



Rochester-Bern  
Executive Programs

University of Rochester  
Universität Bern



# CAS Business Intelligence & Supply Chain

Using data successfully

Business Analytics, IT Systems, and Supply Chain Management are the “secret drivers” of long-term business success. Business Analytics provides data-driven insights that minimize risks and unlock targeted opportunities; Supply Chain Management guarantees that processes run efficiently, cost-effectively, and with a strong customer focus; while stable, secure, and scalable systems IT Systems are essential for business in a digital landscape. Managerial Decision Analysis complements the three disciplines by offering structured decision-making methods.

This program provides you with a solid foundation in above mentioned areas, thus supporting you to foster strategic agility and operational excellence in your company. The CAS format encourages immediate application in your own context and active exchange with peers from other industries.

<h2>Degree</h2> <p>Certificate of Advanced Studies (CAS) in General Management, University of Bern</p>			<h1>5</h1> <p>Master Classes</p>
<p><b>Start</b> March, July or November</p> 	<h1>6-14</h1> <p>MONTHS</p>	<p><b>Format</b></p> <p>5 Master Classes à 2.5 Days Plus preparation and final task</p>	<p><b>CHF 14,800</b> Program Fee</p>
		<p><b>15 ECTS Points</b></p>	
<p>Venue</p> <p><b>University of Bern</b></p> 		<p>Program Language</p> <p><b>English</b></p> 	

**Program Scope** The CAS Business Intelligence & Supply Chain consists of five Master Classes of 2.5 days each. Four Master Classes are mandatory, the fifth can be chosen from three electives.

**Mandatory Master Classes**

- Managerial Decision Analysis
- Business Analytics
- Information Technology & Management
- Operations & Supply Chain Management

**Elective Master Classes** (please choose one of the electives to complete your CAS Program)

- Project Valuation
- Leadership & Empowerment
- Driving Innovation

After the CAS Business Intelligence & Supply Chain, you will have a good understanding of the foundations of business analytics and understand both the opportunities and the limitations of data analysis in business. Moreover, you will see the potential of data as a production factor and a transforming element of existing organizations. Finally, you will dive into the strategic components of IT and supply chain management within a business context and understand how both enable competitive advantage, contribute to financial results, and drive innovation. In the elective modules, you can (a) develop practical tools for successful leadership in a transformational environment, or (b) get to know how to master technological change and implement innovation or (c) understand how to evaluate the value of the projects you plan.

**Teaching Approach**

Preparation starts 10 days before each class. The purpose of the preparations is to ensure that all participants have a certain level and understanding of the basic concepts of the class (e.g. statistics). Moreover, preparation gives you time to pre-read materials (e.g. cases) that will be used for discussion in class.

Classes take place from Thursday morning to Saturday lunchtime and follow a standard schedule. Their focus lies on interaction with faculty and peers as well as on application of the prepared concepts to real-life cases. They are set up for on-site participation but will be recorded for later reference and occasional online participation. After class, participants have 14 days to complete an exam or applied transfer task (paper).

**Applied Assignments**

You will receive a grade for each of the five courses. Your performance will be assessed through individual online exams, team projects and case studies, or individual written transfer assignments, depending on the course.

**Target Audience** We appreciate diversity and welcome executives and project managers from all industries and roles into our programs. Kindly check our website for admissions details.

**Degree** CAS in General Management, University of Bern

**Program Fee** The program fee is CHF 14,800. This includes tuition fees, all required preparatory materials, coffee breaks and water on regular course days, as well as registration and examination fees. The invoice will be issued at least 6 weeks before the start of the program.

**Contact**



**Do you have any questions? Do not hesitate to contact us:**

Marisol Zorrilla  
EMBA Manager  
executives@rochester-bern.ch  
+41 31 684 34 77

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