

Certificate of Advanced Studies (CAS)

Zielgruppe	Digitalisierung, Nachhaltigkeits-Management, Social Entrepreneurship	HR/ Recruiting/ Coaches Organisations-entwicklung	(Digital)Strategie/ (Digital)Berater	Produktionssteuerung Arbeitsvorbereitung, Supply Chain Mgmt., Logistik, Einkauf, Prozessmgmt., QM	Controlling/ BI/ Bus. Analytics & Admin/ Tax/ Law	Produkt-Strategie, Mgmt. & -Marketing/ Innovations-Mgmt./	Vertrieb/ Channel Mgmt./ CRM/ Customer Service/ Cust. Exp. Mgmt.	Digitales Marketing/ Brand Mgmt./ Commun., E-Commerce, Online Mark. Agenturen	Digitalisierungs-Interessierte aus verschiedenen Fachbereichen
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Certificate of Advanced Studies (CAS) (jeweils 2 Kurse i.d.R. über 1-3 Semester, 12 ECTS)	Digital Sustainable Leadership*	Digital Leadership & HR Mgmt.	Digital Business Creation	Digital Operations Management	Digital Analytics & Data Mgmt.	Digital Product Innovation	Digital Customer & Sales Strategy	Digital Performance Mkt.	Digital Management
	Digital Leadership & Agile Management	Digital Leadership & Agile Management	Digital Business Model Innovation	Data-based B2B Business Models & Platforms	Machine Learning & Big Data Analytics	Design Thinking & User Experience Management	Dig AI Based Customer Exp. & Relationship Mgmt.	Search Engine/ Performance Mkt. & Web Analytics	
	Principles of Sustainability Management	Digital HR Management	D. Entrepreneurship & Value Bas. Start-Up Devel.	Dig. of Industrial Value Chains & Innov. Management	Data Management & Visual Analytics	Dig. of Industrial Value Chains & Innov. Management	Digital Sales & E-Commerce	Advanced & Programmatic Digital Marketing	
D. & Sustainable Transformation Mgmt.*	Digital Transformation & Leadership				Digital Controlling & Business Mgmt.	Digital Sales & Supply Chain Mg.	Digital Marketing & Sales Strategy	Dig. Mkt. & Social Media Strategy	
D. Transformation & Sustainable Change Management	Digital Transformation & Sustainable Change Management				Dig. Controlling & AI Bas. Process Autom.	Digital Sales & E-Commerce	Digital Marketing Strategy, Branding & Campaign Mgmt.	Social Media, Content & Influencer Mkt.	
Innovation & Entrepreneurship for Sustainable Mgmt.	Digital Leadership & Agile Management				Digital Business Planning, Steering & Valuation	Digital Supply Chain Management	Digital Sales & E-Commerce	Digital Marketing Strategy, Branding & Campaign Mgmt.	
	Belegung weiterer (min.) 3 Kursmodule führen zum								
DAS	Digital & Sustainable Mgmt.*	Digital Leadership & HR Mgmt.	Digital Strategy & Transformation	Digital Mgmt. & Operations	Digital Analytics & Controlling	Digital Product & Innovation Mgmt.	Digital Customer & Sales Management	Digital Marketing & E-Commerce	Verschiedene Möglichkeiten

*ab WiSe 24/25 verfügbar