

EMBA/MBA/MAS Specialization

Certificate of Advanced Studies (CAS UAS)

International Management



Master the Challenges of Global Business

Do you wish to gain advanced training in international management? Do you want to develop an understanding of the global business context? Would you like to master international management while learning to think across disciplines?



Today's business environment is increasingly global and dynamic. Companies target new geographic regions for resourcing, process development and marketing opportunities. Managers must develop expertise in managing cross-border processes and multicultural teams. What counts in this fast-paced setting is theoretically founded and practically relevant business know-how.

The CAS International Management is a one semester program designed to deepen your management capabilities. Our education model ensures you can build up your knowledge and at the same time gain immediate business benefits. Multicultural lecturers bring the theory to life through their deep experience. Towards the end of semester, you can apply your learning on a business research project or benefit from an exciting and insightful study trip.

Benefits for Students and Employers

Study with an international group of professionals
Multinational faculty, who are also internationally established leaders and consultants
Fully in English
Part time – no need for a career break
Degree by a federally recognized University of Applied Sciences
Possibility to combine with other CAS courses and achieve a modular Master's degree (MAS / MBA / EMBA)
Learning supported by real-life case studies and class room projects
Intensive and interactive learning experience, immediately applicable in day-to-day business practice

Facts and Figures

Degree	CAS FH/UAS in International Management
ECTS Credit Points	15
Duration	6 months
Start	October
Presence	10 days (+ 6 day study trip)
Lectures on	Friday and Saturday
Time investment	Ca. 2 days per week incl. presence days
Tuition fee	9'700 CHF + optional study trip*
Location	Zurich-Oerlikon Bangalore, India / Shanghai, China / Silicon Valley

* Please check with us the study trip prices

Target Group

Professionals aspiring for an international career or those already working in global business environment, wishing to enhance their skills and career prospects. A higher education degree and at least two years' post-degree working experience, as well as good English-language skills, are required.

Structure and Content of Studies

International Business Competencies

Introduction to International Management	<ul style="list-style-type: none"> Challenges internationalized companies face Basic types of internationalization strategies How global businesses evolve: drivers, trends, methods, industry 4.0
International Marketing	<ul style="list-style-type: none"> Concepts for creating marketing plans in international contexts Adapting marketing strategies to specific market needs How cultural diversity impacts international marketing
Corporate Finance and Global Capital Markets	<ul style="list-style-type: none"> Basic knowledge of the functioning of international capital markets The foreign exchange market and hedging currency risks Financial crises and their effects on investor behavior

Business Development Competencies

Business Research and Analysis	<ul style="list-style-type: none"> Importance of management science for business decision making How to design a research project based on an actual business problem Applying international management theories to decision making
Global Supply Chain Management	<ul style="list-style-type: none"> Business oriented management thinking, process design and planning Quality management and fulfilling customer needs Understanding outsourcing and value chain management
Cross Cultural Communication	<ul style="list-style-type: none"> The meanings of culture and difference in our working environment Understanding interaction and team dynamics of a global organization Effective working and management methods in a diverse environment

Business and Study Trip

Choose from Shanghai, China / Pune, India / Silicon Valley, USA	<ul style="list-style-type: none"> Business development and intercultural challenges in China Doing business in India's vibrant environment San Francisco and Silicon Valley – the role of leadership in entrepreneurial success Read more about the study trips on our study trip factsheets!
--	--

Applied Research Project

Research based on a specific business problem (alternative to a study trip)	<ul style="list-style-type: none"> Application of international management theories to a real-life business problem Participants choose a topic from their own business environment Possible research challenges: What factors lead to a successful international expansion? What marketing issues may occur? What cultural issues may occur?
--	--

Facts and figures for Kalaidos University of Applied Sciences

Federally accredited and supervised University of Applied Sciences with Business, Health Science and Music Departments

2'500 students and over 9'500 graduates - more than 600 professionally engaged, experienced lecturers

Core competence: Flexible, part-time study that offers the possibility to combine work, family and free time

Bachelor and Master programs in the area of business studies: Business Management, Industrial Psychology, Leadership & HR, Accounting & Controlling, Taxation, Banking & Finance, Financial and Business Consulting, Business Informatics, International Management

Privately funded University of Applied Sciences: entrepreneurial, practically oriented, flexible

Contact and Consultation

Armin Koppert
E-Mail: armin.koppert@kalaidos-fh.ch
Tel: +41 44 200 1975

Kalaidos University of Applied Sciences
IIM - Institute for International Management
Jungholzstrasse 43, CH-8050 Zurich
www.kalaidos-fh.ch

