



IAP  
Institute of Applied  
Psychology

Continuing education  
**CAS**  
**International Leader &  
Entrepreneur**

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**Leadership and  
entrepreneurial  
skills in an intercultural  
environment**

# CAS International Leader & Entrepreneur

Nowadays, leadership and entrepreneurial skills are closely connected with a sound understanding of international business practices and communication patterns. Moreover, intercultural competencies of managers and project leaders are important factors for long-term business success of large companies as well as small and medium enterprises. According to the findings of the Swiss International Entrepreneurship Survey 2016, the importance of international expertise cannot be overestimated and influences not only the speed of the internationalisation, but also business success per se.

The most efficient and sustainable way to become entrepreneurial savvy and gain cooperation competencies in a global market is by actually setting up a new business from scratch in an international setting. The CAS International Leader & Entrepreneur challenges managers, project leaders and change leaders to setup a startup which improves the job and life chances of people in an emerging economy. Participants learn by doing and reflecting upon their challenges. They are utilizing and developing their skills in agile project management, finance and intercultural and entrepreneurial leadership.

## Target audience

This program addresses leaders, project managers and change responsables who want to commit themselves to an intercultural cooperation and seek to experience international leadership and entrepreneurship first hand.

## Objectives

Participants will learn to

- target and analyse the needs of the specific local community in the respective Asian market.
- draw a business plan and acquire a financial investor.
- work with a partner team in Asia and ensure timely and resource-oriented delivery.
- actually launch their social enterprise.
- use their own team dynamics productively and inclusively to reach their goals.
- cope with and utilize uncertainty and ambiguity for effective team work.
- practice agile leadership and transfer key lessons learnt.

### Content

Together with IAP coaches and our partners from Bookbridge, participants establish a social enterprise in Asia. During their six months learning path, they are working with local partners and strengthen their financial, entrepreneurial, and team working skills. They will build up cross-border thinking skills, deepen their understanding of the community needs and create a business plan in close cooperation with their partners abroad.

Intercultural leadership, management and entrepreneurial competencies of the participants will be reflected with the help of coaches and incorporated into the professional context of each participant. The tangible result of the program is the opening of the startup during a trip to Asia. Long-term sustainability of this enterprise will be monitored and ensured by Bookbridge.

Language of the program is English.

**«To put entrepreneurial thinking and action into practice in an international context is one of the core competencies of leaders and project managers.»**

Stefanie Neumann, Program Lead

### Duration

18 days

### Start

September 2018

### Costs

CHF 13 900.- (excl. Travel expenses)

### Qualification

Certificate of Advanced Studies in International Leader & Entrepreneur (15 ECTS)

### Contact & further informationen

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