



**Webster**  
UNIVERSITY

Geneva

Master of Arts  
**Management &  
Leadership**

Develop and refine the skills you need to become a more informed, strategic decision-maker and authentic leader.

# Master of Arts (MA) in Management & Leadership

## Succeed as a Strategic Leader

Not all managers are leaders--yet the most effective managers often rise to senior leadership roles. The most advanced among them will not only drive success for their own company, but influence the landscape of an entire industry. This requires a dedication to excellence, a commitment to learning and to being at the forefront of business trends.

Our program will equip you with an understanding of global business practices, the capacity for innovative thinking and the motivational skills needed not just to manage people but to rally them behind you. Our professors will help to amplify your abilities for developing solutions to complex problems and situations. You will understand how to analyse industry trends and their impact on your organization as well as to anticipate, plan, and execute organizational change.



## Develop the Skills and Understanding You Need



“Today’s managers operate in an environment characterized by breath-taking technological and scientific advances, unprecedented interconnectedness and ambiguity, and ethical and social challenges. The academic subject areas traditionally taught are still required to succeed, but to effectively lead an organization in an increasingly complex environment students must go further than ever before.

At Webster University Geneva we have adopted an interdisciplinary and holistic vision of all aspects of management studies, to prepare you as a successful future leader. The MA in Management and Leadership program is taught by an international team of the prominent experts who integrate current research with proven practice across a wide range of business disciplines.

Our program is designed to help you gain new self-awareness. You will develop analytical, critical and innovative thinking, and strengthen your skills to solve complex problems, use communications and human resources strategically, and lead effectively in a cross-border multicultural environment. These will ultimately enhance your performance and help drive the success of your organisation.”

**Dr. Michal Paserman**  
Management & Leadership Program Director



Webster University carries full institutional accreditation from the Higher Learning Commission (HLC). Students at Webster University Geneva therefore earn the same degree that is awarded in the United States.

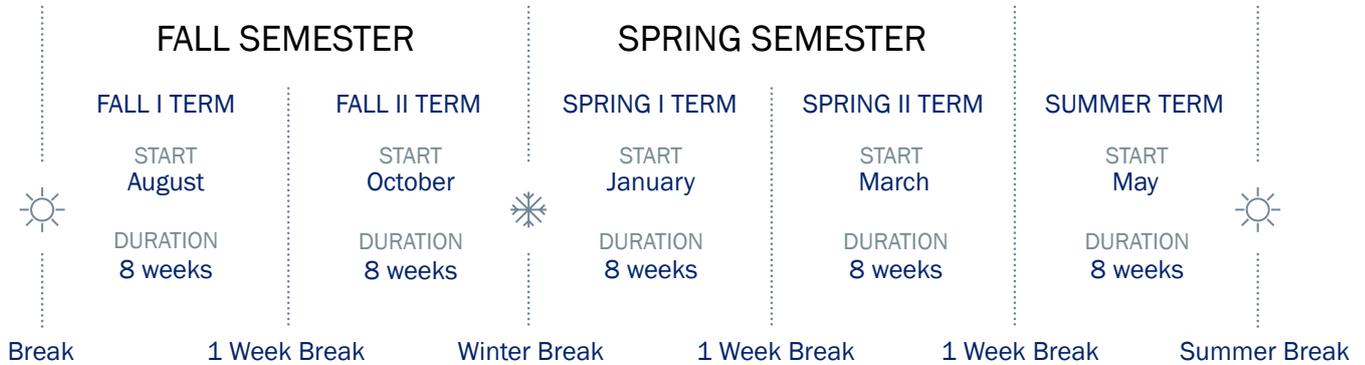
In addition, our Business and Management programs offered by the Walker School of Business and Technology at Webster University Geneva are accredited by ACBSP (Accreditation Council for Business Schools and Programs).



# Flexible Schedule

Start your MA at one of five different entry dates throughout the year. The program is made up of 7 core courses, 4 electives and a capstone experience. Each course takes place one evening per week over an eight week term period. Our WebNet+ technology also provides for remote attendance of some classes.

Full-time students take two classes per term whereas part-time students take one class per term. Students can shift between full- and part-time study. This unique structure gives candidates the opportunity to tailor the program to their personal and professional schedules.



## Courses

### 7 Core Courses

Management  
Organizational Behavior  
Managing Human Resources  
Basic Finance for Managers  
Management and Strategy  
Managerial Leadership  
Organization Development and Change

+

### 4 electives

Tailor your degree with targeted electives for your career. Options include business & technology, media communications, psychology, and international relations courses

+

**Integrated Studies in Management/thesis/project**

## Sample Elective Courses

### Technology and Innovation Management

Trends like the emergence of new innovation hubs, from India to South Korea, and the penetration of technology into low-tech business sectors bring added complexity for the proper management of technology. This course provides non-IT managers with knowledge of the main conceptual frameworks and practical tools related to understanding the technology and management interface. It builds awareness of global trends and the critical skill set needed for managing the dynamics of technological change. A special emphasis is placed on developing key attitudes and behaviors that foster creative and imaginative solutions.

### The Webster Edge (new)

A unique holistic and interdisciplinary professional and personal development program. It complements the fundamental business education with the soft skills required to succeed in the future workplace and meet personal goals in life. Using a unique mix of personal coaching and advisory, workshops, seminars, simulations, and expert guest lectures, the program integrates structured career management into the MA in M&L. It helps students develop skills to approach and solve complex problems, prioritize, manage stress and other emotions, develop networks and be adaptable and resilient. It also provides students with a portfolio of professional tools for international negotiations, entrepreneurship, change management, effective leadership, effective intercultural communication, and innovative thinking.

### Doing Business in/with China (new)

Reemergence of China has been the most important geopolitical fact of the last twenty years. China's ubiquity in business issues implies that everyone has or will have a competitor, a supplier, a customer or a boss who is Chinese. This seminar starts in Geneva with a condensed introductory module, and is followed by a one week seminar on the Shanghaiese Webster campus. This location makes for the perfect host to connect with the Chinese economy.

## Message from the Chair

“Our Master in Management and Leadership is one of our dedicated Graduate Programs. It has been designed for future business managers who consider that people are the key resource in organizations. You might have the best strategy, a distinctive technology, incredible commercial networks, or unlimited financial resources, but nothing will be accomplished if teams are not fully committed.

Our multicultural campus – with 80 nationalities represented, is also the right place to learn how to deal within a globalized working environment. Our small classes enable rich and fruitful interactions between selected participants. Our research professors are complemented by clinical professors who are each highly experienced experts from their respective sector or industry. Finally, our special emphasis on digital transformation and creativity puts us at the cutting edge of the new society. Join us for an academic journey as you learn more about how the people around you—and your own potential to lead them — can become your most important assets.”

**Dr. Dominique Jolly**

Chair, Walker School of Business & Technology, Webster University Geneva



### Experience Webster: Upcoming Events

The Walker School of Business and Technology regularly hosts conferences and events at Webster open to all students, on hot topics ranging from Behavioral Economics to the re-emergence of business along the Silk Road. In addition, Webster University Geneva hosts dozens of public events each year, including a Spotlight Series on topics in Media Communications, an annual Humanitarian Conference and a lecture series on Creativity and Innovation.

Register soon for an upcoming event at [www.webster.ch](http://www.webster.ch)

### How to Apply?

For more information about our admissions criteria, tuition fees and how to apply, please visit [www.webster.ch/admissions](http://www.webster.ch/admissions)

Contact us for further details and personalized coaching through the application process:

**Mehrnaz Tohidi**  
**Graduate Admissions & Outreach Officer**  
[graduateadmissions@webster.ch](mailto:graduateadmissions@webster.ch)  
**+41 (0) 22 959 8080**

### Webster University's Mission

Webster University, a worldwide institution, ensures high quality learning experiences that transform students for global citizenship and individual excellence.

[www.webster.ch](http://www.webster.ch)

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