

CAS ETH Entrepreneurial Leadership in Technology Ventures

Developing entrepreneurial strategies and leadership skills
for technology ventures



Welcome

Welcome to the Certificate of Advanced Studies programme in "Entrepreneurial Leadership in Technology Ventures" (CAS ETH ELTV). The goal of the programme is to help you develop into leaders of tomorrow's technology companies and to assist you in founding and scaling your own technology businesses. A significant part of the programme consists of personal development work in the form of leadership coaching by renowned coaches with CEO experience. In addition, coaches with serial entrepreneurial experience will guide you in getting your business off the ground. Coaching sessions alternate with teaching modules that introduce you to the latest insights on how to set up a technology business, how to structure deals and term sheets, how to raise financing, how to set up and scale a team, how to engage in entrepreneurial marketing and sales and how to deal with legal issues. To close out the programme, you will take part in a study trip, in which you will put leadership theory into practice and receive ample opportunities to network and share your ideas with peers. We hope you will enjoy the journey as much as we do.



Professor Bart Clarysse
Programme Director
Professor for Entrepreneurship



Professor Vanessa Wood
Vice President for Knowledge Transfer and
Corporate Relations
Professor for Materials and Device Engineering

CAS ETH Entrepreneurial Leadership in Technology Ventures

The CAS ETH ELTV programme uses contemporary executive-education methods, i.e. interactive classes with an application-focused style of instruction. It consists of four main blocks:

- Five educational modules to impart core knowledge
- Individual and custom-tailored trajectory coaching, fitting the needs of participants' business projects
- Personal Leadership development equipping participants with the ability to take on leadership responsibilities in their own venture or company
- A social study trip to put leadership theory into practice

The CAS ETH ELTV programme develops the competencies required for careers in corporate entrepreneurship or as innovation project leaders in technology ventures. Furthermore, the programme prepares participants for roles as founders, CEOs or other top management team members in technology startups.

Language

The course will be taught in English.

Venue

ETH Zurich

Registration deadline

15 July

Degree

Certificate of Advanced Studies ETH in Entrepreneurial Leadership in Technology Ventures (CAS ETH ELTV)

Tuition and registration

CHF 13,930*

* Reduced rates for ETH Pioneer Fellows and partners available

Programme structure

12 months part-time | 15 ECTS credit points

Block I: Core Knowledge

5 Modules | 2 Days (Fri & Sat) every 2 months

Five knowledge modules providing unique research-based insights into the specifics of entrepreneurial strategy, operations, and organisational set-up relevant to technology ventures.

Entrepreneurial Strategies

Entrepreneurial Leadership and Teams

Entrepreneurial Marketing and Sales

New Venture Finance and Legal

Scaling New Ventures and Sustainable Business Models

Block II: Business Project

Ongoing coaching throughout the 12-month programme

Experienced business coaches and start-up mentors will guide participants as they move forward with their projects.

Business Project Development

- › Kick-off: goal setting for business project
- › Coaching and mentoring meetings
- › Final exam: project pitch and defense

Block III: Leadership Development

Ongoing coaching throughout the 12-month programme

Senior executive coaches guide participants in developing a clear action plan to unfold their leadership potential.

Personal and Team Leadership Development

- › Understand your strengths and barriers
- › Create, maintain, and steer a well-functioning team
- › Learn to work in complex stakeholder settings

Block IV: Study Trip

Off-site study trip

During the study trip participants will explore effective communication and agility to become more confident and inspiring leaders through practical workshops.

Social Study Trip Module

- › Leadership and communication exercises
- › Improvisation exercises and theatre games
- › Peer learning and networking



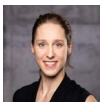
CAS ELTV lecturer Dr Jana Thiel discusses business strategy with ETH technology entrepreneurs.



Christoph Schneeberger
ETH Pioneer Fellow

“I am a firm believer in impact through technology. As an engineer I have that part covered. The CAS ELTV helps me to commercialise the technology and transfer it to the industry, where it unfolds its potential.”

CAS ELTV Alumnus 2020



Zuzana Sediva
ETH Pioneer Fellow

“As a doctoral candidate I was focused on science and technology. Now, as an aspiring entrepreneur many other things have become equally important: Leadership, legal aspects, financing and others, all of which were new to me. The CAS covers these topics and hence gave me a profound understanding of entrepreneurship. I can always come back to the CAS to use some of these concepts to grow my venture.”

CAS ELTV Alumna 2020



Özge Karakas
Founder and COO
Hi-D Imaging

“Being involved in a medtech start-up brings with it the challenges of developing different market entry and pricing strategies for different countries. The CAS ELTV gave me the tools to approach these aspects from different angles. The programme helped me to develop my leadership skills, build my network, and find the right strategies for the success of my company.”

CAS ELTV Alumna 2020

Coordination and Contact

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