

Corporate Responsibility

Certificate of Advanced Studies (CAS)

**Our successful CAS program
now available also in English**



Building Competence. Crossing Borders.

Program

Build your future-fit career

Companies increasingly need professionals who can integrate sustainability and social responsibility into their strategy, governance, and culture.

INTRODUCTION

Regardless of whether they utilize terms such as sustainability, social responsibility, or corporate responsibility (CR), companies and organizations are increasingly recognizing the value of a professional approach toward social responsibility:

- Products with added social and environmental value appeal to growing customer segments. This helps companies tap into new markets and differentiate themselves from the competition.
- Sustainability plays a central role in reputation and brand identification. If issues such as human rights violations of a supplier are neglected, the cost of rebuilding reputation and brand value may be extremely high.
- Employees who enjoy a cooperative working atmosphere, healthy and family-friendly working conditions, and meaningful work are likely to be more motivated and productive.
- Credible social and environmental commitment generates trust among consumers, partners, local communities, and the general public.

TARGET AUDIENCE

The program is suitable for:

- CR and sustainability officers.
- Professionals in product development, branding, communication, or procurement who deal with sustainability issues.
- Individuals who manage sustainability projects in public authorities, associations, foundations, and non-governmental or non-profit organizations.
- People who want to enter the professional area of corporate responsibility.

LEARNING GOALS AND BENEFITS

Specific competencies are needed to implement sustainability and corporate responsibility in a company:

- Developing CR strategies for companies
- Introducing and applying CR management approaches
- Integrating CR into corporate functions such as procurement, human resources, accounting, controlling, and reporting
- Communicating CR topics credibly to the market and the general public
- Developing a corporate culture that embraces sustainability and initiates change management processes
- Planning and implementing CR projects with internal and external partners
- Reviewing and evaluating the company's performance with regard to sustainability

Beyond these competencies, the CAS program promotes a comprehensive understanding of corporate responsibility as an integrated, strategic, and systematic approach that provides added value for the company and for society.

Structure and Content

Seven intensive seminars

Corporate responsibility as an integrated, strategic, and systematic approach: Seven intensive seminars that address key challenges facing companies.

STRUCTURE AND FORMS OF TEACHING

The program consists of seven intensive seminars with a total of 14 attendance days. In addition, participants solve their own challenges from their work environment as part of a final thesis. At the graduation, participants present their final thesis and share their experiences.

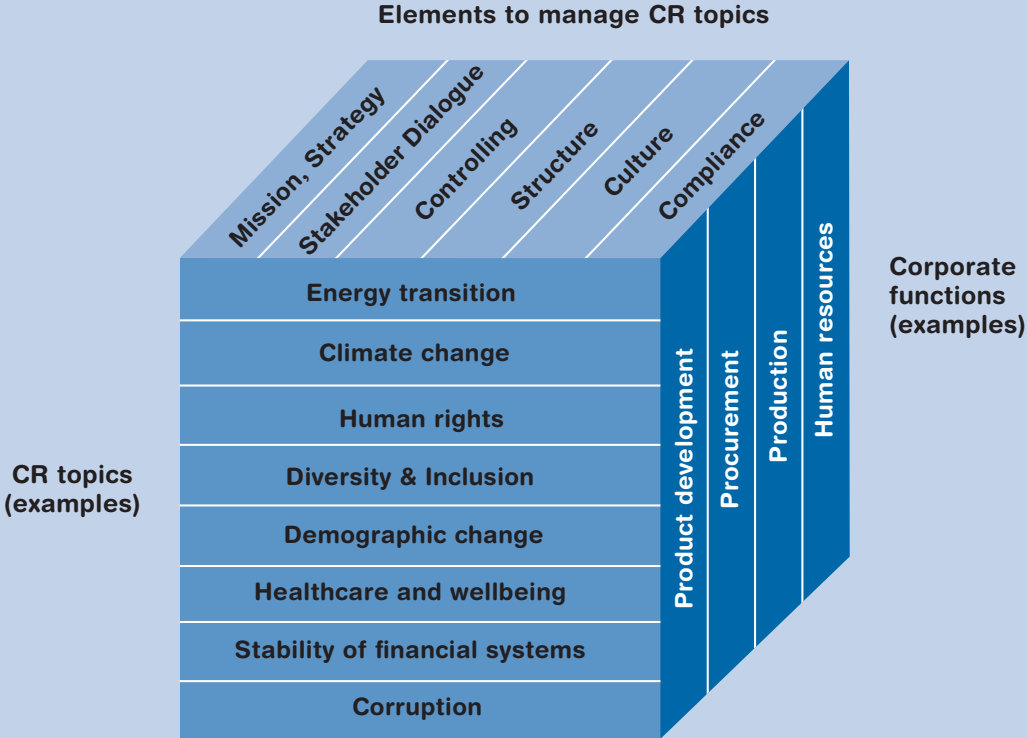
For each intensive seminar, we select the best experts from business and academia. We implement diverse and innovative learning methods:

- Presentations and teaching seminars
- Practical exercises and case studies
- Group work
- Self-study
- E-learning
- Individual, practical, and written work

MODULE OVERVIEW

STRATEGIC ALIGNMENT OF CORPORATE RESPONSIBILITY	INTEGRATED IMPLEMENTATION OF CORPORATE RESPONSIBILITY
Module 1: Intensive Seminars 1-4 6 ECTS credits	Module 2: Intensive Seminars 5-7 6 ECTS credits
<ol style="list-style-type: none">1. CR as a Success Factor: Developing your own successful CR strategies2. CR Accounting, Controlling, and Reporting: Management of specific sustainability issues3. CR Communication: Understanding and effectively interacting with stakeholders4. CR Innovations: Exploiting opportunities in the market	<ol style="list-style-type: none">5. CR as a Change Process: Overcoming internal challenges6. CR Compliance & Integrity: Identifying, assessing, and limiting risks7. CR in the Supply Chain: Understanding and managing business partners

CORPORATE RESPONSIBILITY AS AN INTEGRATED MANAGEMENT APPROACH (CR CUBE)



The CR cube serves as an orientation framework to map the content of the different intensive seminars

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“This program has brought me a decisive step forward – both professionally and personally. I benefited most of all from the hands-on, interactive classes.”

Felix Kohlermann, Nationale Suisse, Annual Report Project Manager

Our Five Strengths – Your Five Advantages

1

UNIQUE PROFILE

The program combines different social responsibility and sustainability perspectives into a systematic management approach. The CR cube model provides an orientation framework that integrates topics, corporate function, and elements to manage corporate responsibility.

2

PRACTICAL RELEVANCE

We select the best experts from companies, associations, and non-governmental organizations as lecturers. In addition to providing relevant frameworks, they bring extensive practical expertise to the program and enable participants to expand their professional network.

3

YEARS OF EXPERIENCE AND QUALITY

This program has been offered by ZHAW since 2007 in German. The long-term commitment of our lecturers ensures experience and continuity. It has also been endorsed by two leading business networks: öbu – The Swiss Business Council for Sustainable Development and U.N. Global Compact Switzerland & Liechtenstein.

4

SCIENTIFIC FOUNDATIONS

Corporate responsibility is constantly undergoing rapid changes. New approaches, concepts, tools, and standards are constantly being developed. We are actively part of this development through research projects with companies and continuously incorporating scientific findings into the program. For more information: >>> www.zhaw.ch/ccr

5

EXCHANGES AND NETWORKING

Our interactive seminars allow participants to share their experience, learn from others, and expand their professional network.

SUPPORTED BY



Global Compact
Network
Switzerland & Liechtenstein

Contact

Contact us for an individual consultation



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Center for Corporate Responsibility

The Center for Corporate Responsibility (CCR) at the ZHAW School of Management and Law deals with questions relating to corporate responsibility and sustainability management.

- Together with companies, we develop innovative approaches and tools through practice-oriented research projects.
- We assist companies in the development and implementation of their sustainability strategies.
- We conduct innovative research on sustainability and publish the results in leading international academic journals.
- We teach students at Bachelor's and Master's level on topics such as corporate responsibility management, business and human rights, and sustainability communication.
- In addition, we coordinate the implementation of the Principles for Responsible Management Education (PRME) for the ZHAW School of Management and Law.

>>> www.zhaw.ch/ccr

Further Details

Build your success in sustainability management

Visit us online for more information.

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). They will also be required to attend an admission interview. Admission decisions are made by the Head of Program.

REGISTRATION

Registration for the program takes place online. Applications will be considered in the order in which they are received: >>> www.zhaw.ch/ccr/cas-cr/en

PROGRAM DATES

The program dates are published online: >>> www.zhaw.ch/ccr/cas-cr/en

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 about 300 hours.

PERFORMANCE ASSESSMENTS

Both modules end with a performance assessment consisting of an individual, practice-oriented written thesis in two parts. Here, participants address a relevant issue from their own organization or professional environment.

LOCATION

The program combines in-person classes and classes taught online. In-person classes take place on the campus of the ZHAW School of Management and Law, Winterthur, two minutes from the central railway station.

>>> www.zhaw.ch/imi/cas-cr

LENGTH OF PROGRAM

This part-time program takes six months to complete, including classroom teaching and practical work.

PROGRAM SCHEDULE

The program takes place over seven two-day sessions. The sessions are held either in-classroom or online (always Friday and Saturday) every two weeks during one semester.

INDIVIDUAL BOOKING OF INTENSIVE SEMINARS

If places are available, it is also possible to book the intensive seminars individually – contact the program manager for more information.

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 Corporate Responsibility.”

COSTS

The program fee is CHF 8,000 per person. This includes all course materials.

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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