

# SUMMER SCHOOL 2021

## HOW TO LEAD WITH PURPOSE AND GLOBAL IMPACT

### AT A GLANCE

This is an intensive two-week program where participants will explore current methods and instruments for a better understanding of how important sustainability and scaling are for entrepreneurs. They will also discover the dual purpose-playbook for leaders, managers and entrepreneurs; learn about different types of purpose driven organization, and the role of humane entrepreneurship.

Place: Fribourg

Credits: 5 ECTS

Language: English

Course Duration: 2 weeks

Kick-off: 29 May 2021

Course dates: 28 June – 7 July 2021

Application deadline: 30 April 2021

### OBJECTIVES

Learn about concepts and models of building corporate purpose; Discover empowering leadership in evolving organization; Enhance your empowering leadership capabilities; Learn how to write the script and create the vision of your own business, gain followers and convince the community.

### HIGHLIGHTS

- Learn from world class professors
- Participate in live case studies
- Learn in a VUCA environment
- Visit exciting and innovative companies
- Create your own entrepreneurial vision

### TARGET AUDIENCE

This summer program is designed for Swiss and international undergraduate and graduate students who have completed at least two years of Bachelor studies or one year of Master studies. Participants should have excellent academic achievements and interest in Entrepreneurship as well as advanced English Skills (CEFR B2 written/C1 oral)

### FEES

CHF 1'250 includes all lectures, study material, cultural activities and transport to company visits. Study grants are available for HES-SO students; enquire for more information.



*“Sustainability issues such as climate change, environmental protection and income inequality must not be ignored if you want to remain a relevant and attractive company. Employees will perform better when they believe in the purpose of their organization.”*

Prof. Dr. Rico Baldegger,  
Director School of Management  
Fribourg

### CONTACT

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