



# CAS in Stakeholder Management and Stewardship

Executive Education Finance  
University of Zurich



## Content

The CAS in Stakeholder Management and Stewardship supports participants in successfully approaching the rising tide of expectations from their stakeholders on intertwined topics such as finance, environment, people, and corporate governance. Starting from the most established dialogue on financials, the CAS modules expand to increasingly strategically relevant discussions and engagements on board structures, compensation arrangements, climate change impacts, and biodiversity considerations with stakeholders such as institutional investors, employees, customers, NGOs or governments, all within a constantly evolving legal and regulatory framework. Bringing together cutting-edge research from the University and ETH Zurich with hands-on views from industry experts, this CAS not only provides you with the background knowledge of the stakeholder topic, but also offers guidance on how to implement it.

## Goals and acquisition of competencies

The goal of this program is to integrate academic considerations on foundations and concepts related to different angles of stakeholder management with hands-on advice and experience exchange with market leaders in the respective topics. After completion of the course, participants should (i) have a good idea on how stakeholder management is done in practice (tools, pitfalls, key players), (ii) being aware of the most common concepts and theories to develop their own framework and approach for their company, and (iii) understand the strategic importance of stakeholder topics and how they are anchored within the company.

## Lecturers

Senior academic and industry experts from a broad range of disciplines such as business administration, communications, earth sciences, finance, legal, media or public sphere and society.

This CAS was developed together and is endorsed by



## Key Facts



### Date / Time

August 2024 to January 2025



### Location

Zentrum für Weiterbildung  
Schaffhauserstrasse 228  
8057 Zürich



### Topics

Engagements, Governance, IR & Strategic Communication, Legal & Compliance, Sustainability, Reporting



### Target Group

Professionals working in the field of investor relations, sustainability, communications, finance and legal



### Further information

Link: <https://shorturl.at/cdIKO>



## Contact



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## Modules

Dive into the dynamic world of stakeholder management with our diverse course modules. Explore key areas such as sustainability, engagements, corporate governance, and strategic communication, and enrich your learning further with optional electives in corporate finance and valuation. In total, 10 ECTS need to be selected in the compulsory elective area and elective area.

### Compulsory elective area (min 6 ECTS)



#### Foundations of Stakeholder Management (2 ECTS)

This course provides participants with a broad practical angle on key topics relevant for today's corporate functions dealing with stakeholders.



#### ESG Engagements (2 ECTS)

Understanding the different dialogues a company must lead, who the key counterparts of these dialogues are and what content they expect from companies.



#### Strategic Sustainability Considerations for Businesses (2 ECTS)

Providing a solid foundation for understanding and classifying different sustainability topics in your company's strategy and dialogue with its key internal and external stakeholders.



#### Corporate Governance as Strategic Factor (2 ECTS)

Establishing a sound understanding of the key elements of corporate governance such as board structures or compensation, how they are intertwined and how external views on a company's governance framework are evolving.



#### Reporting, Investor Relations and Strategic Communications (2 ECTS)

Covering the important elements of communication such as strategic messaging, impact measurement, different channels of communication, from social media to the annual report, and what to gain from a particular focus on value-reporting.

### Elective area (max 4 ECTS)

Further courses can be selected in the area of corporate finance and valuation:

- eFundamentals of Corporate Finance (1 ECTS)
- eFundamentals of Financial Markets (1 ECTS)
- eCorporate Valuation and M&A (4 ECTS)

## Why at the University of Zurich?



#### Quality

The programs are characterized by lecturers from academia and practice with professional expertise as well as technical skills.



#### Personal & professional development

Open new doors by developing new skills and growing personally and professionally.



#### Modularity

You can largely choose the content focus and topics as well as the scheduling based on your own needs.



#### Flexibility

Innovative forms of learning such as e-learning and hybrid offerings increase your flexibility and allow you to study while working.



#### Inspiring

In addition to the university backdrop inspiring you, our offerings stimulate new ideas and solutions and promote innovation.



#### Reputation

Lecturers from highly reputed academic and industry organizations with a program endorsed by the key industry bodies.

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