

Digital Masterclass

The CAS Digital Masterclass focuses on the unlimited development of technologies and teaches participants to think exponentially in order to solve business challenges using new technologies. The class of the CAS Digital Masterclass visits a tech hotspot abroad.



Success factors

In a world where «those who don't think digitally are out» has become a dominant mantra, organizations need employees, who can take responsibility as pioneers and program leaders with their digital skill sets.

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.

Course Goals

In a radically digitalized business world, organizations need leaders who combine their creative skills with efficient implementation concepts. 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

The CAS provides a solid basis for customer-relevant initiatives relating to the smart digitalization of companies. In the context of a «pressure refuelling», 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. The program includes a study tour of 5 days.

Requirements

University degree, higher degree plus two years of professional competence. Other equivalent qualifications with corresponding practical experience can be recognised „sur dossier“.

Degree

Certificate of Advanced Studies in Digital Masterclass

Recognition

12 ECTS credit points

Part-time course

Part-time course of studies, 100 percent employment possible

Start

Check the website

Duration

15 days, including 1 study tour of 5 days

Location

Zurich; Sihlhof (directly at the main station). 5 days study tour in Tel Aviv

Website

www.fh-hwz.ch/casdigitalmasterclass

Blog

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

HWZ

University of Applied Sciences
in Business Administration Zurich

«The CAS Digital Masterclass is a digital system update in all business-relevant disciplines enriched with a study tour into 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 aiming for a master's degree but still want digital knowledge at a high altitude.

Director of Studies

Manuel P. Nappo



The following courses might 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

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



SUISSEDIGITAL
VERBAND FÜR KOMMUNIKATIONSNETZE

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HWZ Career Model

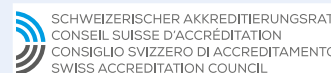
The HWZ University of Applied Sciences in Business Administration Zurich is the largest purely part-time business university in Switzerland. It is a member of the Zurich University of Applied Sciences (ZFH), but as a private university incorporated as a limited company it is 100 % self-financed. It does 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