

CAS Business and Financial Management 2024.1

Version: 12.07.2024 (subject to change)

Module 1: Essentials of General Management



Day	Date	From	Until	Topic	Lessons	Module
Friday	13.09.2024	09:00	17:35	Welcome / Crafting Corporate Culture / Managing Human Resources	8	1
Saturday	14.09.2024	09:00	13:00	Entrepreneurial Ventures	5	1
Friday	20.09.2024	09:00	17:35	Strategy and Change	8	1
Saturday	21.09.2024	09:00	13:00	Responsible Leadership and Ethics	5	1
Friday	27.09.2024	09:00	17:35	Managing Processes / Motivating Employees	8	1
Saturday	28.09.2024	09:00	13:00	Supply Chain Management	5	1
Friday	04.10.2024	09:00	17:35	Marketing Models / Online Marketing	8	1
Saturday	05.10.2024	09:00	13:00	Sales Strategies	5	1
Friday	25.10.2024	09:00	17:35	Harvard Business Case	8	1
Saturday	26.10.2024			Individual Preparations Group Presentations		1
Friday	01.11.2024	09:00	17:35	Group Presentations	8	1

Module 2: Essentials of Financial Management

Day	Date	From	Until	Topic	Lessons	Module
Friday	08.11.2024	09:00	17:35	Welcome / Financial Statements/ Accounting Conventions	8	2
Saturday	09.11.2024	09:00	13:00	Valuation in Accounting	5	2
Friday	15.11.2024	09:00	17:35	Accounting Frameworks / Equity / Cash Flows	8	2
Saturday	16.11.2024	09:00	13:00	Analyzing Financial Statements (1)	5	2
Friday	22.11.2024	09:00	17:35	Analyzing Financial Statements (2) / Management Accounting and Decision Making	8	2
Saturday	23.11.2024	09:00	13:00	Cost-Benefit Analysis	5	2
Friday	29.11.2024	09:00	17:35	Budgeting and Forecasting / Capital Investment Decisions (1)	8	2
Saturday	30.11.2024	09:00	13:00	Capital Investment Decisions (2)	5	2
Friday	06.12.2024	09:00	17:35	Financing Instruments / Entrepreneurial Finance / Financial Modeling (1)	8	2
Saturday	07.12.2024	09:00	13:00	Financial Modeling (2) / Spreadsheet Analysis	5	2
Friday	13.12.2024			Exam Module 2	1	2

*The in-person presence lessons will be held within walking distance of the main train station in Zurich.