

# Corporate Management Education



## Combinable Learning and Program Formats

**FURTHER DETAILS:**  
[www.zhaw.ch/imi/cme](http://www.zhaw.ch/imi/cme)

### Introduction

In today's business world, flexibility and learning ability are important requirements, not only for employees but also for the companies that employ them. Processes must be redesigned, innovative ideas developed, and strategic decisions made. In the corporate world, each employee contributes to a company's knowledge base, and companies often face the challenge of how to harness and integrate their employees' knowledge and generate new impulses.

Continuing education programs act as a catalyst for the long-term implementation of a continuous learning process. To this end, flexible programs that link working and learning are necessary to make knowledge-sharing part of the corporate culture. Our programs are geared to the needs of your company and can be individually designed for your purposes.

TRADITIONAL LEARNING FORMATS		DIGITAL LEARNING FORMATS	
 <b>On-Campus Classes</b>	 <b>Group Projects</b>	 <b>Virtual Classes</b>	 <b>Webinars</b>
 <b>Discussion Panels</b>	 <b>Presentations</b>	 <b>Online Coaching</b>	 <b>Individual E-Learning</b>

### Our Offer

- Programs in English and German (other languages on request)
- Relevant content suitable for local and international application
- Formats that can be combined for a customized Certificate of Advanced Studies (CAS) program

# Combinable Learning and Program Formats

## The needs of your company are our concern

To develop an individual continuing education solution for a customer, we combine various learning formats into customized programs.

### TRADITIONAL LEARNING FORMATS

Groups are taught in a classroom setting using formats such as lectures, tutorials, group discussions, and presentations.

**Benefits:** Face-to-face classes favor social interaction and encourage communication as well as networking. Participants quickly develop a sense of community, which can strengthen the company's corporate identity.

### DIGITAL LEARNING FORMATS

Digital channels are used in teaching entire seminar groups, but they can also benefit individual learners. In virtual classes, knowledge can be introduced and discussed, and group work presented. To provide additional input, lecture-style webinars can be created to teach relevant skills. Instructors are also available to coach participants online.

**Benefits:** Virtual platforms can be accessed anywhere, making it possible to bring together employees from different regions and create a common learning environment. Individual online sessions give participants the flexibility to acquire knowledge whenever they have time. A company can take the knowledge of its workforce to a certain level, saving travel and accommodation costs at the same time.

### BLENDED LEARNING

Using a blend of traditional and digital elements, blended learning offers the best of both worlds: Participants learn, communicate, and share information online – regardless of time and place – while also enjoying the stimulating atmosphere and social advantages of a physical classroom setting.

**Benefits:** Various learning formats can be combined in line with specific company goals. Independent online learning can be linked to traditional face-to-face classes and individual online lessons. The customer decides – depending on the company's needs and requirements – what elements are integrated into the learning mix.

## Continuing & Corporate Education

Our Continuing & Corporate Education Team offers both standardized management training programs (CAS, MAS, MBA, EMBA) as well as customized continuing education programs. Further details:

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