

CAS International Business and Politics

With a focus on international trade, investment and management within an emerging new political world order



International business is increasingly affected by international political developments; for example, by Brexit, new trade initiatives such as CETA, TTIP, TPP, new policy initiatives in the areas such as climate change and migration and the new Trump administration in the US etc. Apart from uncertainties and challenges, these changes also create new opportunities. Various actors such as governments, private firms, NGOs, international and global institutions as well as civil society interact to shape the outcomes of current affairs. These new and changing political environments need to be critically explored and assessed by the respective organizations in order to develop successful strategies.

Objectives The specific practice-oriented learning outcomes are as follows:

- Gain a good understanding of changing policies towards regional and multilateral/bilateral trade and foreign direct investment agreements
- Critically understand social and political implications of offshoring
- Identify various potential risks posed by the political actions of different actors
- Critically explore the emerging structure of global governance and how it deals with global issues such as climate change, poverty etc.
- Develop awareness of the implications for management of ethical and legal issues such as human rights and corruption in a changing global context.

Moreover, this program helps participants to understand interactions among the various actors and institutions. Thereby it gives the participants the possibility to identify new opportunities for advancing their career.

Target group and eligibility	This course is highly suitable for those who are working for MNCs, NGOs, government or international/global institutions, with a minimum 2 years of work experience (bachelor degree and higher), or with 5 years or more work experience (High School Diploma / Apprenticeship); sufficient English language skills are required as instruction is in English.
Content	<p>The program content is interdisciplinary; it includes international business and international relations and politics. It consists of five core course modules taught by both academic scholars and practitioners.</p> <ul style="list-style-type: none"> • International Business • International Politics • Global Governance and International Organizations • Management within the Global Context • Current Affairs in International Business and Politics <p>For more details of the course and module descriptions, please visit the website.</p>
Successful Completion	Completion of all courses with minimum 80% attendance along with final project with Pass grade within the module of Current Affairs in International Business and Politics is required.
Diploma	Certificate of Advanced Studies (CAS) by FHNW in International Business and Politics with 15 ECTS. Potential to pursue further studies in the MBA program or related MAS courses offered by FHNW.
Dates and duration	Currently the planned course dates are mostly at every fortnight on Friday (9:00–12:00 and 13:00–16:30) and on the following Saturday (9:00–12:30) over two semesters. The first intake is scheduled for mid-November 2017. Please visit the website for updated schedule.
Venue	University of Applied Sciences and Arts Northwestern Switzerland (FHNW) School of Business Peter Merian-Strasse 86 4002 Basel (approx. a five-minute walk from Basel SBB railway station)
Fees	CHF 7'900.– (incl. course materials)
Course management and registration	<p>Administration: Noemi Hess, Tel: +41 61 279 18 58, noemi.hess@fhnw.ch</p> <p>Program Manager: Dr Ganesh Nathan, Institute of Management, School of Business, Tel: +41 56 202 83 34, ganesh.nathan@fhnw.ch</p> <p>For online Registration, please visit the website.</p> <p><u>www.fhnw.ch/business/continuing-education/cas-ibp</u></p>

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