

# Study Trip Silicon Valley

## The Role of Leadership in Entrepreneurial Success

**This study trip takes you strides closer to understanding the role of leaders in innovation processes.**

The study week offers an exclusive selection of lectures and workshops through exclusive personal encounters with professors, business coaches and successful Silicon Valley entrepreneurs. They highlight a range of issues relating to the connection between leadership and sustainable business success.

Participants meet in San Francisco and reside downtown. The week's program includes a variety of handpicked companies and leaders in San Francisco and the famous Silicon Valley. Our guiding question throughout the trip is: What in innovation is essential to these leaders and how do they foster innovation in their own activities?

On our field trip you learn about the area and get a taste of the Valley. The evenings are mostly free, which gives you the possibility to individually explore the city's fascinating neighbourhood. The entire program is conducted in English, inviting you to connect with people. In conclusion, the contributions of our highly qualified speakers and carefully chosen visits will leave you with lasting impressions and insights into the mysterious ecosystem of Silicon Valley.

### Program Highlights\*

Workshops and lectures:

- Authentic leadership
- Practical insights of a company
- Attending a pitch-session together with investors
- Connecting the dots
- Feedback in high performance teams

Tours and visits:

- Visits to leading Silicon Valley companies
- Santa Clara and Stanford University campus tours
- Night tour to Alcatraz Island (optional)

\*Changes could be necessary.



### Contact

#### Consultation and Administration



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### Facts and Figures

#### Degree

Study Trip Certificate or included in the CAS UAS in Innovative Management & Development and certain BA/MA programs

#### Start

varies

#### Duration

6 days

#### Attendance

Physical attendance / on-site presence

#### ECTS

6

#### Location

San Francisco and Bay Area, California USA

#### Fees

CHF 3'100 for students from Kalaidos and partner institutions, CHF 3'600 for external participants. Included in the CAS IMD program fee. Not included in the fees are flights, accommodation, travel insurance, visa fees etc.

#### Recognition

Accredited University of Applied Sciences