



Bern University
of Applied Sciences



CAS Business Research

Impact for Your Business: Seizing opportunities through data collection and analysis.



Research. Decide. Change.

Description and conception

The CAS will introduce you to business research methods that will allow you to gather, analyze, and interpret data effectively. Whether it's market research, consumer behavior analysis, or strategic planning, the ability to rely on business research will empower you to navigate challenges, identify opportunities, and make strategic decisions that are based on sound analysis. Throughout the CAS, you will work on a practical or scientific problem from your day-to-day business and apply your insights directly to this case.



After successful completion of the CAS, the [DAS Pathway to PhD](#) offers you the opportunity to develop your own project into a doctoral thesis.

Learning Objectives

Expert inputs and your own research project are at the centre of the CAS. It will ensure that

- You develop an analytic mindset and critical thinking skills.
- You gather and interpret relevant data to improve and shape your business.
- You stay ahead by leveraging data to identify emerging trends and opportunities.
- You develop skills to evaluate (automatically generated) data.

Characteristics

- Title/Degree: Certificate of Advanced Studies (CAS)
- Duration: 21 ½ days
- Schedule: according to website
- ECTS-Credits: 12
- Proof of competence: online learning assignments, a final report on your own project
- Cost: CHF 8'500
- Study location: Haslerstrasse/Effingerstrasse, Bern and online
- Next session: Each autumn semester
- Please note: The CAS is taught exclusively in English.

Topics

- Setting the stage for research expertise
- Taking stock of the current state of knowledge
- Questions of design
- Data collection methods – quantitative and qualitative
- Data analysis – quantitative and qualitative
- AI-powered research

Contact

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