

Executive CAS

Innovation Management & Intrapreneurship



Based on current technologies, the digital transformation is increasingly changing the entire economy and society. Previous service offerings and processes are losing ground, new business models and organizational forms are gaining in competitiveness. Employees need new skillsets in order to take these conditions into account. Entrepreneurial personalities with a high level of initiative and innovative ideas (intrapreneurs) are increasingly in demand and promoted in companies. The Executive CAS in Innovation Management & Intrapreneurship prepares you for tomorrow's world of work by optimally coordinating theory (university) and practice (industry) and networks you with future and current intrapreneurs and managers as well as the leading Swiss innovation specialists.

Design Thinking	Customer Insights	Lean Startup	Rapid Market Experimentation
Facilitation	Managing Innovation	Strategic Management 1*	Product Management*
Digital (R)evolution*	Service Marketing*	Project Management 1&2*	Monte Carlo Simulation*
Managing yourself & others*	Strategic Leadership*		

All courses have an integrated view and are organised around central subject areas, the development of which has been identified by employers and economic experts as the basis for a successful management.

*These modules are elective modules. You are free to select three of these modules in order to complete your CAS programme.

In cooperation with

INNOArchitects

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