



Certificate of Advanced Studies HES-SO (CAS)

INTERCULTURAL MANAGEMENT IN THE DIGITAL AGE

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The COVID-19 pandemic has resulted in a rapid and widespread increase in digital communication in the workplace. Together with increasingly diverse teams, this presents new opportunities. The CAS “Intercultural Management in the Digital Age” will help you thrive and successfully collaborate in the diverse workplaces that epitomise the 21st century.

PROGRAMME OBJECTIVES

The CAS will prepare you for international roles and leadership positions. By the end of the programme, you will be able to:

- communicate effectively and appropriately in a multicultural workplace
- identify key drivers and barriers to multicultural team effectiveness
- recognize and act on new knowledge to grasp opportunities in multicultural contexts
- implement strategies to foster creativity through a diverse workforce.

PARTICIPANT PROFILE AND BENEFITS

The programme is designed for managers and team members in different functions and sectors, particularly in multidisciplinary activities.

You will benefit in particular from this CAS, if you need to:

- take on international roles
- encourage a sense of belonging and inclusion in diverse teams
- develop and maintain relationships with international partners
- become an enabler of innovation and growth.

PROGRAMME CONTENT

The CAS is worth 12 ECTS credits and consists of four modules:

- Intercultural communication **2 ECTS**
- Effective management of multicultural teams **2 ECTS**
- Learning through intercultural collaboration (Field trip to Poland) **4 ECTS**
- Fostering creativity through a diverse workforce **2 ECTS**
- E-portfolio **2 ECTS**

Faculty provide coaching for an e-portfolio that you will develop alongside the four modules. The e-portfolio, which will include your professional development plan as an intercultural manager, should be submitted within 1 month of completing the modules. It will be evaluated by the CAS Directors and a member of the Advisory Board.

The programme is delivered in English over 6 months between December and May. After successfully completing the programme, you will be awarded a “Certificate of Advanced Studies HES-SO in Intercultural Management in the Digital Age”.

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BLENDED LEARNING

Three modules and portfolio coaching will be delivered virtually. The module “Learning through intercultural collaboration” will take place in Poland. Poland is a melting pot of East and West European mindsets. Polish firms and professionals have gone through many changes e.g., system transformation, European Union membership, global financial crises. Collaborations with international partners have enabled them to adapt and grow even when faced with uncertainty. During the field trip, you will meet industry leaders and gain further insight into the influence of the range of cultures on the management practice.

Your overall experience will include:

- customised and flexible learning in a 6-month timeframe
- autonomous individual learning alongside work in multicultural teams
- peer coaching
- direct contact with companies and international executives during online sessions and the field trip.

LANGUAGE REQUIREMENTS

A minimum B2 English language proficiency is needed to follow the CAS. If you feel you need to boost your English skills, gain confidence and competence in using the language, you can receive an individual needs analysis followed by tailor-made language coaching. This will help you to improve your spoken and written English both for the course and for your career.



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DATES AND FEES

Duration: 6 months (December-May)

Fee: 7500 CHF (including registration fee, teaching materials, accommodation and local transport in Poland)

Language coaching is subject to an additional fee.

* HEIG-VD reserves the right to modify the programme dates, and fee at any time.

CONTACT

Prof. Anna Lupina-Wegener and Dr. Güldem Karamustafa are the CAS Co-Directors.

The international character of the programme is reflected in the composition of the Advisory Board and the Faculty.

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To learn more about the CAS, please visit the website: www.cas-imda.ch
