



School of  
Management and Law

# Corporate Management Education

Skills Development Through  
Continuing Education

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



Building Competence. Crossing Borders.

# Six Good Reasons for Corporate Management Education



## **CUSTOMIZED CONTENT**

We will discuss the various continuing education options with you, evaluate the specific needs of your company, and implement them through customized programs.



## **TALENT PROMOTION AND CORPORATE IDENTITY**

Actively encourage your employees by helping them to develop continuously. New knowledge promotes a culture of innovation and forms the basis for a strong corporate identity.



## **PRACTICAL RELEVANCE**

A perfect balance of theory and practice is at the heart of all our programs. Your employees can apply what they have learned, adding value to your business.



## **NETWORKING**

Customized programs make intensive professional exchanges with guest speakers and instructors a reality and allow participants to expand their professional network.



## **CHANGE AND KNOWLEDGE MANAGEMENT**

Corporate management education supports your company's change management processes and actively helps to form, develop, and regulate your corporate knowledge base.



## **RECOGNIZED QUALIFICATION**

In a customized CAS (Certificate of Advanced Studies) program, graduates receive a recognized degree from an internationally accredited business school.