

CAS in Ecosystem Management



CAS in Ecosystem Management: Overview

The CAS in Ecosystem Management is the first executive program on Ecosystems
– A key trend in business today

Profile and Content

- The way how **companies innovate** is undergoing a **massive shift**: Firms are increasingly trying to **innovate not in isolation but jointly with other companies** in an ecosystem setting
- **Ecosystems** open up **novel opportunities** for innovation, growth, and differentiation
- Ecosystems are a **new way of doing business** – They require **new knowledge, methods, and tools**
- This course **covers all key aspects** needed to build-up and manage ecosystems



Curriculum & Teaching Format

- **German or English**
- **8 modules in total**
- **Each module consists of 3 steps:**
 - Content delivery
 - Application on own business, supported by peers and mentors
 - Final presentation and discussion to/by mentors and peers

Timeline, Effort & Costs

- **Time effort:**
 - Approx. 8 days on-side
 - Approx. 16 days online, divided into sessions of 2-3 hours each
 - Additional effort for self-learning and application (on responsibility)
- **Fee of 11.500 CHF per participant**

Key Take-Aways

- **Certificate** of Advanced Studies in Ecosystem Management of the University of Lucerne
- **Comprehensive** and state-of-the-art **overview of ecosystem management**
- **Mentoring by peers and experts** on the **application** of all content on your **specific firm situation**

CAS in Ecosystem Management: Your Key Benefits

The CAS teaches you how to plan an ecosystem initiative and how to implement it in your company



Ecosystem Planning

Conceptual Foundations

You have an overview of ecosystems and are ready to work out concepts.

Business Model Innovation

You will be able to develop your ecosystem initiative based on your business model.

Ecosystem Strategy

You will develop an ecosystem strategy from existing strategic structures and define central KPIs.

Building-up Ecosystems

You develop potential products and services for your ecosystem and know how to select suitable partners.



Ecosystem Implementation

Management and IT

You can manage ecosystem partners and ensure the integration of the ecosystem into your company.

Legal and IP Foundations

You will be prepared for new legal situations and dealing with intellectual property rights that ecosystems entail.

Start-ups and Corporate Venturing

You will identify innovation potentials of start-ups and be able to collaborate with them in an ecosystem.

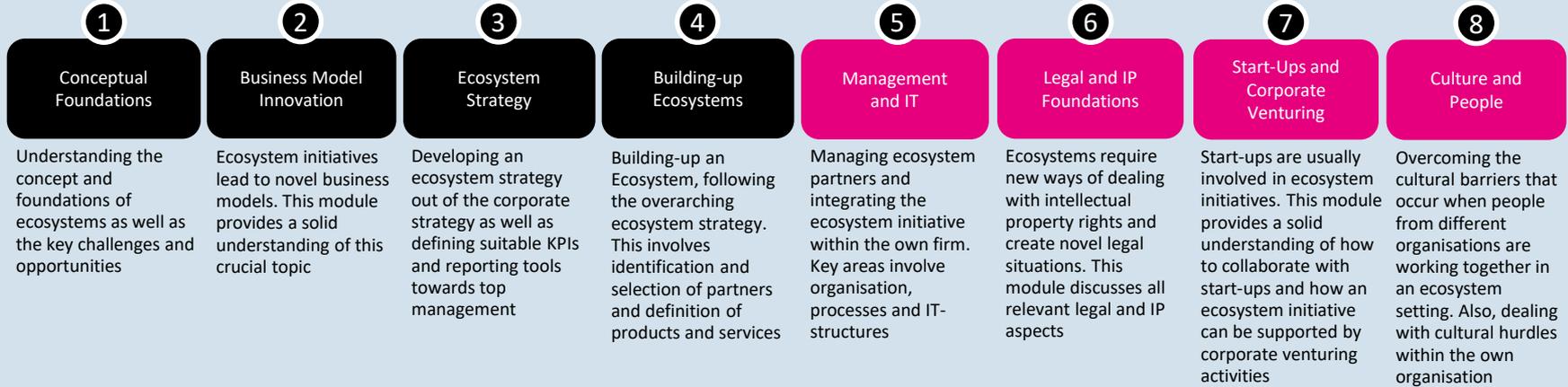
Culture and People

You know how to overcome cultural barriers between ecosystem partners and within your own company.

CAS in Ecosystem Management: Modul Overview

The CAS embraces 8 modules over a time of one year – Three key steps for each module

Overview on Modules



Teaching per Module



CAS in Ecosystem Management: Teaching Team

Our teaching team and experts are managing the course and are your go-to-persons for all of your questions



Dr. Bernhard Lingens

Program Coordinator /
Lecturer
Expert on Innovation and
Ecosystems

Current Position

- Member of the board of directors IMA
University of Lucerne, Head Area Innovation
- Visiting Professor Aalborg Business School
- Research Affiliate University of St. Gallen

Background/ Education

- Dr. oec. HSG in Innovation Management
- M.Sc. in Management, M.Sc. in Engineering
- Background as consultant at Roland Berger
Zurich, PostDoc at Imperial College
London, Project Manager at University of
St. Gallen



Dr. Franca Burkhardt

Lecturer
Expert on Organisational Studies

Current Position

- Founder Bandy Analytics GmbH
- Associate Fellow HSG for Organisational
Development

Background/ Education

- Dr. rer.soc. HSG in Organisational Studies and
Cultural Theory
- M.Sc in Political Science and Public Policy
Analysis, University of Geneva
- B.Sc in Social Sciences, Sociology and Psychology,
University of Fribourg