will be able to connect financial numbers to business performance, operational choices, and strategic decisions.

THE COURSE OUTLINE

Day 1: Understanding Financial Performance

FROM FINANCIAL STATEMENTS TO BUSINESS INSIGHT

Day 1 builds the financial foundation leaders need to understand how a business makes money, uses resources, and creates value. Participants learn how the main financial statements connect and how to read them from a managerial perspective.

The emphasis is not on accounting theory, but on business interpretation: what the numbers mean, what questions leaders should ask, and how financial information supports better decisions.

Session 1: Financial Intelligence for Leaders

Objective: To understand why financial intelligence is essential for leadership and how financial information supports better business decisions.

Session 2: Reading the Income Statement

Objective: To understand how revenue, cost, margin, and profit show whether a business model is working.

Session 3: Reading the Balance Sheet

Objective: To understand how assets, liabilities, and equity reflect a business's financial position, stability, and resource use.



Day 2: Cash Flow, Working Capital, and Financial Decision-Making

WHY PROFIT IS NOT THE SAME AS CASH

Day 2 focuses on one of the most important financial skills for leaders: understanding cash flow. Participants learn why businesses can be profitable but still run out of cash, how working capital affects liquidity, and how operational choices create or consume cash.

Session 4: Understanding Cash Flow

Objective: To understand how cash moves through a business and why cash flow is critical for survival, flexibility, and growth.

Session 5: Working Capital and the Cash Conversion Cycle

Objective: To help participants understand how everyday management decisions affect cash flow.

Session 6: Financial Decision-Making for Leaders

Objective: To apply financial logic to everyday leadership decisions.

Day 3: Budgets, KPIs, Business Cases, and Strategic Financial Leadership Using Financial Insight to Lead Better

Day 3 helps participants use financial intelligence in planning, performance management, and strategic decision-making. Participants learn how to build budgets, monitor KPIs, challenge assumptions, prepare business cases, and communicate financial recommendations with confidence.

The day ends with a practical leadership business case presentation.

Session 7: Budgeting, Forecasting, and Performance Management

Objective: To understand how leaders use budgets and forecasts to plan, control, and improve business performance.

Session 8: Financial KPIs and Value Creation

Objective: To help participants identify the right financial indicators for performance, accountability, and strategic alignment.

Session 9: Building and Presenting a Business Case

Objective: To apply financial intelligence to a practical leadership recommendation.

Final Course Deliverables: By the end of the course, each participant will have created a practical Financial Intelligence Toolkit

COURSE INFORMATION

Duration	3 Days
Format / Location	Live Online or On Campus in Zurich
Costs	CHF 2'450*
Award	SBS Executive Education Certificate upon successful completion.

* The course fee includes the lectures, course materials, certificate and coffee-breaks. Participants must arrange for their accommodation, travel and meals by themselves.



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Certificate Course

GEOPOLITICAL RISK AND STRATEGY FOR BUSINESS LEADERS

A Practical Two-Day Seminar for Executive Decision-Making

This two-day seminar helps executives, managers, entrepreneurs, and business practitioners understand how geopolitical developments affect business decisions, supply chains, investment, markets, regulation, reputation, and resilience.

The seminar is designed for leaders who do not need a political science lecture but who need practical tools to identify geopolitical exposure, assess business risk, prepare scenarios, and make better strategic decisions under uncertainty.

Participants work with real-world business situations involving sanctions, trade restrictions, market-entry risk, supply-chain disruption, energy volatility, regulatory pressure, country risk, and reputational exposure. By the end of the seminar, each participant develops a practical action plan for mitigating geopolitical risks for their organization or business unit.

Learn how to turn geopolitical uncertainty into structured business decisions, scenario plans, and risk mitigation actions.

THE COURSE OUTLINE

Day 1: Understanding Geopolitical Risk for Business

FROM GLOBAL EVENTS TO BUSINESS IMPACT

Day 1 helps participants understand how geopolitical risk affects business strategy and operations. The emphasis is on translating global developments into practical business questions: What could affect our customers, suppliers, costs, routes, market access, investments, financing, reputation, or regulatory exposure?

Participants learn how to move beyond news headlines and build a structured view of geopolitical risk.

Session 1: Why Geopolitics Matters for Business Leaders

Objective: To understand how geopolitical developments create business risk and business opportunity.

Session 2: Goeconomics, Trade Wars, Sanctions, and Industrial Policy

Objective: To understand how governments use economic tools as instruments of power and how these tools affect companies.

Session 3: Country, Market, and Supply-Chain Exposure

Objective: To help participants assess where their organization is exposed to geopolitical disruption.

Session 4: Early Warning Signals and Risk Monitoring

Objective: To help participants move from reactive crisis response to proactive monitoring.



Day 2: Scenario Planning, Strategic Options, and Risk Action Plan

TURNING GEOPOLITICAL INSIGHT INTO DECISIONS

Day 2 focuses on decision-making under uncertainty. Participants learn how to build scenarios, evaluate strategic options, prepare mitigation actions, and communicate geopolitical risk to senior stakeholders.

The goal is not to predict the future perfectly. The goal is to improve readiness, resilience, and decision quality.

Session 5: Scenario Planning for Geopolitical Uncertainty

Objective: To teach participants how to create practical scenarios and use them for better business decisions.

Session 6: Strategic Responses and Risk Mitigation

Objective: To help participants identify practical responses to geopolitical risk.

Session 7: Geopolitics in Strategy, Investment, and Market Entry

Objective: To integrate geopolitical thinking into strategic planning and investment decisions.

Session 8: Final Geopolitical Risk Action Plan

Objective: To convert seminar learning into a practical action plan, participants can use it after the course.

COURSE INFORMATION

Duration	2 Days
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Costs	CHF 1'950*
Award	SBS Executive Education Certificate upon successful completion

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Certificate Course

LEADERSHIP AND CHANGE IN THE AI ERA

In times of rapidly changing business contexts and globalized work, managers depend more than ever on their subordinates to get results. Employees may thus represent both a key resource and a liability for managerial success. Tapping the full potential of employees, however, may require leadership and people management skills that stretch beyond ordinary managerial competencies.

Economic, social and organizational environments are changing faster and more unpredictably than ever and

with that, the role of leadership is evolving.

We believe that leaders will achieve results through fostering agile, flexible and innovative organizational capabilities, transforming corporate culture and empowering your leadership to inspire action.

This course aims to provide you with inspiration, hands-on tools, and knowledge that may enhance your emotional and leadership skills for managerial results.

THE COURSE OUTLINE

Topic 1: Emotional Intelligence

- Establishing self-awareness and self-management
- Managing relationships within an organization
- Building organizational awareness
- Developing a team culture of emotional intelligence and psychological safety
- Learning resilience

Topic 2: Situational Leadership in an AI-Enabled Workplace

- Hofstede's cultural dimensions
- How to manage informal institutions
- How diversity creates strength and innovation

Topic 3: Leading Change

- Understand different approaches to leading organizational change
- Understand how to manage resistance to change
- Understand how social and informal networks can help facilitate change
- Understand the impact of cultural differences on leadership





Topic 4: Situational Leadership

- Understand the different alternative styles of management and leadership
- Get clarity on the management mix and leadership approach
- Understand the impact of over-supervision and under-supervision
- Set the goals for the team members and align them with the goals of the organization
- Understand how to set goals and evaluate the performance
- Improve job satisfaction and the morale of the team

Topic 5: Leading Change

- Understand the key motivators of human behavior
- Acquire novel ideas on how to motivate employees beyond money
- Understand the importance of designing motivating work, as well as how to redesign work so that it is more motivating.



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Costs	CHF 2'450*
Award	SBS Executive Education Certificate upon successful completion

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Certificate Course

STORYTELLING AND PRESENTATION SKILLS

In an age where effective communication drives professional success, the ability to craft compelling stories and deliver impactful presentations has become indispensable.

This **2-day course** equips participants with advanced storytelling techniques and presentation skills to engage, inform, and inspire diverse audiences. Through practical exercises and expert insights, participants will learn

to structure narratives, integrate data seamlessly, and present with confidence and clarity.

Designed for professionals in leadership, marketing, or any role requiring persuasive communication, this program is essential for those looking to elevate their ability to connect with and influence others.

THE COURSE OUTLINE

Module 1: The Foundations of Storytelling in Professional Contexts

OBJECTIVE: To understand the role of storytelling in effective communication and its impact on professional settings.

Key Topics:

- The psychology of storytelling: Why stories captivate and inspire.
- Core elements of compelling stories: Characters, conflict, and resolution.
- Different storytelling frameworks (e.g., Freytag's Pyramid, Hero's Journey).

Practical Activities:

- Participants share a short story about their professional journey and receive feedback.
- Deconstructing famous corporate presentations or TED Talks for storytelling techniques.

Module 2: Crafting a Narrative for Maximum Impact

OBJECTIVE: To learn how to structure and tailor stories to specific audiences and goals.

Key Topics:

- Identifying your core message: What do you want your audience to feel, think, or do?
- Adapting stories for various audiences and cultural contexts.
- Integrating data and evidence into storytelling without losing emotional appeal.

Practical Activities:

- Participants outline a story relevant to their current professional challenges.
- Group work: Iterative refinement of story outlines using peer and instructor feedback.





Module 3: Presentation Techniques: Visual and Verbal Excellence

OBJECTIVE: To master the tools and techniques for delivering visually appealing and engaging presentations.

Key Topics:

- Designing impactful slides: Simplicity, clarity, and visual hierarchy.
- Body language, voice modulation, and managing nervousness.
- Using metaphors, analogies, and visuals to enhance storytelling.

Practical Activities:

- Participants practice delivering a short presentation, focusing on body language and vocal delivery.
- Peer critique session to identify areas of improvement and strengths.

Module 4: Interactive Storytelling and Audience Engagement

OBJECTIVE: To develop skills for interacting with audiences and adapting presentations dynamically.

Key Topics:

- Techniques for active audience engagement: Questions, polls, and humor.
- Handling difficult questions and managing challenging audience dynamics.
- Real-time adaptation: Reading the room and adjusting on the fly.

Practical Activities:

- Role-playing scenarios where participants manage audience interruptions or skepticism.
- Simulation of live storytelling and interactive Q&A sessions.

Module 5: Bringing It All Together: Final Presentation and Feedback

OBJECTIVE: To synthesize all skills learned and deliver a polished final presentation.

Key Topics:

- Rehearsal techniques for professional settings.
- Building confidence through preparation and feedback.
- Leveraging storytelling in different professional formats: Pitches, reports, and speeches.

Practical Activities:

- Participants deliver a final presentation using storytelling techniques and receive comprehensive feedback from peers and instructors.
- Group discussion on lessons learned and next steps for improving storytelling and presentation skills.

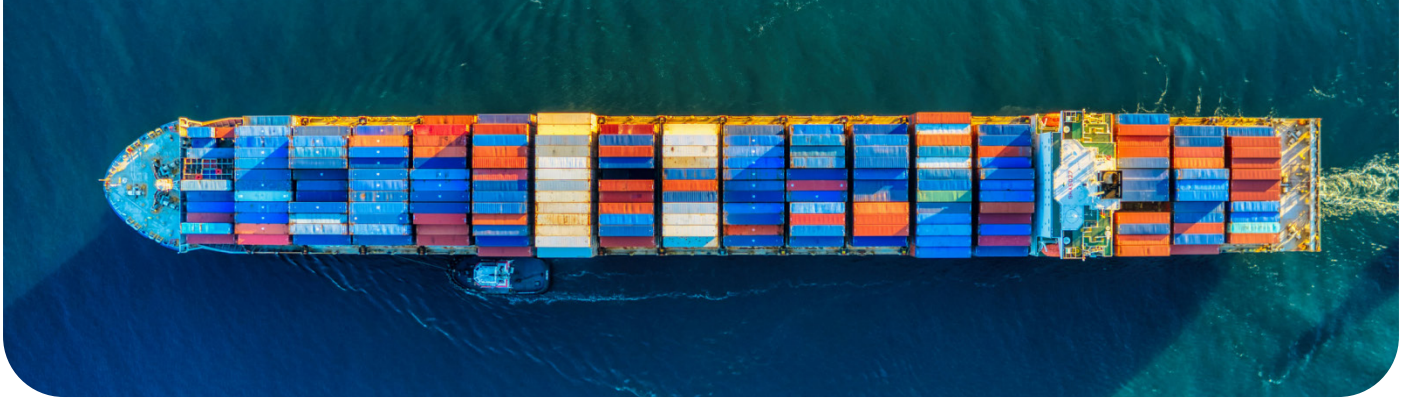
COURSE INFORMATION

Duration	2 Days
Format / Location	Live Online or On Campus in Zurich
Costs	CHF 1'950*
Award	SBS Executive Education Certificate upon successful completion

* The course fee includes the lectures, course materials, certificate and coffee-breaks. Participants must arrange for their accommodation, travel and meals by themselves.



APPLY NOW >



Certificate Course

COMMODITIES TRADING

Commodity trading involves the trade of essential primary products such as metals, grains, oil etc. and intangibles such as interest rates, stock market indices etc. Participation in the global commodity trading business is a key mechanism used by modern organisations to accept or avoid additional risks arising due to uncertain prices of key core commodities. Given the global interconnectivity between commodity markets and capital markets, finance professionals need a sound understanding of how these markets function and the determinants of price movements and risk factors within these markets.

This course aims to critically analyze the structure and features of key commodity markets, factors which influence the prices of commodities, inherent risks associated in different commodities and the role played by key regulators in ensuring end to abusive speculation within the commodity markets.

Our 5-day **Commodities Trading** course will provide you with a better understanding of commodity trading and risk management, as well as the underpinning logistical and financial flows.

THE COURSE OUTLINE

Module 1: OVERVIEW

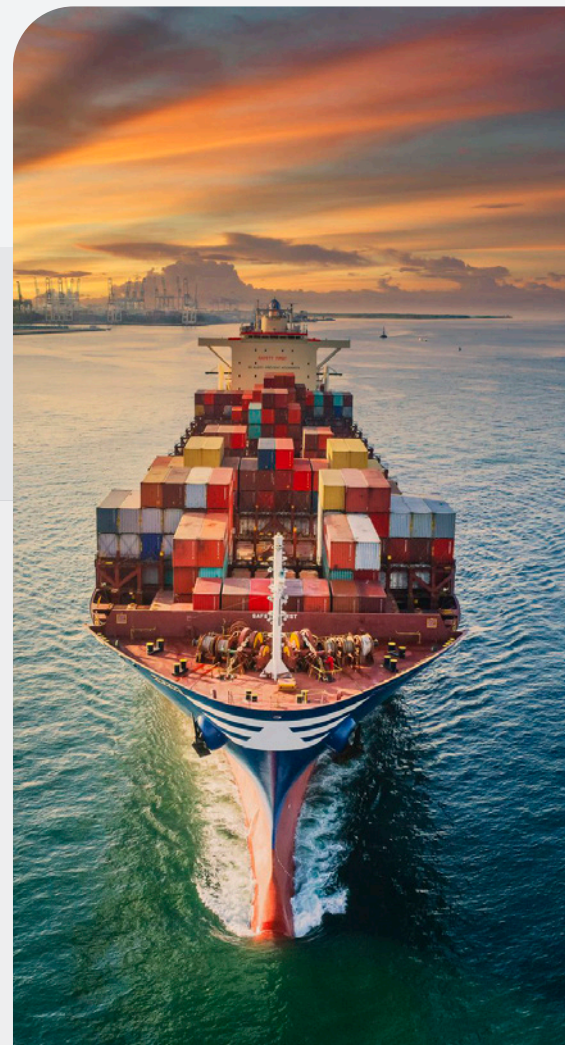
- Main commodity groups
- Physical vs. Futures/derivatives trading
- Price discovery
- Principal commercial terms

Module 2: SHIPPING & LOGISTICS

- INCO terms and shipping documents
- Types of transport: short-sea, deep-sea, road, rail
- Dry Bulk Index and other freight indices
- Storage and inspection

Module 3: FINANCING

- Title documents
- Payment terms: letters of credit, open terms, telegraphic transfer (T/T)
- Insurance: cargo, marine, credit
- Risk: credit, performance, and FX





Module 4: HEDGING

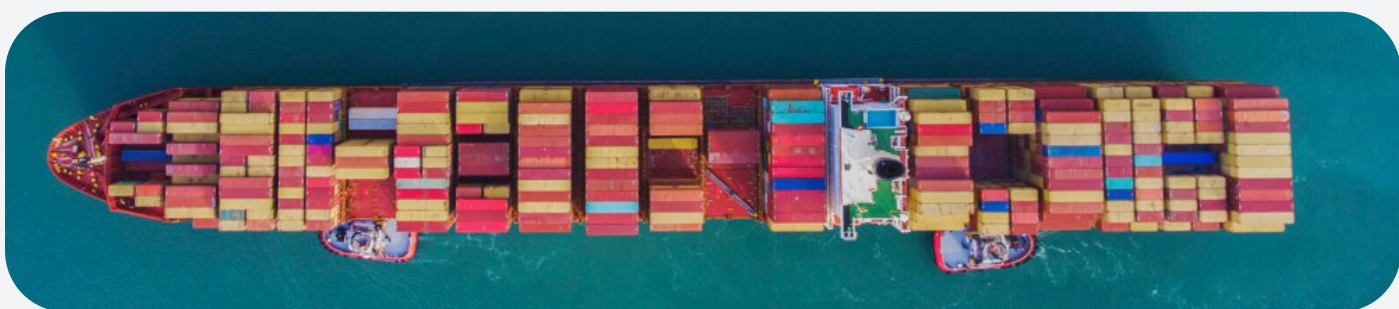
- Overview of commodity futures markets
- Futures, swap, options
- Hedging basics
- Spreads and forward prices

Module 5: INDUSTRY STRUCTURE & TRADING TACTICS

- Collection, refining, and smelting margins
- Trading vs. distribution
- Supply & demand basics
- Oil “super contangos” and other strategies

Module 6: TECHNOLOGICAL, ETHICAL AND FUTURE CONSIDERATIONS

- What role will blockchain and other technologies play in the digitization of supply chains?
- How do we make supply chains more sustainable?
- What do the various green initiatives mean for commodities?
- What does the future have in store for the commodities industry?



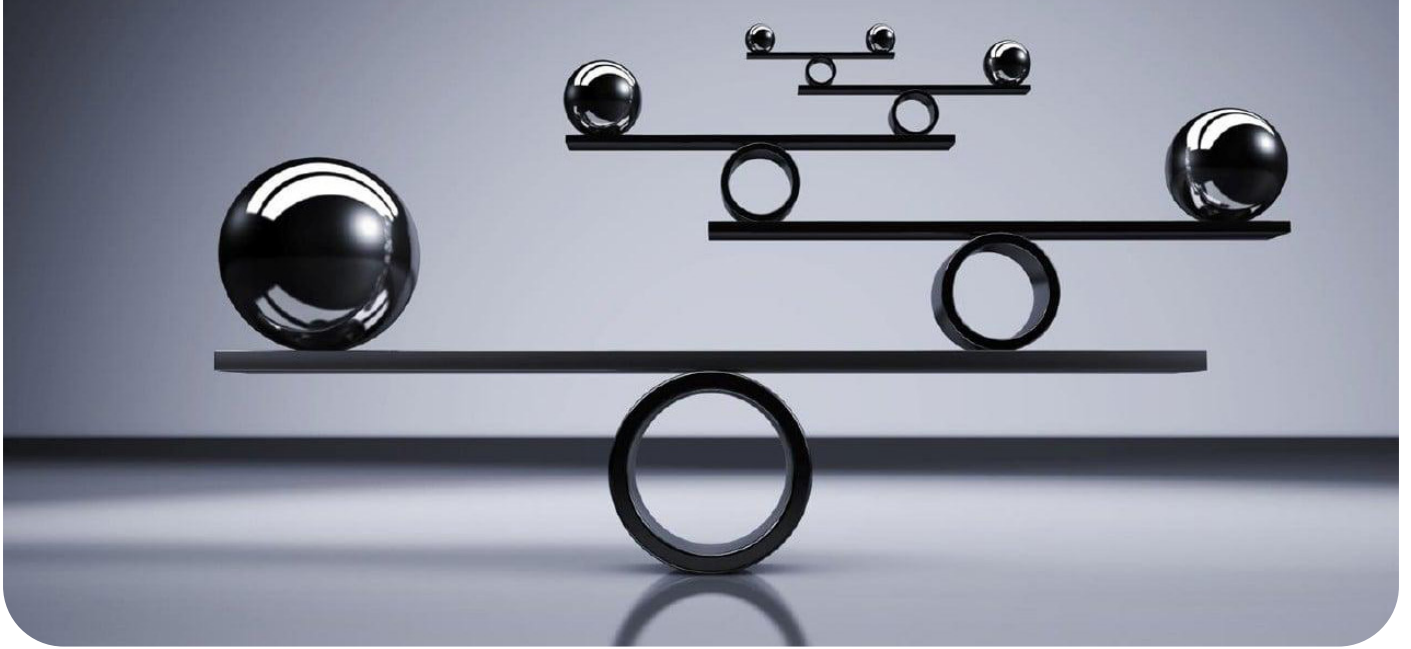
COURSE INFORMATION

Duration	5 Days
Format / Location	Live Online or On Campus in Zurich
Costs	CHF 4'950*
Award	SBS Executive Education Certificate upon successful completion

* The course fee includes the lectures, course materials, certificate and coffee-breaks. Participants must arrange for their accommodation, travel and meals by themselves.



APPLY NOW >



Certificate Course

AI STRATEGY AND GOVERNANCE FOR LEADERS

A Practical Two-Day Certificate Course for Responsible AI Adoption, Business Value, and Risk Control

This two-day certificate course helps leaders, managers, and business practitioners move from AI experimentation to responsible AI adoption.

Participants learn how to identify high-value AI opportunities, assess risks, define governance structures, manage hallucination and data risks, oversee vendors, and build a practical AI strategy roadmap.

This course is designed for non-technical leaders who need to make informed decisions about AI. It does not train participants to become data scientists. It helps them become better AI decision-makers, sponsors, and governance leaders.

THE COURSE OUTLINE

Day 1: AI Strategy, Opportunity, and Risk

FROM AI HYPE TO BUSINESS VALUE

Day 1 helps participants understand where AI creates value and where it creates risk. Leaders learn how to evaluate AI opportunities, prioritize use cases, and avoid common mistakes such as adopting AI without clear ownership, relying on unverified outputs, or investing in tools without a business case.

- Session 1:** AI for Leaders – What Matters and What Does Not
- Practical Output:** AI Opportunity and Risk Map
- Session 2:** Prioritizing AI Use Cases
- Practical Output:** AI Use-Case Prioritization Matrix
- Session 3:** AI Risk Classification and Governance Requirements
- Practical Output:** AI Risk Classification Matrix
- Session 4:** Never Trust Unverified AI Outputs
- Practical Output:** AI Output Verification Checklist



Day 2: Governance, Operating Model, and AI Roadmap

SCALING AI RESPONSIBLY

Day 2 focuses on transforming AI ambition into a governed operating model. Participants learn how to establish accountability, manage AI risks, oversee vendors, support employee adoption, and build a practical roadmap for responsible AI implementation.

- Session 5:** Building the AI Governance Operating Model
- Practical Output:** AI Governance Operating Model Canvas
- Session 6:** AI Vendors, Tools, and Third-Party Risk
- Practical Output:** AI Vendor Due Diligence Checklist
- Session 7:** Leading AI Adoption and Workforce Readiness
- Practical Output:** Team AI Readiness and Adoption Plan
- Session 8:** AI Strategy Roadmap and Leadership Action Plan
- Practical Output:** 90-Day AI Strategy and Governance Roadmap

Final Course Deliverables: Each participant leaves with a practical AI Strategy and Governance Toolkit



COURSE INFORMATION

Duration	2 Days
Format / Location	Live Online or On Campus in Zurich
Costs	CHF 1'950*
Award	SBS Executive Education Certificate upon successful completion

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APPLY NOW >



Certificate Course

SUSTAINABLE BUSINESS STRATEGY AND ESG LEADERSHIP

A Practical Two-Day Course for Value Creation, Risk Management, and Responsible Growth

This two-day course helps leaders, managers, and business practitioners turn sustainability and ESG from compliance obligations into practical business strategies. Participants learn how environmental, social, and governance issues affect business performance, risk, reputation, financing, supply chains, customers, employees, and long-term value.

The course is designed for leaders who need to make sustainability actionable. Participants learn how to identify material ESG issues, connect sustainability to strategy, assess climate and supply-chain risks, avoid greenwashing, define KPIs, and build a practical sustainability roadmap.

The course is not only a technical reporting course. It focuses on leadership decisions: what matters, where to act, how to prioritize, how to measure progress, and how to communicate credibly.

THE COURSE OUTLINE

Day 1: Sustainability, ESG, and Business Value

FROM COMPLIANCE TO STRATEGY

Day 1 helps participants understand sustainability and ESG as business issues, not only reporting or public relations topics. Leaders learn how ESG factors influence performance, risk, competitiveness, investment, supply chains, customers, employees, and long-term resilience.

Session 1:	ESG and Sustainability as Business Strategy
Practical Output:	Sustainability Business Value Map
Session 2:	Materiality and Stakeholder Expectations
Practical Output:	ESG Materiality Matrix
Session 3:	Climate, Resource, and Supply-Chain Risk
Practical Output:	ESG Risk and Opportunity Register
Session 4:	Sustainability Strategy and Competitive Advantage
Practical Output:	Sustainability Strategy Portfolio



Day 2: ESG Leadership, Implementation, Reporting, and Communication

TURNING SUSTAINABILITY PRIORITIES INTO ACTION

Day 2 focuses on implementation. Participants learn how to define ESG goals, assign ownership, select KPIs, establish governance, communicate credibly, avoid greenwashing, and create a practical roadmap for implementation.

- Session 5:** ESG Governance and Accountability
- Practical Output:** ESG Governance and Accountability Map
- Session 6:** ESG Metrics, Reporting, and Data Quality
- Practical Output:** ESG KPI Dashboard
- Session 7:** Credible Sustainability Communication and Greenwashing Risk
- Practical Output:** Credible ESG Communication Checklist
- Session 8:** ESG Leadership Roadmap and Action Plan
- Practical Output:** ESG Leadership Action Roadmap

Final Course Deliverables: Each participant leaves with a practical Sustainable Business and ESG Leadership Toolkit.

COURSE INFORMATION

Duration	2 Days
Format / Location	Live Online or On Campus in Zurich
Costs	CHF 1'950*
Award	SBS Executive Education Certificate upon successful completion

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APPLY NOW >



Professional Program

ADVANCED HEALTHCARE MANAGEMENT

STRATEGY, AI, QUALITY, AND PATIENT-CENTERED TRANSFORMATION

Lead Healthcare Transformation with Strategy, Innovation, and Impact.

Healthcare leaders are under increasing pressure to improve quality, manage costs, embrace digital transformation, and deliver better patient outcomes.

This 8-week virtual executive certificate is designed for healthcare executives, managers, clinicians, and healthcare professionals who want to strengthen their leadership capabilities and drive meaningful change within their organizations.

Through live online sessions, interactive workshops, and applied project work, participants explore healthcare strategy, AI and digital health, quality improvement, patient-centered care, and organizational

transformation. Each participant develops a practical transformation roadmap or business action plan focused on a real challenge from their organization.

Participants leave with practical frameworks, actionable insights, and a clear implementation plan to improve performance, patient experience, and long-term organizational effectiveness.

Optional Zurich Executive Immersion

Participants who wish to complement the virtual learning experience may join an optional two-day Executive Immersion in Zurich.

This experience provides direct exposure to Swiss business practice, innovation, leadership, and executive networks in one of Europe's leading business hubs.

COURSE OUTLINE

Six modules over eight weeks

Module 1: Healthcare Strategy and System Transformation

Health system pressures, cost growth, aging populations, service redesign, public/private healthcare models, and strategic positioning.

Module 2: Healthcare Finance and Value-Based Decisions

Budgeting, cost drivers, reimbursement logic, productivity, value creation, performance dashboards, and investment decisions.

Module 3: AI, Data, and Digital Health

AI use cases, digital health platforms, health data, responsible AI, workflow automation, telemedicine, interoperability, and digital transformation.



Module 4: Quality, Safety, and Patient Experience

Patient safety, quality improvement, clinical pathways, service excellence, patient-centered design, and outcome measurement.

Module 5: Healthcare Leadership and Change

Leading clinicians, interdisciplinary teams, resistance to change, burnout-aware leadership, communication, and implementation.

Module 6: Transformation Project

Each participant works on one real problem from their organization and presents an implementation roadmap.

Optional Premium Add-On: Zurich Executive Immersion (request information for details and cost):

- Experience Switzerland’s Business and Innovation Environment
- Participation in the Zurich Immersion is entirely optional and is not required to complete the program.

COURSE INFORMATION

Duration	8 Weeks Weekly Sessions
Format / Location	Live Online
Costs	CHF 3'950*
Award	SBS Executive Education Certificate upon successful completion

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APPLY NOW >



Professional Program

ENTREPRENEURSHIP AND BUSINESS GROWTH MANAGEMENT

BUILD, VALIDATE, AND SCALE YOUR VENTURE

This virtual-first professional program is designed for international entrepreneurs, managers, family-business successors, and innovation leaders who want to build, validate, finance, and grow a business without interrupting their work or traveling abroad.

Participants join live online sessions from anywhere in the world and apply the learning directly to a business idea, growth challenge, innovation project, SME growth challenge, or family-business opportunity. The program combines faculty input, practical venture-building tools, peer exchange, workshops, and a final business growth presentation.

Participants leave with a clearer business model, stronger market validation, a practical growth roadmap, and a pitch they can use with stakeholders, investors, partners, or internal decision-makers.

Optional Zurich Entrepreneurship and Innovation Immersion

Participants who wish to complement the virtual learning experience may join an optional two-day Entrepreneurship and Innovation Immersion in Zurich.

This experience provides direct exposure to startups, entrepreneurs, investors, companies, and innovation ecosystems in one of Europe's leading business hubs.

COURSE OUTLINE

8-Week Learning Journey:

- Week 1:** Entrepreneurial Mindset, Opportunity Identification, and Goal Setting
- Week 2:** Business Model Design and Value Proposition Development
- Week 3:** Customer Discovery, Market Validation, and Competitive Analysis
- Week 4:** Independent Project Work and Customer Validation
- Week 5:** Go-to-Market Strategy, Pricing, and Sales Channels
- Week 6:** Entrepreneurial Finance, Cash Flow, and Funding Options
- Week 7:** Growth Roadmap Development, Risk Assessment, and Pitch Preparation
- Week 8:** Final Business Growth Presentations and Implementation Planning



Optional Premium Add-On: Zurich Entrepreneurship and Innovation Immersion (request information for details and cost):

- Experience Switzerland's Entrepreneurial Ecosystem
- Participation in the Zurich Immersion is entirely optional and is not required to complete the program.



COURSE INFORMATION

Duration	8 Weeks Weekly Sessions
Format / Location	Live Online
Costs	CHF 3'950*
Award	SBS Executive Education Certificate upon successful completion

** The course fee includes the lectures, course materials, certificate and coffee-breaks. Participants must arrange for their accommodation, travel and meals by themselves.*



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