



Rochester-Bern Executive Programs

A Skill Set To Address The Technological Challenge

19 managers from six nations, half of them non-Swiss or dual citizens – what connects these people? Having completed an 18-month study program together, they will graduate on June 24, 2017 and receive their Rochester-Bern Executive MBA degree. During the graduation ceremony, following the American model, the best lecturer of the graduating class and an alumnus of class 10 will be honored. Stefano Santinelli, CEO of Swisscom Directories AG, will hold the commencement speech.

On Saturday, June 24, 2017, the 22nd class of the *Rochester-Bern Executive MBA* will conclude a significant chapter of their lives. After studying for a year and a half in Switzerland, the US and China, the graduates will receive their diploma wearing cap and gown. Successful graduates will be awarded with a MBA from the University of Rochester (New York, USA) and an EMBA from the Universität Bern. At the end of their studies, students are encouraged to keep in touch by joining significant national and international alumni networks. The exchange between students and alumni from the most diverse industries allows for lifelong learning, the sharing of experiences and knowledge as well as the nurturing of friendships – this is all part of the Rochester-Bern promise “We’ll change the way you think.”

When the program was founded more than 20 years ago, nobody could have anticipated that one day over two billion people would own a computer, which would allow them to get in contact with anyone, anywhere, at any time. What can we expect in the coming decades? “Digitalization requires a different mindset. An EMBA program that changes the way you think is instrumental in preparing you for this challenge”, says Eric Dubuis, graduate of the Rochester-Bern Executive MBA and CIA & CHRO of the Comet Group. Through the interdisciplinary approach, multiple platforms for the exchange with peers, alumni, and renowned professors as well as initiatives such as the weeklong trip to Silicon Valley, Rochester-Bern equips its students with the skills set to address the technological challenge. These newly acquired skills give the graduates the unique – and for our generation reserved chance – to review our future and master the digital revolution.



About Rochester-Bern Executive Programs

Rochester-Bern Executive Programs is a foundation and based on a longstanding cooperation between the Simon Business School at the University of Rochester (NY, USA) and the Institut für Finanzmanagement of the Universität Bern (Switzerland). The Executive MBA was established in 1995 and is addressed to national and international executives, who have several years of work experience and want to broaden their theoretical and practical management knowledge besides a demanding job. The courses take place in Switzerland (Thun), USA (Rochester, NY and Silicon Valley, CA) and China (Shanghai). Since 1966, the Simon Business School is AACSB (Association to Advance Collegiate Schools of Business) accredited und has been ranked in top positions among business schools worldwide (e.g. number 2 in the world in finance and number 5 in the world in economics according to the Financial Times Ranking 2017). Since the beginning of 2007, Rochester-Bern also offers company-specific programs and seminars. Companies such as SBB, Berner Kantonalbank, Fresenius and UBS are some of the clients. Degree courses such as the CAS in General Management for Board of Directors or further education in Banking and Finance in cooperation with the Swiss Finance Institute (SFI) round off the versatile, high-quality offering of Rochester-Bern Executive Programs.

For further information:

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