

# CAS Corporate Responsibility

## Alumni Interview with Anne Schmid

More information:  
[www.zhaw.ch/imi/cas-cr/en](http://www.zhaw.ch/imi/cas-cr/en)



**Building Competence. Crossing Borders.**

# Alumni Interview

## We talked to Anne Schmid, Manager of Corporate Development at Sanitas

### What is your current professional situation

I work in corporate development at Sanitas, a Swiss health insurance company, where I manage their CSR program. I'm also involved in organizational development projects, mainly focusing on change management and cultural development.

### What has been your career path so far, and when did you first think about doing a continuing education program in corporate responsibility?

I initially worked in human resources management, where I held various positions. Shortly after my move to corporate development, CSR became a topic of interest, and with it the thought of wanting to know more about this extensive topic.

### What made you choose the CAS in Corporate Responsibility program at the ZHAW School of Management and Law (SML)?



Anne Schmid, Alumna 2021

The CAS in Corporate Responsibility at the SML provides a comprehensive overview of CSR. I was also interested because of its high practical orientation. And, finally, it enabled me to study part-time.

### Have you been able to apply what you have learned and experienced? What do you think are the benefits of doing a CAS in Corporate Responsibility in terms of what you do?

The program has helped me think about CSR in holistic and strategic ways and has given me the tools to deal with various stakeholder groups. The extensive input on players, organizations, current studies, and contacts for various CSR topics was also extremely valuable for me. In cases of doubt, I now know where to start to find useful solutions.

### What, specifically, have you been able to apply?

At the moment, I am particularly interested in topics such as stakeholder management and CR communication and reporting. In those areas, I have already benefited from what I have learned. For example, I learned all about conducting stakeholder analysis and implementing communication activities.

### You graduated in March 2022. Did the CAS in Corporate Responsibility program meet your expectations?

Yes, absolutely.

### Why is this program worth doing? What did you especially appreciate?

I valued the exchange with others and discussions in class. It is both exciting and useful to learn about the perspectives and focus areas of different industries, companies, and individuals and to discuss approaches to finding solutions together in class.

### What were the highlights of the program for you?

I was impressed by everyone's enthusiasm and commitment to corporate responsibility and sustainability. I also appreciated

the professionalism of the participants and speakers. That's exactly what it takes to make a difference in this difficult area, where you always encounter hurdles and challenges.

### **What was the class like for you?**

The class was highly diverse in terms of personal backgrounds and professional careers. I consider this a great added value in terms of sharing ideas and discussing important issues.

### **What did you appreciate about the instructors?**

I appreciated how much the instructors knew about their respective subject areas and how they were always ready to address concerns and questions from participants.

### **How were the intensive seminars (instructors, class constellation, teaching methods, etc.)?**

I used to look forward to the intensive seminars because I always took away new impulses, ideas, and thoughts – and, every now and then, we addressed really tricky issues. It's good to get away from the daily grind and consider a different perspective.

### **Have you been able to make valuable professional and personal contacts on the program?**

Yes, I thought networking was a valuable part of the CAS. I can well imagine approaching other participants in the future with specific questions or topics, or even just to have coffee.

### **What about combining studying and work? What maximum workload would you recommend to future participants?**

From my point of view, the program is easily compatible with a workload of 80-90%. In addition to the classes we had to attend, I found the practical assignment particularly time-consuming. However, everything is doable if you are organized and plan well ahead. Ultimately, it also depends on your expectations.

### **To whom would you recommend the CAS in Corporate Responsibility program at the SML?**

I would recommend the program primarily to people who want to get a structured overview of the various topics of CR management in a condensed form.

## **CAS Corporate Responsibility**

The continuing education program provides participants with the tools they need to embed corporate responsibility and sustainability management as a strategic goal and thereby contribute to the success of a company. Specialists teach the content of this program with a balanced mix of current concepts and instruments as well as practical examples.

### **Our Five Strengths – Your Five Benefits:**

1. A unique profile
2. Practical relevance
3. Years of experience and quality
4. Scientific foundation
5. Exchange of experience and networking