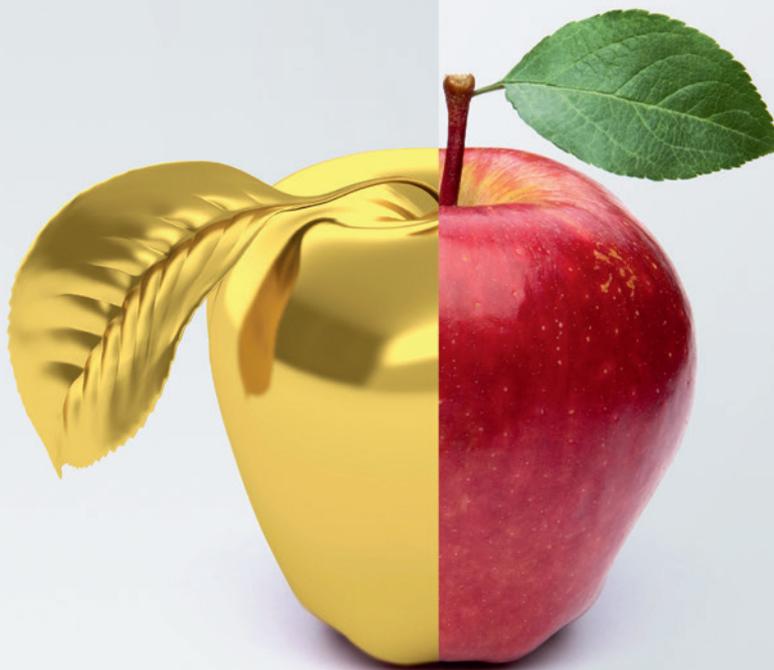


CAS Corporate Responsibility

Alumni Interview with Brigitte Becker

More information:
www.zhaw.ch/imi/cas-cr/en



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Alumni Interview

We talked to Brigitte Becker, Partner, buchstäblich AG

Where do you work and what is your current position?

In my role as a partner in the marketing and communications agency buchstäblich AG, writing texts, developing concepts, organizing business events, acquiring new sponsors, and advising SMEs are my main activities.

Why did you choose to do a CAS in Corporate Responsibility at the ZHAW School of Management and Law?

Our customer projects are diverse. This is exciting and inspiring at the same time, because it means we are constantly confronted with a wide variety of topics. More and more often, this also includes sustainability issues. For example, we have been able to explore electric mobility, energy city labels, and public buildings made of Swiss wood, and we have realized various projects. However, I wanted to get a deeper

insight into the contribution marketing and communication can make to corporate responsibility in a company. These topics – and many more – are covered in the CAS program.

From everything you have learned, what can you specifically incorporate into your everyday professional life?

A lot, actually. The program provides a good overview of the corporate responsibility topics. The lessons on corporate responsibility strategies, stakeholder management, and reporting standards were particularly useful for my job. The practical examples provided by the lecturers from their companies were also valuable. I also benefited from the practical work I was able to do with the corporate responsibility department of “Energie Wasser Bern” (ewb), which was supported by a supervisor from the ZHAW team. I deliberately chose a communication topic so that I could combine what I have learned with my specialist area and implement it. We only recently transferred the largest business event in the Limmattal region into new hands, so that we can devote more time to such projects and further expand our expertise.

What do you think of first when you think back to your time on the CAS program?

2020 was of course overshadowed by the coronavirus pandemic. That had an effect on the program. We were able to complete the first half on campus wearing masks. Participants were able to get to know each other, enjoy breaks together, have discussions, and exchange ideas. The second half took place through Zoom meetings. I was surprised how well this worked and how well digital closeness can be created. The virtual lessons offer new possibilities to make the sessions interesting. Some lecturers quickly discovered this and made the most of them.

How did you experience the intensive seminars?

The program attracts students from all industries and with different professional backgrounds. With or without experience in corporate responsibility management, the colorful



Brigitte Becker, Alumna 2020

mix of participants spiced up our discussions. I found the lecturers to be very open and interested. They are happy to pass on their theoretical and practical knowledge and encourage active exchange. The more students complete this program or deal with corporate responsibility, the more the acquired knowledge will find its way into the professional world and into the companies themselves. In addition, the new contacts I have made are just as important to me.

Was it easy for you to combine work and study?

What is the maximum workload you would recommend to future participants?

The intensive seminars can be easily combined with a high workload. If you work full-time while doing this program, you have to use your remaining time efficiently, however, and, above all, structure the work on your practical assignments well.

Would you recommend the program to others?

I recommend the CAS program to anyone who wants to know more about corporate responsibility and how to integrate it into a company using a structured and systematic approach.

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.

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