

Business and Financial Management

Certificate of Advanced Studies (CAS)

in English



Building Competence. Crossing Borders.

Program

Set sail for success: Chart your professional visibility

Embark on a transformative journey in the dynamic world of business. Whether you are at the beginning of your career or aspiring to climb the managerial ranks, the program equips you with the essential skills to thrive in diverse business landscapes.

INTRODUCTION

While the Swiss economy continues to evolve and expand its global reach, this continual development requires companies to adapt their management skills as well. This program seeks to bridge this gap, empowering participants to grasp, actively engage in, and enhance their capabilities within the business landscape. By providing a comprehensive understanding of business dynamics and practical skills, this program equips participants to thrive in today's interconnected markets.

GOALS AND OBJECTIVES

The CAS Business and Financial Management program empowers participants to refine their decision-making skills, enhance strategic leadership capabilities, and bolster financial competencies. Within this framework, participants gain comprehensive insights into management functions and financial topics, enabling them to adeptly tackle strategic, organizational, and leadership challenges. This holistic understanding of critical business facets, coupled with a robust financial foundation, equips participants with the tools to analyze intricate international business issues and devise resilient, value-driven solutions. The program also offers a unique opportunity for attendees to glean wisdom from distinguished experts in the field and build connections within

a network of like-minded professionals. Upon completion, participants will emerge with a profound knowledge of essential business concepts and the ability to integrate the financial approach into their business decision-making.

TARGET AUDIENCE

The program is designed for:

- Individuals seeking a fundamental grasp of the business landscape to build a strong foundation for their career journey
- Aspiring managers aiming to broaden their expertise across various business and financial domains for career advancement
- Those looking to acquire essential insights from a 'mini-MBA-style' education in a fast-tracked and cost-effective format.

Regardless of the motivation and the status quo of the career stage, this CAS advances its participants in learning how to lead, manage, and thrive in a fast-changing, internationally complex business environment.

Structure and Content

Holistic approach to business essentials

Each module provides an exceptional blend of theoretical knowledge and practical insights, offering participants a robust foundation in the realms of business and financial management.

MODULE OVERVIEW

MODULE 1 6 ECTS credits	MODULE 2 6 ECTS credits
Essentials of General Management	Essentials of Financial Management
<ul style="list-style-type: none">– Strategic management– Leadership– Organizational design, culture design– Managing and motivating employees– Sales management– Marketing– Sustainable management– Supply chain management and logistics	<ul style="list-style-type: none">– Valuation in accounting– Analysis and discussion of financial statements– Cost-benefit analysis and making management decisions– Budgeting and forecasting– Financial modelling and analysis– Financial instruments– Entrepreneurial finance– Capital investments

METHODOLOGY

The program consists of two modules. Each module is given over five weeks. Participants engage in a rich learning experience that incorporates lectures, interactive discussions, real-world case studies, and independent study. A blended learning concept is applied, where classes are held both in person and online.

INSTRUCTORS

- Lecturers from the ZHAW School of Management and Law with proven practical experience
- Experienced practice partners with didactic competence



Contacts

Any questions? We are here to help you!



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Department of Banking, Finance, Insurance



The Department of Banking, Finance, Insurance of the ZHAW School of Management and Law runs degree and executive education programs dealing with the complex issues of financial intermediation, financial theory, and financial management in applied research, development, and consulting.

The Institute of Financial Management at the Department of Banking, Finance, Insurance addresses practice-relevant problems and questions of financial management. Institute staff have a broad range of experience in the fields of accounting, controlling, and finance, which they apply to their teaching, research, and projects.

>>> www.zhaw.ch/ifi

Organizational Matters

The prerequisites for your success

Visit us online for more information and sign up now to secure a place on the program.

ADMISSION REQUIREMENTS

Applicants need to be graduates of universities or universities of applied sciences and have at least three years of professional experience. Professionals without a university degree may be admitted on merit, subject to at least five years of professional experience and corresponding continuous education certificates/diplomas, such as from a college of professional education and training (höhere Fachschule) or from a federal vocational and professional education and training examination (höhere Fachprüfung mit eidg. Fachausweis/Diplom). Admission decisions are made by the Co-Directors of Studies.

REGISTRATION

Registration for the program takes place online. Applications will be considered in the order in which they are received.

>>> www.zhaw.ch/ifi/cas-bfm

PARTICIPANT NUMBERS

The program is limited to 24 participants.

PROGRAM DATES

The program dates are published online:

>>> www.zhaw.ch/ifi/cas-bfm

WORKLOAD

Successful program participants earn 12 ECTS (European Credit Transfer System) credits. Each ECTS credit is worth 25 – 30 hours of study. For the entire study program, this corresponds to approximately 300 hours.

PERFORMANCE ASSESSMENTS

The performance assessment consists of a written exam.

LOCATION

The program combines in-person classes and classes taught online. In-person classes take place in Zurich.

>>> www.zhaw.ch/sml/campus

LENGTH OF PROGRAM

This part-time program takes three months to complete and can be combined with professional or domestic duties.

PROGRAM SCHEDULE

All-day in-person learning sessions are held on Fridays. Half-day online learning sessions are held on Saturdays.

LANGUAGE OF INSTRUCTION

The language of instruction is English. The course material is also in English.

QUALIFICATION

After passing the performance assessments and provided that an attendance requirement of at least 80 percent has been fulfilled, participants are awarded a “Certificate of Advanced Studies ZHAW in Business and Financial Management.”

COSTS

The program fee is published online:

>>> www.zhaw.ch/ifi/cas-bfm

TERMS AND CONDITIONS OF PARTICIPATION

The general terms and conditions for executive education events at the ZHAW School of Management and Law can be found at: >>> www.zhaw.ch/sml/atb-wb

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