

EMBA Study Journey

18 Master Classes + Master Thesis

The study journey outlines all EMBA Master Classes descriptions:

Financial Accounting

Professor Dr. Filip Roodhooft, Katholieke Universiteit Leuven and Vlerick Business School, Belgium

In the financial accounting course, we discuss the different types of financial information that companies on the stock market prepare. Financial accounting creates transparency in financial markets and helps capital providers of companies to make good decisions on the allocation of funds. After the course, you will understand the different financial statements (balance sheets, income statements and cash flow statements) that a company publishes externally. You will also realize that estimates will impact the financial information that companies publish externally.

→ [Included in CAS Finance & Accounting](#)

Managerial Accounting

Professor Dr. Filip Roodhooft, Katholieke Universiteit Leuven and Vlerick Business School, Belgium

In the managerial accounting course, we use case studies to show how internal information within companies can be used by managers to make better decisions and to create value for a company. One of the key contributions of the finance function in companies is indeed strategic decision-making and strategic performance measurement. After the course, you will understand how reports designed by the finance function can help non-financial managers to make better decisions and how the finance function can measure the strategic process a company makes.

→ [Included in CAS Finance & Accounting and CAS Business Transformation & Strategy](#)

Project Valuation

Professor Dr. Claudio Loderer, Rochester-Bern Executive Programs, Switzerland

This course provides the conceptual framework managers need to evaluate and decide on investment projects, such as replacing machinery, launching new products, or building new facilities. Participants learn to assess financial viability, quantify risks, and apply valuation techniques to guide strategic decision-making. The course combines theoretical foundations with practical applications, ensuring that the principles learned can be applied broadly to improve management decisions.

→ [Included in CAS Finance & Accounting and CAS Business Intelligence & Operations](#)

Company Valuation

Professor Dr. Claudio Loderer, Rochester-Bern Executive Programs, Switzerland

This course equips managers with the tools and methods to determine the value of entire companies and navigate the negotiation process in mergers, acquisitions, or divestitures. From analyzing financial performance to applying valuation models, participants gain a clear understanding of how to assess corporate worth and structure agreements. The perspectives explored bridge theory and practice, enabling participants to make well-informed, value-driven strategic decisions.

→ [Included in CAS Finance & Accounting](#)

Sales & Distribution Management

Professor Dr. Paulo Albuquerque, INSEAD, France

The main aim of the course is to provide you with the ability to assess distribution and sales force strategic situations and to make decisions based on both qualitative and quantitative foundations. At the end of the course, you should be able to appreciate the complexity and central role of the sales and distribution functions and its essential role in the implementation of the marketing strategy.

→ Included in [CAS Marketing & Sales Proficiency](#)

Managerial Economics

Professor Dr. David Myatt, London Business School, United Kingdom

In this course, you will study the foundations and performance of trade within low-friction price-mediated marketplaces. You will explore how businesses with market power can exploit higher-friction marketplaces through trading and pricing decisions. You will evaluate the impact of competition and capabilities on profitability and other stakeholder outcomes. Additionally, you will examine tools that create and shape marketplaces through advertising, product design, and segmentation.

→ Included in [CAS Marketing & Sales Proficiency](#) and [CAS Finance & Accounting](#)

Leadership & Empowerment

Professor Dr. Katharina Lange, IMD, Switzerland

This course explores how leaders inspire, engage, and empower individuals and teams to reach their full potential. You learn to cultivate trust, foster collaboration, and create an environment where people are motivated to take ownership and contribute to organizational success. Drawing on theory and practical tools, the course emphasizes self-awareness, emotional intelligence, and the ability to adapt your leadership style to different contexts.

→ Included in [CAS Business Intelligence & Operations](#), [CAS Marketing & Sales Proficiency](#), and [CAS Business Transformation & Strategy](#)

Marketing Strategy

Professor Dr. Ron Goettler, University of Rochester, U.S.

This course will focus on contemporary areas to improve marketing strategy decisions. During the course, students will: learn how to use marketing analytics; understand the various elements in marketing mix; learn return of investment analysis for each communication channel, particularly digital advertising; integrate market research into marketing strategic decision making and learn contemporary branding evaluation techniques.

→ Included in [CAS Marketing & Sales Proficiency](#)

Pricing Policies

Professor Dr. Teck Yong Tan, University of Rochester, U.S.

Pricing is one of the most difficult decisions managers make and the one with the most direct and immediate impact on the firm's financial position. Many firms do it poorly, primarily by using inappropriate rules of thumb. Doing it well requires knowledge, analysis, discipline, and creativity. This course will explore the fundamentals of pricing strategy, drawing on business-to-business and business-to-consumer examples and discussions. This course aims to equip participants with proven concepts, techniques, and frameworks for assessing and formulating pricing strategies. The course complements strategy, marketing, finance, and consulting disciplines and is one of Simon's

comparative advantages. The goal of the course is to enhance students' economic intuition related to pricing strategy.

→ [Included in CAS Marketing & Sales Proficiency](#)

Global Economic Environment

Professor Dr. Aymo Brunetti, University of Bern, Switzerland

This course aims at providing the major tools for an understanding of the macroeconomic environment in which a company operates. The course aims at providing a few key concepts that can be used to analyze many different macroeconomic questions. We emphasize intuition and application of the concepts. Furthermore, we try to give an overview that covers the most important macroeconomic areas and questions such as growth, business cycles, monetary policy, exchange rates or financial crises.

→ [Included in CAS Business Transformation & Strategy](#)

Corporate Financial Policy

Professor Dr. Urs Wälchli, Simon Business School and University of Rochester, U.S.

You learn how firms interact with capital markets and why that is relevant. At the core of our considerations are:

- Financing policy: How should firms finance their business activities?
- Investment policy: Which factors should guide a firm's investment activities?
- Payout policy: How much and how should firms return capital to their investors?

You learn how different financing instruments can be used to bridge disagreements, make deals more valuable, set the right incentives, and even serve as a truth serum. You discover the power of these tools in financing decisions along the lifecycle of a firm, including seed financing, venture capital, mergers and acquisitions, and initial public offerings. Finally, we extend this logic to financial risk management and learn how different financial instruments can be used to mitigate risk.

→ [Included in CAS Business Transformation & Strategy and CAS Business Intelligence & Operations](#)

Innovation & Entrepreneurship

Professor Dr. Marc Gruber, École polytechnique de Lausanne (EPFL), Switzerland

More than ever before, technological innovation and disruption affect the way in which business can be conducted and the way in which new wealth is created. How to master technological change and how to profit from innovation are key questions for business leaders. They are essential to the development of competitive advantage and the performance of all types of companies. In this course, you will not only be exposed to the latest thinking on entrepreneurship, technological change and innovation, but you will also apply new business tools that allow you to master technological disruption. Furthermore, you will develop an innovative project for your company.

→ [Included in CAS Business Transformation & Strategy](#)

Corporate Strategy

Professor Dr. Filip Caeldries, TIAS Business School, Tilburg University, the Netherlands

Strategic management takes the perspective of the general manager who is involved with managing a business unit in its totality. The course focuses on the fundamentals that permit a firm to develop, sustain as well as capture the value of a superior strategic position. At the end of the course, you will have obtained an actionable understanding of the strategy concept enabling you to participate confidently in the strategic dialogue within your organization.

→ [Included in CAS Business Transformation & Strategy](#)

Operations & Supply Chain Management

Professor Dr. Robert Boute, Vlerick Management School, Belgium

Operations & Supply Chain Management is at the core of any organization to design, produce and deliver products and services that satisfy external and internal customer needs. Throughout the course, we will develop an understanding of the complex and crucial interactions between operations and other functional areas, particularly marketing and finance. We will identify effective measures to improve operational performance and show how this – in turn – improves the organization's financial results.

→ Included in [CAS Business Intelligence & Operations](#)

Managerial Decision Analysis

Professor Dr. Karl Schmedders, IMD, Switzerland

In the era of data science and artificial intelligence, managers need a solid grasp of the foundations of uncertainty modeling, business analytics, and AI tools. This course begins with fundamental concepts of uncertainty management and decision-making under risk. You will explore both the power and limitations of data analysis in business contexts. Special emphasis is placed on regression analysis, which continues to be one of the most important and interpretable tools in management analytics. The course will also include forward-looking discussion of modern AI, including an accessible introduction to large language models (LLMs) such as ChatGPT, and their potential role in enhancing managerial insight, productivity, and decision-making.

→ Included in [CAS Business Intelligence & Operations](#) and [CAS Finance & Accounting](#)

Organizational Transformation

Professor Dr. Katharina Lange, IMD, Switzerland

Every company needs to refine the current business model for higher performance (exploitation) and lead the organization to find new ways of doing business in the future (exploration). In this Master Class, you will focus on the leadership side of the Exploit – Explore equation. How can leaders prepare their organizations for the future without sacrificing performance today? We will discuss the leadership capabilities needed to lead transformations, as well as the process to guide people through change. We will use a case study to see how a transformation can unassumingly unfold – and discuss the implications on your own area of responsibility.

→ Included in [CAS Marketing & Sales Proficiency](#), and [CAS Business Transformation & Strategy](#)

Information Technology & Strategy

Professor Dr. Ravi Mantena, University of Rochester, U.S.

Information technology is transforming firms, markets, products, and processes with remarkable speed. Recent developments in AI have the potential to further accelerate the transformation. This presents managers with new challenges and valuable opportunities. This course dives into the strategic use of IT within a business context, focusing on how IT can enable competitive advantage, enhance business processes, and drive innovation. The course interweaves theory and practice, with students acquiring useful frameworks for analyzing the use of IT in organizations.

→ Included in the [CAS Business Intelligence & Operations](#)

Business Analytics

Professor Dr. José Parra-Moyano, IMD, Switzerland

Data has become an essential asset for companies to produce and compete. In fact, even in 2019, four of the six top companies in market valuation — Amazon, Alphabet, Facebook, and Alibaba — based their business models on the use of data to optimize advertising. It is therefore essential that business managers understand data as a production factor and know how to extract value from data. Therefore, this course introduces data as a production factor, explains its unique attributes (what makes this factor of production different from other production factors), as well as how data can transform existing organizations and give rise to new business models. Once you understand data as a production factor, this course trains you to generate insights and value out of data, by means of different analytical and programming tools.

→ [Included in CAS Business Intelligence & Operations](#)

Master Thesis

Supervising Professor: Assigned based on your chosen thesis topic

The Master Thesis is the capstone of the EMBA program, allowing you to apply advanced management concepts, analytical frameworks, and research methodologies to a real-world business challenge or strategic opportunity. You select a topic aligned with your goals, and are matched with a professor whose academic background and industry experience best support the chosen focus area. The project integrates insights from the EMBA program and delivers practical, actionable outcomes.

Your study journey forward

Our EMBA is designed to be as flexible as it is ambitious—allowing you to tailor your learning journey, deepen your expertise, and expand your leadership potential. All CAS programs can be upgraded within 5 years to a DAS in General Management (9 Master Classes + DAS Thesis) or to our Executive MBA (18 Master Classes + Master Thesis). Whether you stop at a CAS, progress to a DAS, or pursue the dual-degree Executive MBA, each step equips you with the knowledge, network, and strategic vision to create lasting impact.