

# Corporate Management Education

Customized Continuing Education Programs  
for Companies

Further details:  
[www.zhaw.ch/imi/cme](http://www.zhaw.ch/imi/cme)



**Building Competence. Crossing Borders.**

# Corporate Management Education

## Skills development through continuing education

We are your competent partner for developing continuing education concepts and implementing customized management programs in your company.

### **BUSINESS DEVELOPMENT**

In today's complex corporate world, companies need competent leaders with sound business knowledge to seize market opportunities and implement appropriate strategies.

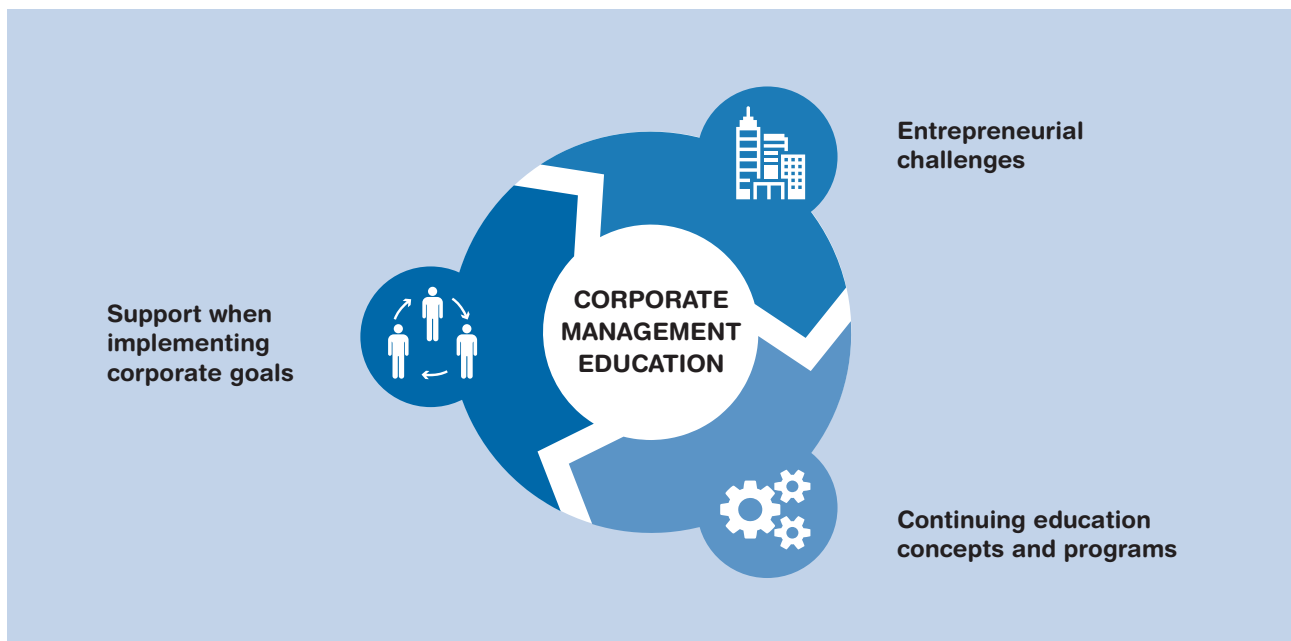
Targeted employee development is a vital link in the chain. Continuing education programs give participants renewed motivation, strengthen their innovative abilities, and add value to their companies in the long term.

More and more organizations are choosing educational programs that are tailored to their specific needs and deliver leadership and specialist skills relevant to the business.

### **What we offer**

We can advise you on developing continuing education concepts and support you in the implementation and delivery of management programs, such as:

- Customized CAS (Certificate of Advanced Studies) programs offered by an internationally accredited business school.
- Tailor-made seminars (one day or more).
- Detailed management education.



# Benefits for You

## Providing specialist support

Let us guide and support your vision to design and implement effective continuing education goals.

### **CUSTOMIZED EDUCATION PROGRAMS**

We evaluate your specific needs and discuss the educational options to form the basis of our customized programs.

A company's knowledge base is the sum of the experience, values, and information contributed by each employee. Corporate management education provides the opportunity to make the most of this valuable resource by sharing existing experience, acquiring new knowledge, and creating a synergy that benefits the entire company. The ultimate goal is to create platforms for the exchange of information and insight, to impart new knowledge, to rekindle the power of innovation, and to encourage people to think outside the box.

### **Range of possibilities**

- Element in controlling and supporting strategy implementation
- Talent-fostering and selection tool
- Promoting a culture of innovation and corporate identity
- HR marketing and recruitment support
- Basis for the development of an active knowledge management strategy
- Partnership with a university (e.g., for corporate research projects)





# Your Contacts

We will be happy to advise you personally



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## CONTACT

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## Continuing & Corporate Education

The Continuing & Corporate Education team offers both standardized management education (CAS, MAS, MBA, and EMBA programs) and customized education programs. Further details:

>>> [www.zhaw.ch/imi/cce](http://www.zhaw.ch/imi/cce)

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