STEINBEIS UNIVERSITY
Schools of Next Practices

S-NEXT
SHORT COURSES

SUPPORTING YOUR CAREER ADVANCEMENT

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Certificate of Advanced Studies

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Diploma of Advanced Studies

STEINBEIS UNIVERSITY
Schools of Next Practices

Steinbeis University – Schools of Next Practices, also known as S-Next, is the business school of Steinbeis-Hochschule, which has been officially recognized as a private university since 1998 and is one of the largest private universities in Germany.

As an institute of the globally active Steinbeis Foundation, Steinbeis-Hochschule stands for knowledge transfer and innovation at the interface between science and business. The institute is a pioneer in the world of education — having designed the MedienMBA (the first industry-specific MBA in the world) in 1999. For 25 years, we have continued to lead the way worldwide with our unique transfer-oriented study model.

Although S-Next is responsible for developing and implementing all content for our study programs according to the study and examination regulations, graduates receive their degrees from Steinbeis-Hochschule.

We offer master's, MBA programs, certificates, and diplomas in the fields of business and economics, leadership management, and technology. No matter how different the respective programs may seem, they are all essentially based on the ideas and ways of thinking of Ferdinand von Steinbeis — the inventor of dual education.

150 Years

of putting theory into practice

World-class education, made in Germany.

Steinbeis University is one of the largest officially recognized private universities in Germany and is part of the globally active Steinbeis Foundation.

For over 150 years, the name Steinbeis stands for innovation: first, in pioneering the world-renowned dual education approach, uniting classroom theory with onsite workplace experience – and now, with our cutting-edge business study programs.

We are bringing the latest developments across many industries to students around the world. At S-Next, we're proud of:

- Over 25 years of experience in higher education

- A strong network of 2,200+ successful alumni

- Valuable partnerships with 200+ leading German companies like Bosch, Siemens, Mercedes-Benz, and SAP

- An outstanding98% recommendation rate from our current students

- Being a trusted German business school with globally recognized degrees

Our Founding Father
Ferdinand von Steinbeis
1807 - 1893

OUR CORE STUDY CONCEPT

At Steinbeis University - Schools of Next Practices, we help people find their path and have a positive impact on the world.

By implementing our core study concept, the 5 Circles, into your studies, you can, and will, succeed in reaching the **NEXT level** of your professional life and personal journey.

Make our 5 Circles -- **PURPOSE**, **CONTENT**, **TRANSFER**, **METAVERSE**, and **SUSTAINABILITY** -- your daily drivers to pave the way to a successful future.

PURPOSE

CONTENT

TRANSFER

METAVERSE

SUSTAINABILITY
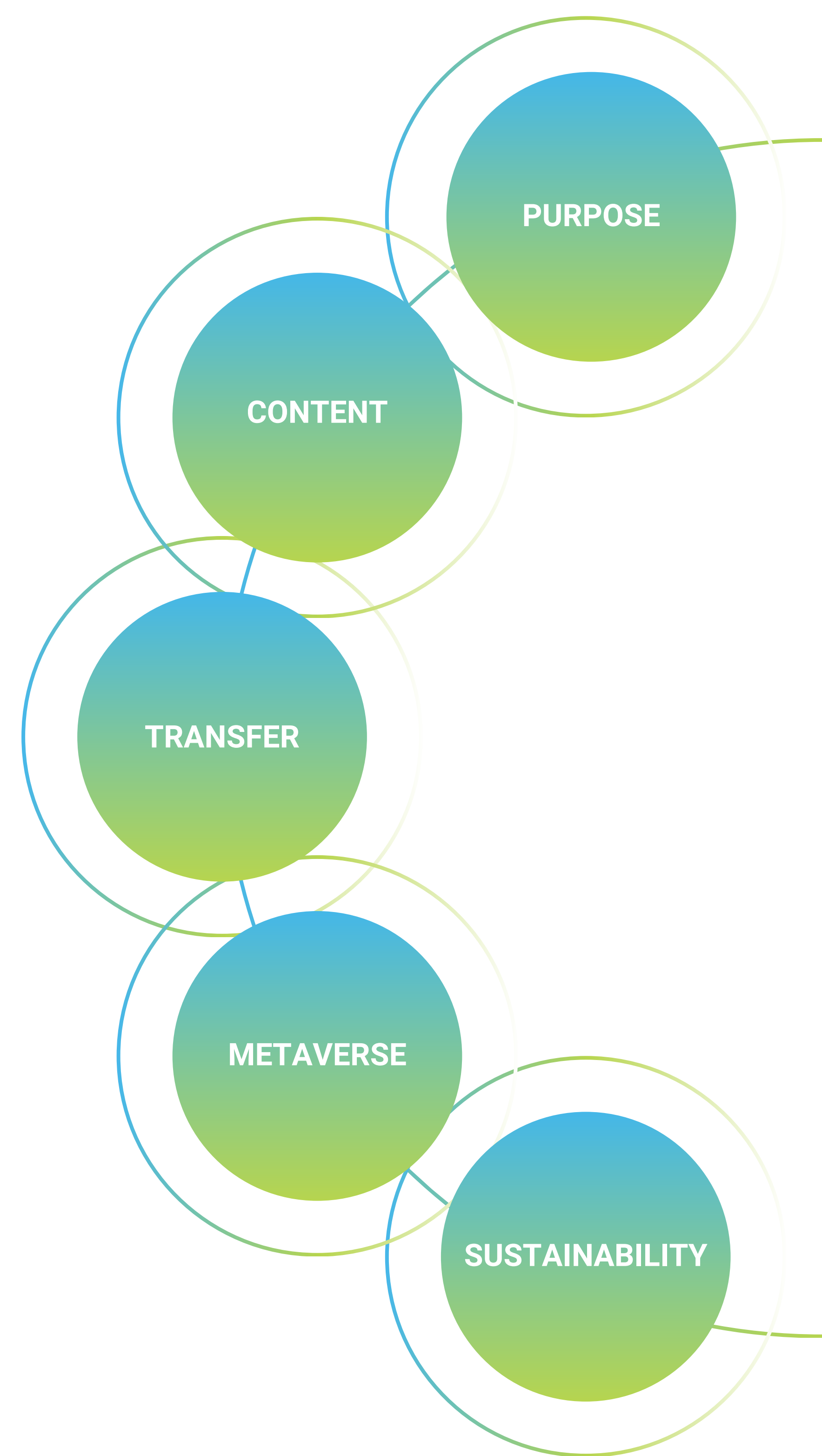
Envision your **PURPOSE** and shape your life and career to fit your ultimate end goal with the support of the highly experienced lecturers and expertly trained student advisory team at Steinbeis University - Schools of Next Practices.

Strengthen your professional and personal qualifications and reach your Next Level through the most up-to-date study **CONTENT**. Put the latest industry-led innovations and insights learned in the classroom into practice, thanks to our unique **TRANSFER**-oriented teaching method, and become part of the **METAVERSE** — the future of work — with our immersive technologies and diverse, digitally taught subject matter.

Use the instructive knowledge, future-oriented perspectives, and qualifications acquired during and after your time at Steinbeis University - Schools of Next Practices to go forth and make a real **SUSTAINABLE** difference to the world — socially, environmentally, and economically.

THE INSIDER PLATFORM

The INSIDER is an online learning solution developed by S-Next's CEO, Prof. Dr. Mario Vaupel, in 2014 for an easier way of accessing program modules, material, and assignments for students, as well as a more efficient way of evaluation and grading for lecturers. This platform has been very useful for our students, allowing them to work on their studies from anywhere.

To improve our students' experience, we recently launched an app for this easy-to-navigate system in February 2024. The app allows students to access the platform, now optimized for mobile and PC/tablet devices. Now, students can access their modules for upcoming classes with the tap of a finger. We have ensured a clear interface to guide our students along their learning path.
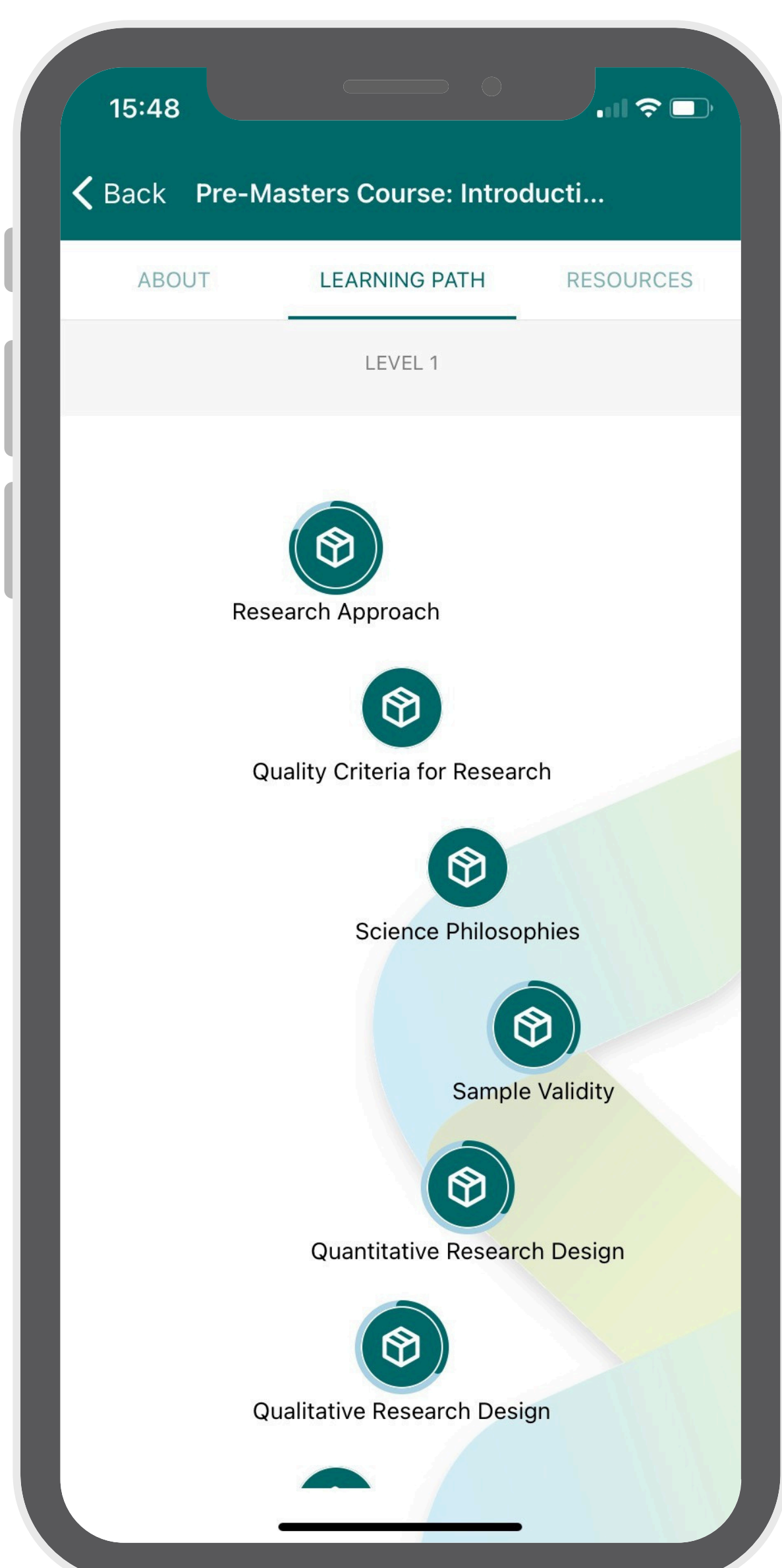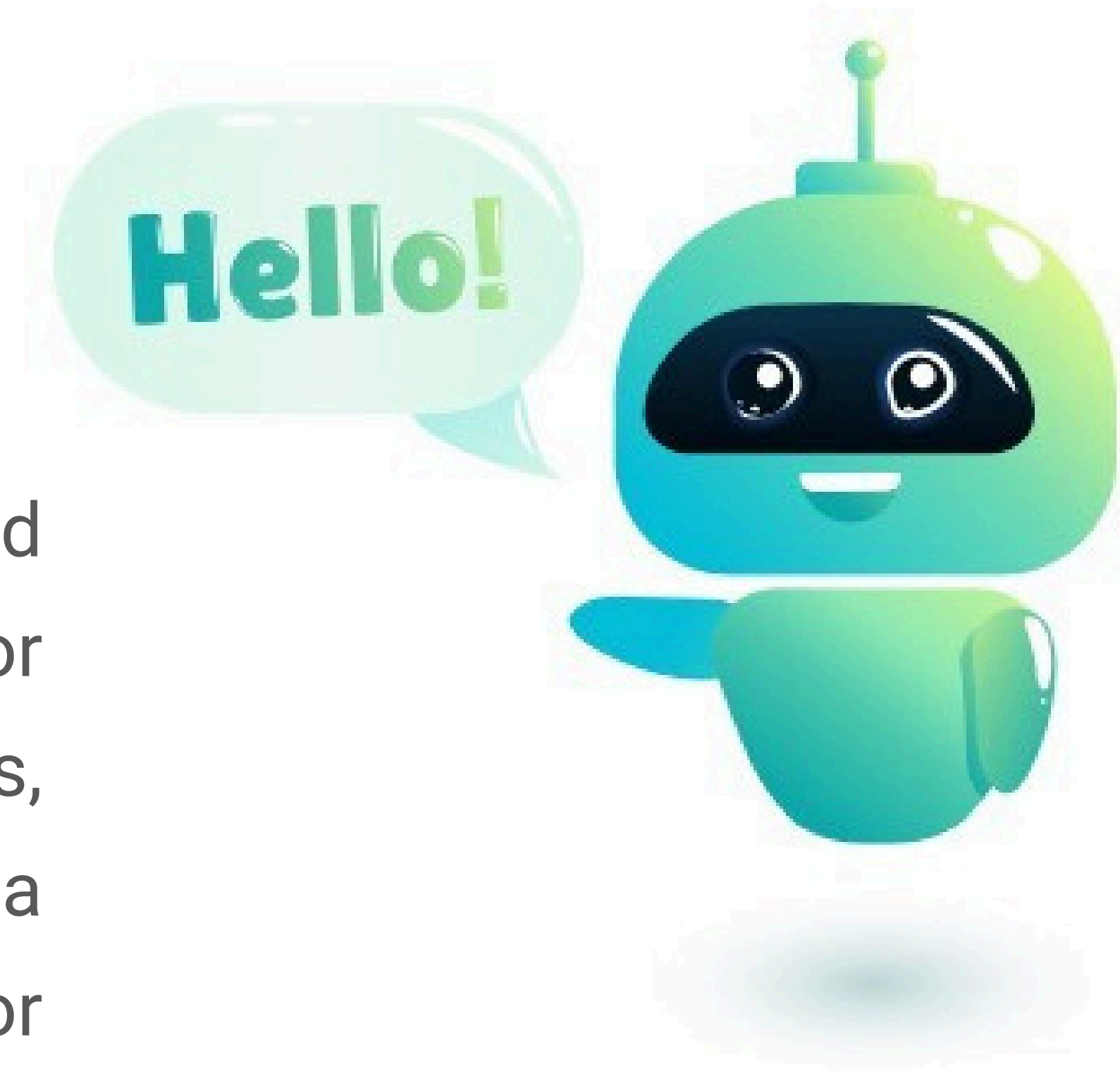
CERTIFICATE OF ADVANCED STUDIES

Duration
150 hours

Credit
5 ECTS

Language
English

Location
Online

Course Fee
399 EUR

Start Date
Anytime

The Certificate of Advanced Studies (CAS) courses at S-Next are designed to enhance your knowledge in a specific field. These courses allow you to delve into specialized topics, gain practical insights that directly apply to your work, and hone your critical thinking skills.

As we incorporate robust teaching methods and collaborative tools, you'll have a dynamic learning environment with your peers and our experts. Additionally, with our course structure, you can fit them easily into your busy schedule, balancing work, study, and personal commitments.

The credit points you earn through our CAS courses are evaluated using the European Credit Transfer System (ECTS), ensuring recognition across Europe. This international recognition enhances your academic and professional profile and will open doors to global opportunities.

Registration Requirements

Participating in our Certificate of Advanced Studies courses is hassle-free. You only have to submit the required documents listed below without any additional selection steps.

- Latest education certificate (High School or Bachelor's or Master's Degree)
- English proficiency certificate (IELTS 6.0 / PTE 56 / TOEFL 80 / Duolingo 100 / Cambridge Advanced or Proficiency)
- Latest updated CV
- Valid ID or Passport

Certificate of Advanced Studies in
Artificial Intelligence

During this course, you will embark on a comprehensive journey through AI's history, types, and contemporary performance, enriched by insights from case studies. Dive deeper into the essential prerequisites for AI integration within enterprises, spanning technical and organizational considerations.

You will explore the realm of neural networks, a core AI element, engaging in hands-on exercises. Evaluate neural networks against alternatives to grasp their distinct strengths and weaknesses. Apply neural networks across vital AI domains: Computer Vision, Speech/Natural Language Processing, Representation Learning, and Semantic Reasoning. Dive into model evaluation, Explainable AI, and quality assurance protocols. Finally, you will dive into the examination of accomplished AI systems through real-world case studies, acquiring valuable insights along the way.

In a rapidly evolving digital sphere, staying attuned to emerging trends is pivotal for business growth. This module immerses you in cutting-edge technological horizons, such as Artificial Intelligence and Machine Learning, aligning them with business frameworks.

Certificate of Advanced Studies in
Change Management

73% of organizations have dedicated change management roles or specialists to help manage organizational changes effectively, underscoring the growing recognition of the importance of change managers in ensuring the success of change initiatives within businesses.

Our CAS curriculum explores the latest scientific research on the elements that influence success in Change Management, all while acknowledging the challenges in precisely forecasting the outcome of a change. S-Next takes a practical approach, highlighting real-world examples of behavior across different project scenarios. These examples showcase both successful project outcomes and potential challenges.

Developing an understanding of when and why organizational change is essential for maintaining competitiveness involves exploring change management's historical context, challenges, and diverse approaches. Armed with the acquired tools from this certificate and insights into trends, you'll navigate change with confidence, guiding your team steadfastly through even the most tumultuous transformations.

Certificate of Advanced Studies in
Data-Driven Business Models and Products

Companies leveraging data analytics and insights are often able to make more informed decisions, leading to increased customer satisfaction and revenue growth. This approach has become increasingly important in today's competitive business landscape. Our comprehensive course allows you to explore the intricacies of how organizations function and adapt in the age of AI. You will gain the expertise to set up AI projects and teams effectively, defining essential roles, key activities, and necessary skills.

Delve into the intricacies of data asset management, acquiring insights into structuring and effectively overseeing data resources while uncovering their diverse benefits. Grasp the profound impacts of data assets on business models, encompassing scenarios for data exchange, vertical integration, and the dynamics of ecosystems and platforms. Develop expertise in product management, mastering aspects such as problem structuring, value proposition modeling, data flow modeling, testing methods, time-to-market strategies, deployment or delivery models, and pricing strategies. Become well-versed in managing the change process, facilitating the "AI Transition" within organizations, and ensuring a smooth shift toward AI-driven operations. You'll also learn to navigate through the crucial aspects of Quality Assurance and Risk Management, ensuring that AI projects are executed with precision and accountability.

Certificate of Advanced Studies in
Data Exploration and Analytics

Immerse yourself in the realm of data science - from unraveling the intricacies of data visualization and information design to mastering the practical intricacies of crafting interactive dashboards using tools such as Tableau and PowerBI, this course goes beyond theoretical concepts. It empowers you to navigate the practical side of creating engaging data presentations and exploring datasets.

By comprehending the varied categories, structures, and goals of analytical systems encompassing descriptive, diagnostic, predictive, and prescriptive analytics, you'll gain a panoramic view of data analysis. The journey continues with an introduction to the foundational elements of machine learning and data mining, furnishing you with essential insights into these contemporary data science cornerstones.

The certificate takes you through the indispensable phases of the data science process, spanning problem formulation, data preparation and feature engineering, method selection, model generation, and quality assessment and deployment. This holistic approach ensures that you not only possess the skills to tackle real-world data intricacies but also have the proficiency to contribute substantively to data-driven decision-making within your organization.

Certificate of Advanced Studies in
Data Strategy and Governance

This course has a comprehensive curriculum that unveils the art of crafting robust Data Strategies through in-depth explorations of Architecture, Metadata Management, and Data Modeling, positioning you to design data ecosystems driving organizational success.

Governance assumes a pivotal role as you navigate the intricacies of responsible data stewardship. Uncover strategies for Data Protection, preserving individual privacy, and Data Security, ensuring the confidentiality of invaluable information. Equally vital is the pursuit of Data Quality, where you'll unveil methods to heighten data accuracy and reliability, enriching informed decision-making.

In this evolving landscape where data and technology converge, our course broadens its scope to encompass the intricate link between Ethics and AI. You will gain insight into the ethical considerations underpinning AI integration, guaranteeing your data-driven ventures align with ethical standards. As data breaches and privacy concerns continue to rise, organizations need professionals who can navigate these challenges ethically. The GDPR fines, for example, have reached billions of dollars.

The knowledge you gain from this course will empower you to make informed decisions that contribute to organizational success, encompassing both data-driven strategies and ethical considerations.

Certificate of Advanced Studies in
Digital Infrastructure and Principles of Software Development

Explore Cloud Computing (IaaS, PaaS, MaaS, and SaaS), delving into economics, advantages/disadvantages, technology, architectures, and various cloud delivery models. Gain insights into virtualization, containerization, managed services, and strategic decision-making such as Make-Or-Buy. Our course extensively covers Principles of Software Development, encompassing agile methodologies, project structures, source code management, licenses, and an introduction to Python.

Furthermore, this course incorporates IT Service Management (ITSM) with a dedicated focus on reference models and DevOps. Engaging case studies from domains like Consumer/Industrial IoT and Content Delivery/Streaming provide real-world context.

By completing this course, you'll be equipped with the knowledge and skills needed to navigate cloud technologies, software development principles, IT service management strategies, and emerging areas like machine learning. This positions you at the forefront of the ever-evolving digital era, ready to tackle the challenges and opportunities of tomorrow.

Certificate of Advanced Studies in
Innovation Management

In today's fast-paced digital world, staying ahead is crucial. Our CAS Innovation Management course equips you with essential digital technologies and the latest trends, ensuring you remain at the forefront of technological advancements.

Dive deep into essential digital technologies, grasp the fundamentals of technology management, and gain an understanding of integrated, normative, and strategic technology management. Explore concepts like the life cycle and experience curve, and learn about portfolio methodology to effectively manage innovation. Get insights into the latest digital technology trends, from hardware and software to database management. Enhance your knowledge of computer and network architectures, delve into the basics of programming and algorithms, and gain a deep understanding of augmented and virtual reality.

Stay ahead of the curve with insights into current trends in technology, society, and psychology, continuously updated for relevance. With the demand for innovation management professionals on the rise, completing this course opens doors to a plethora of career opportunities. In fact, job roles in this field are expected to grow by 5% in the next decade, creating thousands of new positions.

Certificate of Advanced Studies in
Project Management

With S-Next's Project Management course, you will explore many different areas of leading and organizing a project. These areas include projects and project management, differentiating classic and agile approaches, task and phase planning, project goal identification, participant competencies, controlling tools, multi-project management, and leadership with interdisciplinary collaboration and conflict management.

By program completion, you'll adeptly comprehend how to guide a project from its inception, proficiency in dissecting project plans, outlining requirements, delegating tasks, and structuring phases will empower you to minimize risks and effectively execute your organization's forthcoming significant projects. This comprehensive knowledge, coupled with practical skills gained, will boost your confidence in steering each stage of project implementation.

This course enhances your skill set and leadership abilities, making you a more attractive candidate for roles involving project management and leadership position responsibilities.

Certificate of Advanced Studies in
Strategic Management

Gain a comprehensive grasp of the historical evolution, challenges, diverse approaches, essential tools, and emerging trends in the realm of strategic management through S-Next's Certificate of Advanced Studies in Strategic Management.

This short course provides you not only with a clear understanding of the above aspects but also enables you to apply selected strategic management methodologies to enhance your organization's strategic position. Upon completion of this course, you will have mastered the relevant management tools, processes, and strategies, guaranteed to elevate your organizational performance.

Additionally, you will gain the skills to create a unique brand identity and differentiate your products or services from competitors by carefully planning based on the knowledge gained from a strategy-oriented education. Enhance your leadership skills with this in-demand certificate program. Learn how to lead teams strategically, improve your ability to assign tasks efficiently, and guide your team and organization to success.

Certificate of Advanced Studies in
Sustainable Entrepreneurship

In the ongoing dialogue about sustainability, a prevailing consensus highlights the importance of identifying intelligent innovative solutions and applying them judiciously to confront environmental and societal challenges. Our certificate program breaks down these concepts, guiding you in understanding the significance of innovation and entrepreneurship as drivers of sustainability efforts.

Through this course, you will navigate the practical intricacies of translating these ideas into real-world scenarios, examining both overarching strategic perspectives and the day-to-day practical aspects. You will explore the profitability of sustainable concepts – it's not merely about ethical considerations, but also about making savvy business decisions.

Furthermore, you will gain proficiency in employing contemporary business strategies to design eco-friendly ideas and translate them into actionable plans. You'll learn how to incorporate eco-friendly practices into your ventures for sustainable business growth. We'll cover everything from updating existing products to creating new business models. Harness the power of sustainable investments, where financial gains and environmental consciousness converge, paving the way for prosperity with a purpose.

Certificate of Advanced Studies in
Sustainable Finance and Risk

Sustainability has emerged as a vital consideration in various spheres, including corporate finance, private investments, risk management, and banking. The rising awareness of sustainability among market participants has prompted attention from both the political and banking spheres. This has created a compelling need for companies in all sectors to deeply engage with sustainability due to regulatory mandates and inherent relevance.

This certificate program commences with an exploration of how sustainability intersects with financial matters. Political influences and their consequences are also dissected to underline the subject's wider applicability. Furthermore, integrating sustainability into a company's strategic goals is emphasized for improved profitability. Finally, the course stresses the integration of sustainability risk into corporate risk management.

Analyzing the interplay between regulations and their corporate effects is a critical aspect. Looking beyond companies, the increasing scrutiny of sustainability criteria by investors necessitates understanding their perspectives. Therefore, the course comprehensively covers sustainable finance from both corporate and investor viewpoints, acknowledging its broad and transformative impact.

Certificate of Advanced Studies in
Sustainable Growth Strategies

The challenge of creating a sustainable economy amid population growth and resource limitations prompts us to find ways to foster economic growth that benefits everyone. This course explores how you can tackle this challenge and find solutions to the conflicting developments. You will look into both quantitative and qualitative growth ideas, guided by the central question: how, in the face of a rapidly growing world population and a simultaneous scarcity of resources, economic growth can be generated for the benefit of the people and their livelihood?

A key focus of this course is understanding why the need to shift to a new way of thinking about growth, and how this can be put into practice for businesses. This shift towards qualitative growth also affects how productivity (quality focus) and profitability (balancing shareholder value and innovation investment) are approached.

This course encourages a deep dive into fundamental business matters. It also emphasizes that the idea of sustainable growth should be integrated across the entire business structure. This means rethinking strategies, processes, employee management, and collaboration to effectively implement a sustainable business concept.

DIPLOMA OF ADVANCED STUDIES

Duration
450-600 hours

Credit
15-20 ECTS

Language
English

Location
Online

Course Fee
799 EUR

Start Date
Anytime

Our Diploma of Advanced Studies (DAS) courses are dynamic, career-enhancing courses that are tailored to professionals seeking specialized insights and expertise. Each of our courses provides a robust foundation across diverse industries, which makes our courses suitable for all professions.

With the support of our INSIDER online learning solution and the unique structure of the course, you will have the flexibility you need to navigate between your professional responsibilities, your studies, and your personal commitments.

Similar to the Certificate of Advanced Studies, the credit points you earn through our DAS courses are evaluated using the European Credit Transfer System (ECTS), ensuring recognition across Europe. This international recognition enhances your academic and professional profile and will open doors to global opportunities.

Registration Requirements

Participating in our Diploma of Advanced Studies courses is hassle-free. You only have to submit the required documents listed below without any additional selection steps.

- Latest education certificate (High School or Bachelor's or Master's Degree)
- English proficiency certificate (IELTS 6.0 / PTE 56 / TOEFL 80 / Duolingo 100 / Cambridge Advanced or Proficiency)
- Latest updated CV
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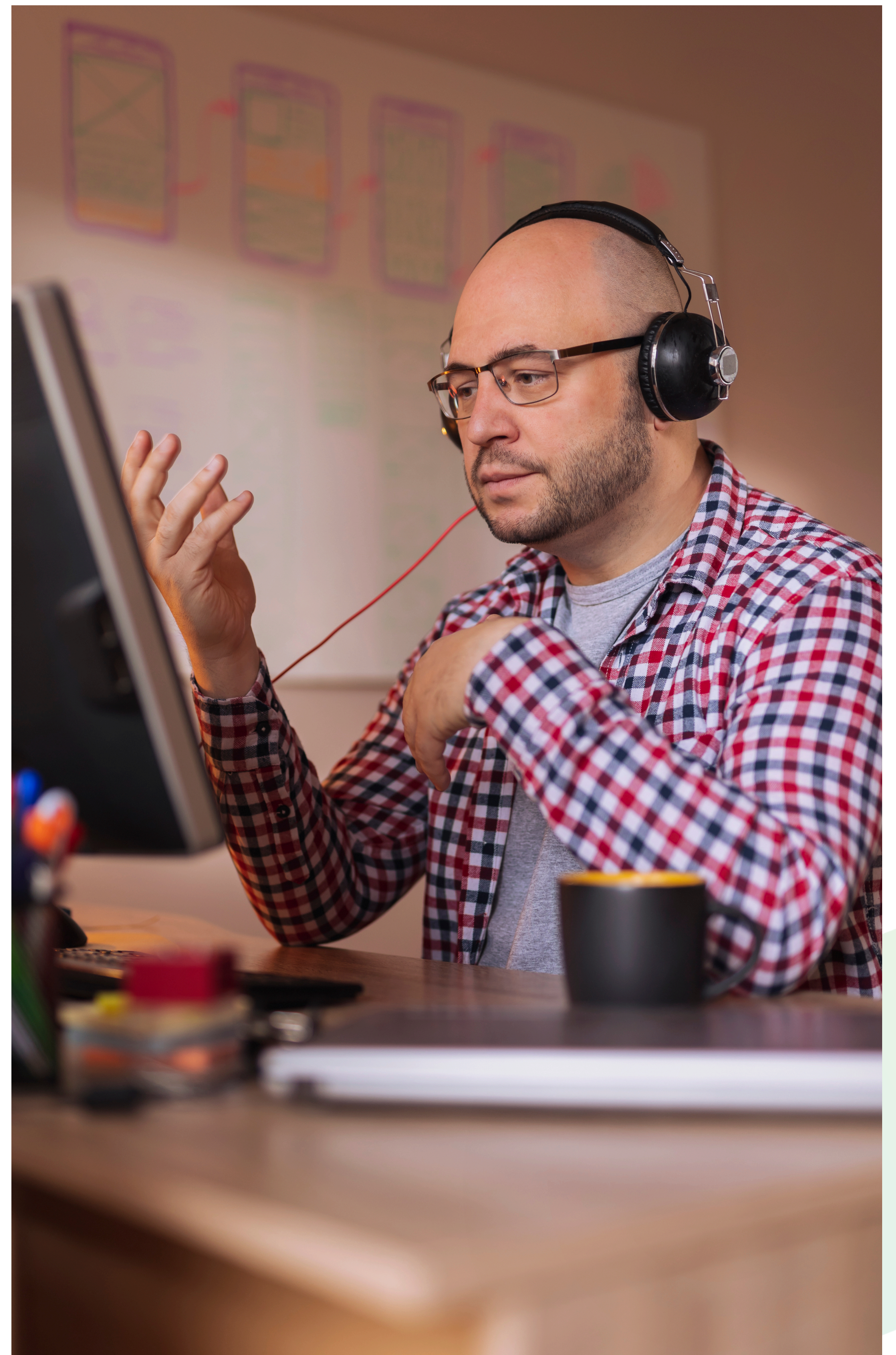
Diploma of Advanced Studies in
Managing the AI Transformation

This **450-hour** course is designed to empower its participants with the knowledge and strategic prowess necessary to effectively manage and leverage AI technologies within organizations.

Upon completion, participants will possess the expertise required to drive the adoption and governance of AI, enabling them to harness the full potential of intelligent systems for business success.

Your Course Modules

Digital Infrastructure and Principles of Software Development

Data-Driven Business Models and Products

Data Strategy and Governance

By course end, you will be adept at developing and executing AI strategies tailored to an organization's goals and competitive landscape. You will confidently lead AI initiatives, navigating the intricacies of implementation while addressing ethical and operational challenges. This ensures responsible and impactful AI integrations that contribute positively to the organization's goals.

This course is designed to empower its participants with the knowledge and strategic prowess necessary to effectively manage and leverage AI technologies within organizations. Upon completion, participants will possess the expertise required to drive the adoption and governance of AI, enabling them to harness the full potential of intelligent systems for business success.

The curriculum covers AI's foundational concepts, technical intricacies, and transformative capabilities. Participants of this course will discern suitable AI applications for various business scenarios, fostering innovation and efficiency. The course imparts theoretical knowledge while cultivating practical skills through real-world case studies. This enables you to make informed decisions and confidently manage AI initiatives.

In conclusion, the course provides a comprehensive journey, equipping you with the strategic mindset, practical skills, and ethical understanding required for successful AI integration, governance, and utilization. This sets the stage for enhanced business outcomes and a sustainable AI-driven future.

Diploma of Advanced Studies in
Managing the Business Transformation

The primary objective of this diploma program is to empower individuals with a profound understanding of the intricacies involved in leading and steering organizational change and transformative endeavors.

With a duration of **600 hours**, this course is meticulously curated for experienced professionals entrusted with the pivotal task of spearheading and supervising strategic shifts within their organizational frameworks.

Your Course Modules

Strategic Management

Change Management

Innovation Management

Project Management

Furthermore, it is tailored for individuals keen on enriching their skill set for effectively navigating the intricate landscapes of complex business transformations.

At its heart, this course is focused on helping participants understand the fundamental principles, theories, and contemporary practices that constitute the foundation of managing business transformations. In addition, it delves into the realms of innovation processes and the complexities of project management. The course places special emphasis on developing participants' skills in comprehending the various internal and external factors that drive organizational change. The skills acquired through this diploma equip participants to devise and implement strategies that yield tangible and substantial results in these transformative efforts.

Through a meticulously crafted curriculum, participants are primed to unravel the multidimensional nature of business transformations. Through a series of modules, including Strategic Management, Change Management, Innovation Management, and Project Management Strategy, you will gain a profound understanding of how to navigate and lead in an era of rapid change. This provides you with not only theoretical frameworks but also practical insights, enabling them to drive impactful and sustainable change in the corporate landscape.

This course empowers you to strategically plan, facilitate seamless transitions, nurture creativity within your teams, and ensure the successful execution of transformative initiatives. It's a transformative journey for those looking to drive innovation and steer their organizations toward sustained success.

Diploma of Advanced Studies in
Mastering Data Technology

This **450-hour** course empowers its participants with the practical knowledge and skills to effectively develop and deploy AI solutions in real-world contexts. By course completion, participants will possess the capability to design, construct, and deploy intelligent systems, leveraging cloud and edge computing alongside software development principles. You'll adeptly transform conceptual ideas into functional AI applications, addressing complex challenges across domains.

Your Course Modules

Digital Infrastructure and Principles of Software Development

Data Exploration and Analytics

Artificial Intelligence

The curriculum combines conceptual understanding with hands-on experience, equipping participants to manage the entire lifecycle of AI solution creation.

This Diploma of Advanced Studies course will take you to explore the core modules: Digital Infrastructure & Principles of Software Development, Data Exploration & Analytics, and Artificial Intelligence. These modules are designed to provide comprehensive expertise for mastering today's dynamic data technology landscape. The modules focus on practical skills to tackle real-world data challenges. You'll become proficient in data analysis, software development, and AI, allowing you to contribute valuable solutions to your organization's data-driven needs.

You will grasp cloud computing's data processing potential and edge computing's real-time decision-making capabilities. Beyond technical proficiency, the course fosters problem-solving skills for various industries, allowing you to innovate and strategize effectively using AI insights.

Ultimately, this course not only imparts practical skills for AI development and deployment but also cultivates the ability to drive impactful changes across industries through intelligent application of technology.

Diploma of Advanced Studies in
Sustainable Business Management

Participants enrolled in this **450-hour** course will embark on a comprehensive journey to grasp the intricacies of sustainability. This course equips you with an in-depth understanding of diverse sustainability issues and empowers you to cultivate strategic and operational concepts to overcome them. Furthermore, the contents are pivotal for effectively implementing sustainable measures within their respective organizational contexts.

Your Course Modules

Sustainable Entrepreneurship

Sustainable Growth Strategies

Artificial Intelligence

Designed with a holistic perspective, the curriculum addresses environmental, social, and economic dimensions of sustainability. The modules collectively empower participants with the expertise to champion ethical and environmentally responsible business approaches. You will be equipped with a deep understanding of sustainable practices and ethics, enabling you to lead the way in adopting eco-friendly and socially responsible business strategies. You'll be prepared to drive sustainable growth, manage risks, and make financially responsible decisions while promoting a more sustainable future for your organization and the environment.

Through real-world case studies and industry insights, students will also gain a nuanced understanding of sustainable business management's intricacies. By blending theory with practical application, participants will learn how to analyze sustainability challenges, assess their business implications, and formulate strategies for effective solutions.

Furthermore, this diploma program underscores the symbiotic relationship between sustainability and business success, equipping graduates to drive positive change and influence decision-making processes. Upon completing this diploma program, you will become an adept sustainability leader, capable of navigating modern complexities while championing practices that contribute to societal and environmental well-being.

Steinbeis University - Schools of Next Practices

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