



# WELCOME SESSION

## Master of Science in Responsible Management

### Perspectives on Responsible Management

Thomas Straub



**UNIVERSITÉ  
DE GENÈVE**

**GENEVA SCHOOL OF ECONOMICS  
AND MANAGEMENT**



# Welcome to the Master in Responsible Management!



**Prof Thomas Straub**  
(Program director)



**Prof Christina Hertel**  
(Scientific Committee)



**Prof Sebastian Raisch**  
(Scientific Committee)



**Mrs Margaux Biermé**  
(Academic Advisor)



**Mrs Lisa Canova**  
(Scientific Committee)



# Master of Science in Responsible Management



The Master of Science in Responsible Management educates our future leaders on responsibility and contributing to a business with purpose that creates value in and for society. Students will be equipped to tackle an organization's toughest strategic challenges, lead with greater confidence, inspire performance at all levels, and contribute to an organization of responsibility and integrity.

# Presentation of teaching faculty & courses



# Autumn semester (30 ECTS)


## Mandatory Core Courses



Operations, Logistics and Supply Chain Management  
N. Zufferey  
3 ECTS



Strategic HRM  
M. Ferrary  
3 ECTS




Sustainable Accounting and Reporting  
T. Aubertin  
3 ECTS



Financial Reporting  
Franck Missonier  
3 ECTS



Business Law for Decision Makers  
M.-N. Zen Ruffinen  
6 ECTS



Business Law for Decision Makers  
J.-P. Vulli ty  
6 ECTS



Strategic Management  
S. Raisch  
6 ECTS



Organizational Responsibility  
Schrempf-Stirling  
6 ECTS



Institutional Project  
NN  
6 ECTS  
Elective  
Spring and fall Semester



Financial Reporting  
Sandra Ribeiro  
3 ECTS

**Your feedback is important**

*Modifications can still be performed.*

# Spring semester (30 ECTS)

## Elective Courses



 <p>Responsible Leadership T. Fischer 6 ETCS</p>	 <p>Artificial Intelligence in Business and Society S. Raisch 6 ETCS</p>	 <p>Change Management T. Straub 6 ETCS</p>	 <p>Governing &amp; Designing Organizations for Stakeholders M. Menz 6 ETCS</p>	 <p>Global Strategy T. Ambos 6 ETCS</p>
 <p>Disruptive Technologies L. Howell 6 ETCS</p>	 <p>Entrepreneurship Lab T. Maillart 6 ETCS</p>	 <p>Sustainable Branding M. Paulssen 6 ETC</p>	 <p>Entrepreneurship Lab C. Hertel 6 ETC</p>	 <p>Sustainable Behavioral Science I. Ziano 6 ETC</p>
 <p>Business and Human Rights D. Baumann-Pauly 6 ETC</p>	 <p>Institutional Project NN 6 ETCS Elective Spring and fall Semester</p>	 <p>Perspectives on Responsible Management Scientific Committee 0 ETCS</p>	 <p>Research Methods for Master Thesis Research Assistants 0 ETCS</p>	

*Modifications can still be performed.*

# Agenda



1. What is Responsible Management?
2. Administrative Aspects of the MRM
3. Q & A



# Part 1: What is Responsible Management?





# Why Responsible Management



- Your motivations for a Master in Responsible Management?
  - Discuss with your neighbor for 5 minutes – why did you apply to this specific program?
  - Share with us (5-10min)



# Responsibility



## responsibility noun

re·spon·si·bil·i·ty ri-ˌspän(t)-sə-'bi-lə-tē

**plural responsibilities**

[Synonyms of responsibility >](#)

1 : the quality or state of being **responsible**: such as

**a** : moral, legal, or mental accountability

**b** : **RELIABILITY, TRUSTWORTHINESS**

2 : something for which one is responsible : **BURDEN**

| has neglected his *responsibilities*

## responsibility

*noun*

UK ˈrɪˌspɒn.sɪˈbɪl.ə.ti/ US ˈrɪ.spɑːn.səˈbɪl.ə.ti/

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**responsibility** *noun* (DUTY)

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**B2** [C or U] **something that it is your job or duty to deal with:**

• [+ to infinitive] *It's her responsibility **to** ensure the project finishes on time.*

• *She takes her responsibilities as a nurse very seriously.*

# The Responsibility of Business



Business roundtable 2019

## STATEMENT ON THE PURPOSE OF A CORPORATION

Americans deserve an economy that allows each person to succeed through hard work and creativity and to lead a life of meaning and dignity. We believe the free market system is the best means of generating good jobs, a strong and sustainable economy, innovation, a healthy environment and economic opportunity for all.

Businesses play a vital role in the economy by creating jobs, fostering innovation and providing essential goods and services. Businesses make and sell consumer products; manufacture equipment and vehicles; support the national defense; grow and produce food; provide healthcare; generate and deliver energy; and offer financial, communications and other services that underpin economic growth.

**WHILE EACH OF OUR INDIVIDUAL COMPANIES SERVES ITS OWN CORPORATE PURPOSE, WE SHARE A FUNDAMENTAL COMMITMENT TO ALL OF OUR STAKEHOLDERS. WE COMMIT TO:**

**DELIVERING VALUE TO OUR CUSTOMERS.** We will further the tradition of American companies leading the way in meeting or exceeding customer expectations.

**INVESTING IN OUR EMPLOYEES.** This starts with compensating them fairly and providing important benefits. It also includes supporting them through training and education that help develop new skills for a rapidly changing world. We foster diversity and inclusion, dignity and respect.

**DEALING FAIRLY AND ETHICALLY WITH OUR SUPPLIERS.** We are dedicated to serving as good partners to the other companies, large and small, that help us meet our missions.

**SUPPORTING THE COMMUNITIES IN WHICH WE WORK.** We respect the people in our communities and protect the environment by embracing sustainable practices across our businesses.

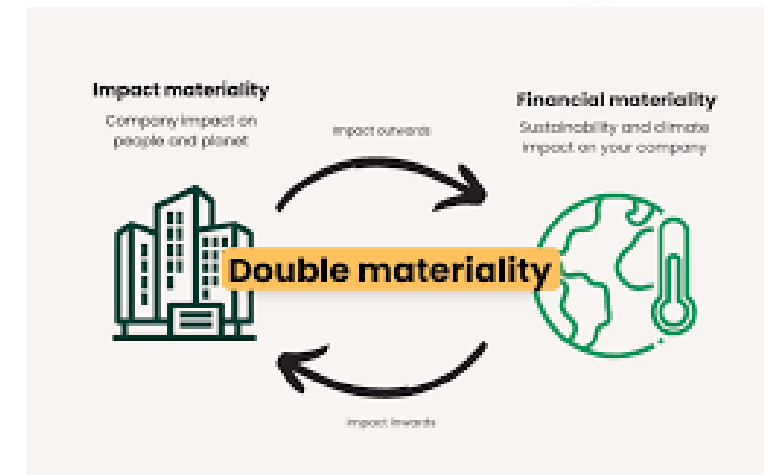
**GENERATING LONG-TERM VALUE FOR SHAREHOLDERS, WHO PROVIDE THE CAPITAL THAT ALLOWS COMPANIES TO INVEST, GROW AND INNOVATE.** We are committed to transparency and effective engagement with shareholders.

**EACH OF OUR STAKEHOLDERS IS ESSENTIAL. WE COMMIT TO DELIVER VALUE TO ALL OF THEM, FOR THE FUTURE SUCCESS OF OUR COMPANIES, OUR COMMUNITIES AND OUR COUNTRY.**

## Davos Manifesto 2020: The Universal Purpose of a Company in the Fourth Industrial Revolution



A general view shows the mountain resort of Davos, Switzerland, January 25, 2019. Image: REUTERS/Arnd Wiegmann



# Objectives: The Master of Science in Responsible Management



- **Educates future leaders on responsibility** and contributing to a business **with a purpose that creates value** for its stakeholders.
- **Offers a curriculum** that is centered around, and fully integrates, relevant aspects of responsible management in its courses.
- Focuses on teaching **how to manage effectively** in pluralistic environments where **multiple stakeholder groups' needs** must be balanced.

# How: The Master of Science in Responsible Management



- **Align with GSEM values:** Rigor, Relevance, Responsibility
- **No parallel program:** The MRM is the one and only management master program at GSEM
- **No silos:** “Responsibility” is the red thread through all courses

# Corporate Social Responsibility

# Sustainability



## The Triple Bottom Line

## SDGs - The Sustainable Development Goals

## ESG - Environment Social Governance

## Corporate Citizenship

## Business and Human Rights

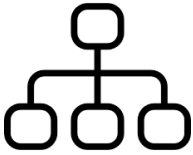
## Stakeholder Management





## **Part 2: Administrative Aspects of the MRM**

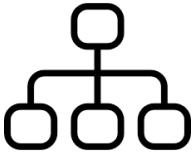
# Program Fact Sheet



<b>Degree</b>	Master of Science in Responsible Management
<b>Contact</b>	<a href="mailto:gsem-management@unige.ch">gsem-management@unige.ch</a> Program coordinator
<b>Duration</b>	1.5 year, full-time
<b>Credits</b>	90 ECTS
<b>Program Language</b>	English
<b>Tuition Fees</b>	~ 500 SFR/semester
<b>Class Size</b>	~ 30-50 students
<b>International Students</b>	~ 50%



# Program Structure: more in detail



## 1<sup>st</sup> semester (30 ECTS)

- **mandatory** core program
- soft-skills lectures (presentation/interview techniques, applying to an international company)

## 2<sup>nd</sup> semester (30 ECTS)

- choice of **electives**

## 3<sup>rd</sup> semester (12 ECTS+18 ECTS)

- **Internship OR Study abroad**
- Internship: Min. 12 weeks (full time), in CH or abroad

OR

- 1 semester abroad

**Master thesis (18 ECTS):** 4-6 months



**COURSES (60 ECTS) → INTERNSHIP (12 ECTS) → MASTER THESIS (18 ECTS)**

**You must complete all mandatory and specialization courses by the end of the retake session (August/September) exam session!**

# Teaching modalities



**In class teaching\* – be present !**

\*Exceptions may occur

# Internship in a Company – 12 ECTS



- 12 weeks minimum internship (full time)
- The Exchange can only be started after full completion of all compulsory courses, totaling 30 ECTS credits.
- The internship can be carried out in Switzerland or abroad.
- Alternatively, the student may study abroad in order to receive the 12 ECTS



# Studying Abroad – 12 ECTS

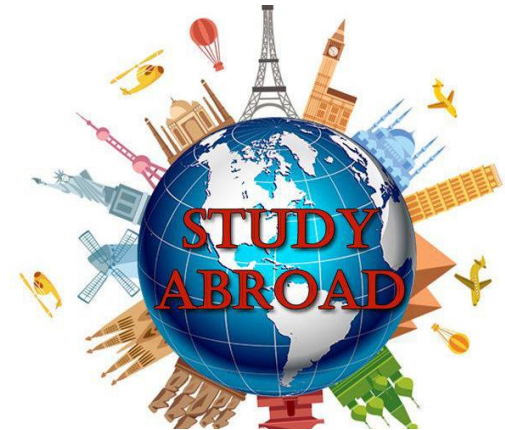


- You might spend **1 semester at a partner University**. Ideally you go abroad during the third semester of the Master program.
- The **internship** can only be started after full completion of all compulsory courses and all elective courses, totaling 60 ECTS credits.

**! Deadline for applications !**

<http://www.unige.ch/gsem/en/programs/exchange/>

[www.unige.ch/exchange](http://www.unige.ch/exchange)



- If you earn 12 or more ECTS abroad, you can skip the internship. Back to Switzerland, you will directly start your MSc thesis.
- Alternatively, the student may do an internship in order to receive the 12 ECTS

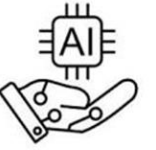
# Master Thesis – 18 ECTS



- The first step of writing a master thesis is to find a **supervisor**, which typically should be an MRM professor teaching in the field that the student has chosen. The **topic and goals** of the master thesis will be discussed together with the supervisor.
- In the spring semester a **master thesis preparation workshop** will be offered
- In general, **master thesis and internship are two separate parts** of your curriculum. Contingent on the agreement of the supervising professor, it is possible to write a master thesis based on the internship.



# MRM Program Policy on the use of generative AI tools



- Participants can use generative AI tools for developing their group presentation and/or individual assignment. UNIGE provides students with access to *Microsoft Copilot* (via their University login, details will be provided in class). Students also have free access to a free version of *ChatGPT* and *Google Gemini* (and possibly other tools such as Claude).
- When using AI for your work, please add a maximum half-page declaration with the following information:
  1. Identify the AI tool(s) you used for your work;
  2. Describe how you used these tools by disclosing the parts of your work that were developed in collaboration with AI and identifying AI's contribution to these parts; and
  3. Explain your unique contribution above and beyond outputs provided by AI.
- The *University of Geneva* statement on artificial intelligence also applies



# Where our alumni work – some examples



J.P.Morgan



LOMBARD ODIER  
LOMBARD ODIER DARIER HENTSCH



Deloitte.

CARAN D'ACHE  
Genève



CATERPILLAR



swissport



Rothschild & Co



Givaudan



CREDIT SUISSE



Cargill



Newell Rubbermaid

Nestlé



Honeywell



amazon



# Faculty values and some practical advice



- Our values:
  - Rigor
  - Relevance
  - Responsibility



- **Email signature:** Use an email signature indicating who you are and your contact details



- **Respect:** Address people respectfully with their name and in case title. Make use of forms of politeness
  - See also: <https://academicpositions.com/career-advice/how-to-email-a-professor>
- **Key contact:** In case of a problem, always first contact the **program coordinator** (see next slide):  
Ms. Margot RICHERT **[gsem-masters@unige.ch](mailto:gsem-masters@unige.ch)** (please do not use personal email)





# Helpline - How to interact with us

## Key Contact

Ms. Margot RICHERT

[gsem-masters@unige.ch](mailto:gsem-masters@unige.ch)



**Director**  
**Prof Thomas Straub**



**Member of the Scientific Committee,  
Teaching and Research Assistant**  
**Mrs Lisa Canova**



**Member of the Scientific Committee**  
**Prof Sebastian Raisch**



**Academic Advisor**  
**Mrs Margaux Biermé**



## Part 3: Q & A

# Q & A



# Informal get-together Apéro

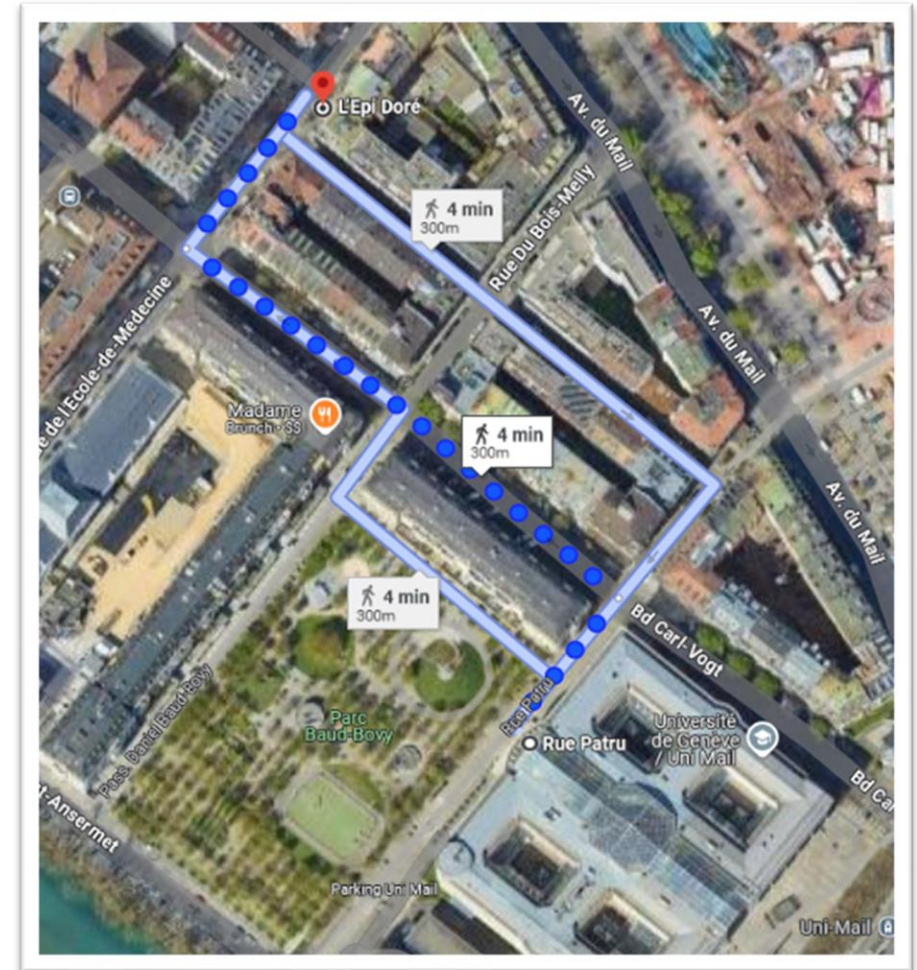
- We are excited to welcome you to our program and would like to kick things off with an informal get-together. This will be a great opportunity for everyone to meet and mingle before we dive into the semester.

- **Where:**

L'Epi Doré,  
Rue de l'Ecole-de-Médecine 7,  
1205 Genève



- No formal agenda, just a chance to relax, enjoy some good company, and perhaps make new friends who will be on this journey with you. We hope you can make it and look forward to seeing you there!



# Enjoy your master studies at UNIGE !

My LinkedIn

