

Department of Management, Technology, and Economics – Continuing Education

# 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 business. 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 bring it all to life, you will take part in an international study trip, which will offer ample opportunities to discuss your ideas and business with stakeholders in the technology-oriented entrepreneurial scene. We hope you will enjoy the journey as much as we do!



**Professor Bart Clarysse**  
Programme Director  
Professor for  
Entrepreneurship



**Dr Tomas Brenner**  
Programme Coordinator  
Head of ETH ieLab

# 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 three main blocks:

- Five educational modules to impart core knowledge
- A one-week international study trip to a lively business ecosystem (Boston, USA)
- Business and leadership coaching based on participants' individual trajectories

The CAS ETH ELTV develops the competencies required for careers in corporate entrepreneurship or as an innovation project leader 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 is taught in English.

## Venue

ETH Zurich

## Registration deadline

31 July

## Degree

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

## Tuition and registration\*

CHF 11,930

CHF 9,200 for ETH employees\*\*

## Website

[cas-eltv.ethz.ch](https://cas-eltv.ethz.ch) →

\* Not included: Application fee, travel and accommodation costs for the study trip.

\*\* Pioneer Fellows, doctoral candidates, postdocs, etc.

# Programme Structure

Duration: 12 months part-time

Credits: 15 ECTS

## Block I: Core Knowledge (5 ECTS)

5 on-site modules, 2 days (Fri & Sat) every 2 months

Entrepreneurial Strategies & Lean Innovation	Entrepreneurial Leadership	Entrepreneurial Marketing & Sales	New Venture Finance	Legal Aspects of Starting & Growing a Business
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## Block II: International Study Trip (3 ECTS)

5 days off-site study trip in the spring semester, e.g. in Boston, USA

<b>Skills Module</b> <ul style="list-style-type: none"><li>- Pitching</li><li>- Communications</li></ul>	<b>International Ecosystem Immersion Module</b> <ul style="list-style-type: none"><li>- Immerse into local ecosystem</li><li>- Pitch to local investors, partners, customers</li><li>- Network with local founders community</li></ul>
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## Block III: Business & Leadership Coaching (7 ECTS)

Ongoing project coachings during the entire CAS

<b>Business Coaching</b> <ul style="list-style-type: none"><li>- Kick-off: goal setting for business project</li><li>- Coaching and mentoring meetings</li><li>- Final exam: project pitch and defense</li></ul>	<b>Leadership Coaching</b> <ul style="list-style-type: none"><li>- Understand your strengths and barriers</li><li>- Create, keep, and steer a well-functioning team</li><li>- Improve the ability to work in a large system of clients, boards, and investors</li></ul>
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CAS ELTV lecturer Dr Jana Thiel discusses business strategy with ETH technology entrepreneurs.

**In the CAS ETH Entrepreneurial Leadership in Technology Ventures programme early-career professionals with technical backgrounds will acquire the knowledge and skills necessary for creating, growing and leading technology ventures and for managing new business opportunities in technology-based enterprises.**

## Coordination and Contact

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