



CAS Business Management and Leadership

For professionals without a previous business degree

Are you a business professional who wants to build and strengthen your business management skills and plan the next career move? Then, this CAS offers you a concise education in all major areas of business management without having to interrupt your career.

Programme Goals

The programme provides the fundamentals of business management for professionals without a business degree. The main goal of this further education programme is to equip participants with the necessary tools and business management methods to analyse and interpret business contexts and tackle the challenges in the areas of business management in a structured manner.

Contents

The part-time programme (15 ECTS credits) has a modular structure and is designed around 3 mandatory modules, 1 elective module and a final assignment. The CAS covers key management disciplines (including business strategy, marketing, human resource management, leadership, financial management, innovation management, and business negotiation) thus enabling

participants to engage with various business management topics. The learning-oriented teaching is based on a balanced mix of theory and practice. The programme will enable you to:

- understand fundamentals of business management.
- apply business management methods to real-life cases.
- analyse, evaluate, and interpret business contexts and thus gain valuable bases for decision-making.
- tackle the challenge in the areas of business management and address them in a structured manner.
- manage and shape the future of your organization based on sound business management concepts.

Target Group

Professionals (without a business administration or economics degree) from profit, public and non-profit organizations, who aim to strengthen and consolidate the business management knowledge and skills they have acquired in practice with theoretical knowledge and principles of business management.

Degree

Upon successful completion of the programme, the following degree is awarded:
Certificate of Advanced Studies FHNW Business Management and Leadership

Dates

The programme starts in September.

Location

University of Applied Sciences and Arts Northwestern Switzerland FHNW
School of Business
Peter Merian-Strasse 86
4052 Basel

Costs

CHF 9'900. This includes the comprehensive course material and tuition in Basel.

Programme Head

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