

INFORMATION AT A GLANCE

- Program duration: 12 to 24 months
- Course duration: Two months (course Nr.5 one month)
- Master Thesis duration: 3 to 4 months
- Credit value: 60 ECTS (European Credits)
- Credit transfer: Yes
- Language: English
- Tutorial program fee: 16500 Swiss Francs (CHF), payment in four installments
- Scholarship: * Yes
- Starting dates: October 1./March 1.
- Application deadline: Sept.1./Feb.1.
- Study options:
 - a) 100% online
 - b) Online & one week face-to-face in CH, UAE or USA

Master of Advanced Studies in Leadership and Business Administration - Marketing Management (MASLBAMM)



THE BENEFITS OF THIS GRADUATE DEGREE

Effective leadership is essential to the success of any endeavor in both the public and private sectors.

Businesses, government agencies, elected offices, educational institutions, charitable organizations etc. need valuable leaders who can identify, promote, and accomplish organizational goals and objectives. In this context, MASLBAMM students will have the opportunity to gain the most recent knowledge from the leadership, business administration, and marketing management, incorporated in this program, and become more aware of their own strengths, attitudes, and behaviors, and the effects they have on others as leaders.

Graduates of this program are prepared to become outstanding leaders and to lead their organization to greater effectiveness and success.



Impossible is nothing, Leadership is learnable

You can become an outstanding Leader

CONTACT

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MISSION

- The Master of Advanced Studies in Leadership and Business Administration – Marketing Management (MASLBAMM) at ALSS is a leadership graduate program of study designed to develop skills for effective leadership and marketing management in a rapidly changing, global marketplace.
- Designed in full accordance with the needs of the targeted learners, this program provides individuals currently in or seeking leadership positions with the conceptual and analytical skills necessary for successful leadership.
- This program reflects our commitment to promoting community and business service, personal growth, and evidence based training opportunities for students.

OUTCOMES

- Develop a greater understanding of the range of perspectives about leadership.
- Think critically, strategically and reflectively.
- Become prepared as a potential leader to be more discerning about how you enact the role of leader within your organization.
- Increase your awareness in terms of your own strengths as a leader.
- Better understand the role that emotional intelligence plays in leadership.
- Gain a greater understanding of marketing management.
- Solve problems within organization.
- Make decisions using evidence-based methods.



COURSES

1. *Introduction to Leadership Theory: Leadership Style; Self-Leadership Assessment and Development (10 ECTS)
2. *Leadership and Emotional Intelligence (10 ECTS)
3. Leadership and Organizational Theory: Building Effective Teams; Delivering Organizational Process Excellence (10 ECTS)
4. Marketing Management (10 ECTS)
5. Basics of Research and Academic Writing (5 ECTS)
6. Master Thesis (15 ECTS)

* = optional one week face-to-face in CH, UAE or USA



ADMISSION

1. CV with photo
2. Completed Application Form
3. A copy of bachelor's degree or the highest degree (Students without a bachelor or other academic degree can be enrolled too, based on their dossier, they must confirm at least two years of working experience).
4. A copy of passport or ID
5. Proof of English fluency: We do not require any formal testing such as the TOEFL but students must be able to read, write and speak English fluently.
5. CHF 300 non-refundable application fee, to Academy of Leadership Sciences Switzerland, Bank details: UBS AG, Bahnhofstrasse 45, 8001 Zürich, Switzerland SWIFT/BIC: UBSWCHZH80A IBAN (International Bank Account Number): CH03 0023 2232 1106 6401 M Account Number: 0232 00110664.01M

*10% scholarships available (terms & conditions)

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