

Rochester-Bern Company-specific Programs



We'll change the way you think.

Rochester-Bern

Executive Programs

University of Rochester

Universität Bern



«Rochester-Bern offers tailor-made management development seminars and programs for your company which allow you to combine your strategic goals with state-of-the-art management knowledge in a certified university program.»

[Roger Matthes, Program Director Baloise 2012, Baloise Group](#)

Rochester-Bern: Tailor-made and certified management development

In times of continuous change, organizations need to maintain their competitive edge. One of the key factors to success is solid and permanent management development. Rochester-Bern offers company-specific programs and seminars tailored to your organization's unique needs.

Based on a long-time experience in executive education and the profound knowledge of university partners in Europe and the United States, Rochester-Bern is a competent partner for companies searching for first-class in-house management development.

Rochester-Bern's company-specific programs and seminars are taught within the context of the client's industry in general and the organization in particular – in all areas of business, for all levels of the organization, and anywhere in the world. We offer:

- Executive seminars and workshops on [specific topics](#) (for example, finance, strategy, marketing)
- In-house degree programs on [certificate level](#) (certificate from the University of Rochester and/or Universität Bern)
- In-house degree programs on [master level](#) (degree from the University of Rochester and/or Universität Bern)



«Strategic alignment is one of the essences of success, especially in a complex matrix organization. Our strategy seminar series with Rochester-Bern has led us to meaningful structures, efficient execution, and higher motivation: Today, everyone at PTC Orbe knows his/her role in delivering value to the consumer.»

Valerio Nannini, Director, Nestlé Product Technology Centre Orbe

Example 1: Strategy Seminar

The seminar targets managers from different divisions of the company and aims at initiating a strategic thinking process within the organization.

The audience of the seminar is the extended management team of the company. In the center of discussion are three important dimensions:

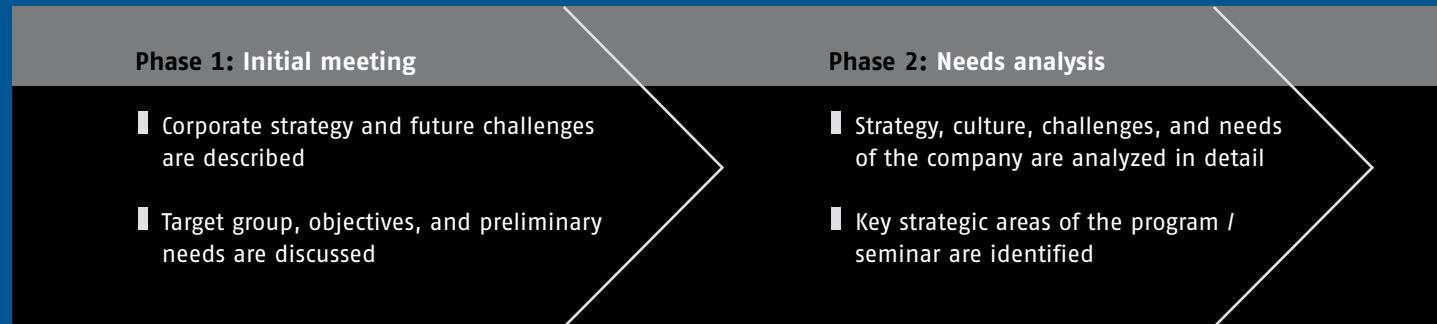
- Who are the targeted (internal and external) customers?
- What value proposition should be delivered to these customers?
- How should this value proposition be delivered to the customers?

The concept of the value curve is used to define the winning customer value proposition. This leads to the creation of an activity system map that describes the business model and thus answers the third strategic question: how should the value proposition be delivered to the customers?

The workshop consists of an interactive presentation and breakout sessions in which teams of participants apply what they have heard to their departments. The workshop is the first step in the direction of strategic alignment. Following the seminar, the preliminary results are fine-tuned and developed further by using the concepts that were taught.

Program development: Intense cooperation between company and university

The development process of a company-specific program or seminar consists of five phases. It requires the commitment and involvement of both the top management of the company and the academic partner of Rochester-Bern.



Phase 3: Program design

- Content and structure of the program / seminar as well as faculty are defined
- Participants are selected and practical issues (e.g. place, schedule) are solved

Phase 4: Program delivery

- Internal and external speakers are involved
- Lectures, group work and case discussions are combined

Phase 5: Program review

- Evaluations during and after delivery are taken
- Evaluations are discussed and necessary changes are initiated



«As a company going through a profound change process, SBB wants to develop a better understanding of business issues on lower and middle management levels. The in-house master and certificate programs of Rochester-Bern allow us to offer a high-level in-house education based on our needs, which is awarded with a university degree.»

Doris Matyassy, Head of Group Development, SBB

Example 2: Master of Advanced Studies in General Management Program

The program targets managers from different divisions of the company who want to deepen their management knowledge.

The aim of the program is to enable participants to develop a solid foundation in core functional business disciplines, to think in a broader context, and to acquire the strategic perspective that is required for managerial decision making.

Besides academic knowledge, company-specific issues are addressed and neatly integrated into the modules. Participants can thus directly apply and link their newly acquired knowledge with company-related problems.

Possible topics are strategy, financial management, managerial accounting, leadership, change management, marketing, communications, and others – based on the needs of the company. Class discussions and projects focus on immediate application in the workplace.

The program consists of at least 9 modules, spread over 18 to 24 months. Every module is concluded with an exam. Furthermore, a diploma thesis is required which gives students the opportunity to apply their knowledge to an actual business problem.

Rochester-Bern: Your partner for company-specific education

The University of Rochester and the Universität Bern have been working together in the executive education market for more than 15 years. The collaboration started with the Rochester-Bern Executive MBA and has been extended to Company-specific Programs.

The University of Rochester is one of the leading private universities in the United States. Its faculty and alumni have included 8 Nobel Prize and 12 Pulitzer Prize winners.

The Simon School of Business at the University of Rochester is accredited by AACSB International since 1966 and ranked number 5 in the world for finance and managerial economics (FT ranking 2010).

The Universität Bern is one of ten universities in Switzerland and has a long and distinguished reputation in economics. It consists of eight faculties, among them the faculty of economics and social science.

Rochester-Bern works with own faculty but also with a network of professors from other European and U.S. business schools as well as practitioners with an outstanding track record. Instructors are selected based on the needs of the customer company.

Main strength: Tailor-made executive education with optimal knowledge transfer

Rochester-Bern's company-specific programs and seminars bring tailor-made executive education into your company. They combine management theory and business experience to lead the management of your organization to the next level. Our strengths:

Tailor-made curriculum

- Programs/seminars are based on a thorough needs analysis
- Topics, level, format, language, etc. are chosen to fit the company's wishes

Optimal knowledge transfer

- Programs/seminars are designed to real-life application
- Contents are coordinated with top management and HR
- People from different parts of the company work closely together
- External and internal speakers bridge the gap between theory and practice

In-house degree programs

- University degree is awarded for an internal program
- Company invests in human capital and its reputation as an employer

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**For more information
and personal contact:**

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