

Digital Masterclass

We are in the midst of a digital revolution: rapid technological development is driving digitalization in an exponential fashion. Only those who go with the wave of digitization will experience the future as a place which holds many opportunities.



Success factors

The CAS Digital Masterclass focuses on the unlimited development of technologies and trains participants to think exponentially in order to solve business challenges using new technologies and takes them on an experience tour to a tech hotspot.

Description

In a radically digitized business world, organizations need leaders who combine their creative skills with the efficient implementation of concept. The course deepens knowledge and teaches concrete „hacks“ in significant digital disciplines. The graduates know how the assets of the old world can be linked with the new world.

Structure & Content

The 15-day certificate course provides a solid basis for customer-relevant initiatives relating to the smart digitalization of companies. In the context of a dense knowledge transfer, the participants receive a variety of impulses and concrete instructions on how to carefully accompany their organisation as consultants, intrapreneurs or digital transformers on this exciting but sometimes highly complex journey with creativity and prudence.

Study Tour

The class of the CAS Digital Masterclass visits a tech hotspot abroad. The destinations in the past were London and Berlin in 2017, Tallinn in 2018 and will be Tel Aviv in 2019.

Degree

Certificate of Advanced Studies (CAS) in Digital Masterclass

Recognition

12 ECTS credit points

Start

Please check the website

Duration

15 days, including study tour of 5 days

Number of participants

Maximum 24

Location

Zurich, «Sihlhof». 5 days study tour in Tel Aviv

Course fee

CHF 10'800 (excl. flight and accommodation costs for study trip)

Website

www.fh-hwz.ch/casdigitalmasterclass

HWZ

University of Applied Sciences
in Business Administration Zurich

«The CAS Digital Masterclass is a digital system update in all business-relevant disciplines enriched by a study tour to a digital hotspot.»

Manuel P. Nappo

Director Institute for Digital Business, HWZ

Key Contents

- Digital Leadership
- Exponential Technologies
- Artificial Intelligence
- Internet of All
- Design Thinking
- Innovation
- Customer Journey
- User Experience
- Digital Law
- Corporate Ecosystems
- Corporate Disruption
- Corporate Communities
- Business Modelling

Attendees

The program is aimed at specialists in leading positions with executive functions and direct responsibility. We address professionals in marketing, product management, sales, communication and IT – who are not necessarily aiming for a master's degree but still want digital knowledge at a high altitude.

Credits

This certificate course is self-contained and comprises 12 credits according to the European Credit Transfer System (ECTS). On request, the CAS Digital Masterclass can be credited to other HWZ formats.

Requirements

University degree, higher degree plus two years of professional competence. Exceptions possible on an individual basis.

Blog

www.hwzdigital.ch/category/cas-digital-masterclass/

This might also be interesting for you:

- CAS Digital Real Estate
- CAS Digital Risk Management
- CAS Disruptive Technologies
- CAS Mobile Business & Ecosystems
- CAS Multichannel Management
- CAS Social Media Management

Director of Studies

Manuel P. Nappo



Institute for Digital Business

The Institute for Digital Business is a Swiss-wide education, training, consulting and research center for digital transformation. Founded in 2014 it pioneered the topics in the field of digital change and its interactions with economy and society.

Partners

RAIFFEISEN



SUISSE DIGITAL
VERBAND FÜR KOMMUNIKATIONSNETZE

Contact

HWZ University of Applied Sciences
in Business Administration Zurich
Institute for Digital Business
Lagerstrasse 5, 8021 Zürich
043 322 26 88
manuel.nappo@fh-hwz.ch
www.fh-hwz.ch/idb

HWZ Career Model

The HWZ University of Applied Sciences in Business Administration Zurich is the largest purely part-time business university in Switzerland. It is a member of the Zurich University of Applied Sciences (ZFH), but as a private university incorporated as a limited company it is 100 % self-financed. It does not receive any funding from the state.

In 2016 the HWZ became the first Swiss higher education institution to receive institutional accreditation under the new Higher Education Act (HEdA).

It supports professionals throughout their working lives and will also help you prepare for the next step in your career.



Akkreditation



Institutionell akkreditiert nach
HFKG 2016-2022