

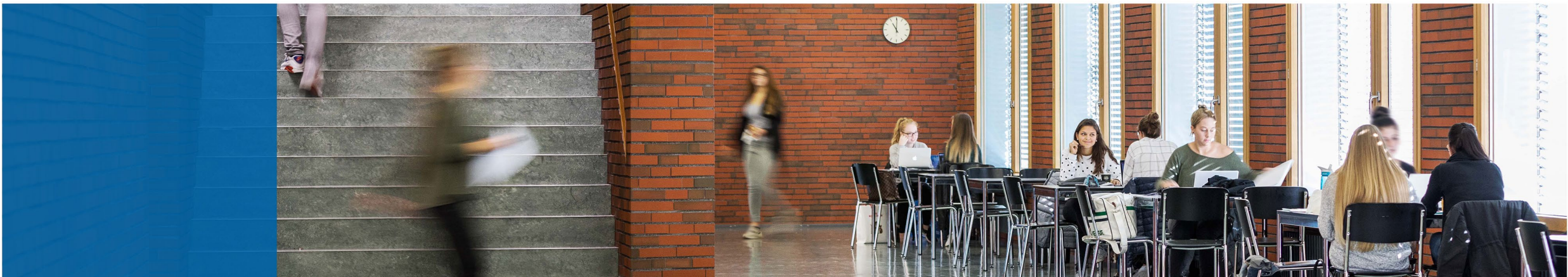


Angewandte Linguistik

Begrüßung HS 24

Master AL Vertiefung Organisationskommunikation
16. September 2024

Dr. Christina Ratmoko





Programm

- Stundenplan HS 24
- Kurse und Module OK-Vertiefung im HS 24
- Wichtige Daten im HS 24
- Wechsel Teilzeitmodelle
- Ausblick FS 25
- Fragen?

Curriculum OK-Vertiefung: Module im HS 24

1. Semester	22 ECTS	2. Semester	22 ECTS	3. Semester	12 ECTS
Organisationskommunikation im wissenschaftlichen Kontext	2 ECTS	Managing Communication Projects	3 ECTS	Leadership Skills	2 ECTS
Strategie und Organisationskommunikation <ul style="list-style-type: none"> • Organisationskommunikation und Strategisches Management • Strategiekommunikation 	8 ECTS	Multimodal and Social Media Communication	4 ECTS	Communication Consulting	2 ECTS
Wissenschaftliche Methoden der Organisationskommunikation	4 ECTS	Organisational Communication and Journalism	3 ECTS	Business Ethics and Corporate Responsibility Communication	2 ECTS
Konzeptionstechnik und Design Thinking	3 ECTS	Intercultural and International Communication Management	3 ECTS	Simulation	6 ECTS
Kommunikationsprojekte I <ul style="list-style-type: none"> • Kurs A • Kurs B 	5 ECTS	Communication Projects II <ul style="list-style-type: none"> • Course A • Course B 	7 ECTS		
		Organisational Communication for Specific Industries and Selected Issues	2 ECTS		

Stundeplan HS 24

Stundenplan HS 24 - Regelstudiensemester II
MA AL, Vertiefung Organisationskommunikation



Organisationskommunikation
Kernstudium, alle Vertiefungen

	Mo - SM O2.23	Di - Online	Mi - SM O2.23	Do	Fr
08:00-8:45		Angewandte Linguistik II Diverse Kurse Kernstudium (div.) A2	Advanced Communication Projects: Course B (rosp) 4 ECTS / 4 SWL B2		
08:50-9:35					
10:00-10:45					
10:50-11:35					
12:00-12:45	Organisational Communication and Journalismism (kegu) 3 ECTS / 2 SWL				
12:50-13:35	A2				
14:00-14:45		Advanced Communication Projects: Course A (kegu) 3 ECTS / 2 SWL	Intercultural and International Communication Management (enzm) 3 ECTS / 2 SWL		
14:50-15:35	Multimodal and Social-Media-Communication (xvij / gnaa / radl) 4 ECTS / 3 SWL	B2	B2		
16:00-16:45			Managing Communication Projects (loac) 3 ECTS / 2 SWL		
16:50-17:35	A2		B2		
18:00-18:45	Organisational Communication for Specific Industries and Selected Issues (rato)				
18:50-19:35	A2 2 ECTS / 2 SWL				

Erklärung zur Kursbelegung im Vollzeit- bzw. Teilzeitmodell (s. auch Merkblatt Studienmodelle)
Vollzeitstudierende belegen im 2. Semester (HS) alle Kurse (A2 und B2)
Teilzeitstudierende (TZ-Modelle 1 und 2) belegen im 2. Teilzeitsemester (HS) nur die Kurse A2 bzw. im 4. Teilzeitsemester (HS) die Kurse B2

A2-Kurse

Modul: Angewandte Linguistik II
div. Kurse
Modul: Multimodal and Social Media Communication
Multimodal and Social Media Communication
Modul: Organisational Communication and Journalismism
Organisational Communication and Journalismism
Modul: Organisational Communication for Specific Industries and Selected Issues
Organisational Communication for Specific Industries and Selected Issues

Änderungen vorbehalten (08.07.2024).

B2-Kurse

Modul: Managing Communication Projects
Managing Communication Projects
Modul: Intercultural and International Communication Management
Intercultural and International Communication Management
Modul: Advanced Communication Projects / Communication Projects
Course A Course A
Course B Course B

Module Semester 2: «Organisational Communication and Journalism» (3 ECTS; 2 SWL) A2-Kurs

Dozent: Guido Keel

^ Course: Organisational Communication and Journalism	
No.	IMA.AL.OK-OCJO.24FS.K
Title	Organisational Communication and Journalism
Organised by	LA Master-Studiengang Angewandte Linguistik
Category	Lehrveranstaltung
Language of instruction	Englisch
Expected total study time	Total 90.00 h Course 18.00 h Self-study 72.00 h

Description

Version: 3.0 start 01 August 2024

Learning objectives	
Attitude	<ul style="list-style-type: none"> The students become aware of the relevance of media relations. The students realise that a better understanding of journalism enables them to develop effective media relations strategies and activities. The students are aware that autonomous journalism is functional to the goals of organizational communication.
Knowledge	<ul style="list-style-type: none"> The students know what journalism is and how and why journalists function the way they do. The students understand how media relations are organised. The students understand the theoretical models used to describe the relationship between organisational communication (media relations) and journalism.
Skills	<ul style="list-style-type: none"> The students are able to anticipate journalistic actions. The students are able to monitor and evaluate media coverage. The students can evaluate media relations strategies.

Course content	<p>A.</p> <ul style="list-style-type: none"> The journalistic logic and how it affects media reality The Swiss media landscape <p>B.</p> <ul style="list-style-type: none"> Theoretical principles and models concerning the relationship between organisational communication and journalism The corporate newsroom as an organisational platform for media relations <p>C.</p> <ul style="list-style-type: none"> Media monitoring: objectives, instruments and practice Ethics of media relations
Form of instruction	Lecturer input, class discussions, group exercises, guest lecture
Performance assessment	<p>Oral examination, calendar week 51</p> <p>Duration: 10 minutes</p> <p>Aids: No Aids</p> <p>Oral exam (10 minutes), grades from 1 to 6 (at increments of 0.25)</p>
Course materials	<p>PPT slides</p> <p>Reading list to be provided at the beginning of the semester.</p>
Remarks	--

Module Semester 2: «Multimodal and Social Media Communication» (4 ECTS; 3 SWL) A2-Kurs

Dozierende: Aleksandra Gnach / Janine Radlingmayr / Marius Born / Ognjen Visnjic

Course: Multimodal and Social Media Communication	
No.	I.MA.AL.OK-MMSOME.24FS.K
Title	Multimodal and Social Media Communication
Organised by	LA Master-Studiengang Angewandte Linguistik
Category	Lehrveranstaltung
Language of instruction	Englisch
Expected total study time	Total 120.00 h
	Course 27.00 h
	Self-study 93.00 h
Description	
<i>Version: 3.0 start 01 August 2024</i>	
Learning objectives	Attitude: <ul style="list-style-type: none"> • Communication is always multimodal. Digital communication has become an integral part of organisational communication.
	Knowledge: <ul style="list-style-type: none"> • The students understand the basic concept of multimodality and social media in the context of digital communication.
	Skills: <ul style="list-style-type: none"> • The students learn how to analyse and interpret multimodal artefacts. They develop skills for understanding and implementing community communication on social media.
	<p>A. The first part of this course places social media communication in the context of organizational communication and provides a basis for analysing and designing multimodal communication in a corporate environment. This part of the course focuses on the following aspects: social media and sociality, analysing social media, photo sharing on Instagram, and case study research.</p>

Course content	<p>B. In the second part of the course, we focus on the individual social networks. How do they differ in terms of target groups, multimodality, developments, virality, crisis and community communication? We will analyse which goals can be achieved via multimodal social media communication (e.g. text, image, video) and which risks exist.</p> <p>C. In the final five sessions, students acquire the basic skills to produce channel-appropriate photos and videos for social media. The areas covered range from the application of simple tricks in photography and photo retouching to the first steps in video production and the realisation of multimodal products for defined target groups.</p>
Form of instruction	<p>Theoretical input, class discussions, group work.</p> <p>Portfolio/assessment during the semester in accordance with the specifications of the lecturers taking account of the learning objectives.</p> <p>The assessment consists of two parts:</p> <ul style="list-style-type: none"> • Design a multimodal communication strategy, explain, contextualize and defend the strategy based on case study research—15,000 to 20,000 characters incl. spaces (50%) • Implement initial concretization steps as multimodal products based on your analysis, e.g. slogans, photos, illustrations, animations, social videos, testimonials, hashtags, etc. (50%) <p>Assessment type: Grades (from 1 to 6) awarded at increments of 0.25.</p>
Performance assessment	
Course materials	See Moodle
Remarks	--

Module Semester 2: «Organisational Communication for Specific Industries and Selected Issues» (2 ECTS; 2 SWL)

A2-Kurs

Dozentin: Christina Ratmoko

Course: Organisational Communication for Specific Industries and Selected Issues

No.	IMA.AL.OK-SISL24FS.K
Title	Organisational Communication for Specific Industries and Selected Issues
Organised by	LA Master-Studiengang Angewandte Linguistik
Category	Lehrveranstaltung
Language of instruction	Englisch
Expected total study time	Total 60.00 h Course 18.00 h Self-study 42.00 h

Description

Version: 2.0 start 01 August 2024

Learning objectives	Attitude:
	<ul style="list-style-type: none"> The students are familiar with selected issues in the field of organisational communication, for example sustainability communication, financial communication, etc and understand how these are embedded in the overall communication strategy of an organization.
	Knowledge:
	<ul style="list-style-type: none"> The students know the important communicative content relevant to each industry and issue of communication. The students gain contact with experienced practitioners in the field organisational communication and develop ideas with respect to possible job profiles and career paths.
	Skills:
	<ul style="list-style-type: none"> The students can describe and explain industry-specific differences in organisational communication.

Course content	<p>A.</p> <ul style="list-style-type: none"> Characteristics of organisational communication in specific industries/sectors <p>B.</p> <ul style="list-style-type: none"> Important topics of organisational communication in specific industries (e.g. financial services, healthcare, e-commerce) Typical challenges of organisational communication in specific industries <p>C.</p> <ul style="list-style-type: none"> Stakeholder-specific and target-group-oriented communication Public interest/disinterest in specific industries
Form of instruction	Lecturer input, guest lectures with class discussions
Performance assessment	<p>Oral examination during the examination weeks</p> <p>Duration: 15 minutes</p> <p>Aids: No aids</p> <p>Grades from 1 to 6 (at increments of 0.25)</p>
Course materials	PPT slides, a few selected articles (to be publicised during the semester)
Remarks	--

Module Semester 2: «Advanced Communication Projects: Course A» (3 ECTS; 2 SWL) B2-Kurs

Dozierende: Guido Keel

Course: Advanced Communication Projects A							
No.	I.MA.AL.OK-ACOMPRO-A.24FS.K						
Title	Advanced Communication Projects A						
Organised by	LA Master-Studiengang Angewandte Linguistik						
Category	Lehrveranstaltung						
Language of instruction	Englisch						
Expected total study time	<table border="1"> <tr> <td>Total</td> <td>90.00 h</td> </tr> <tr> <td>Course</td> <td>18.00 h</td> </tr> <tr> <td>Self-study</td> <td>72.00 h</td> </tr> </table>	Total	90.00 h	Course	18.00 h	Self-study	72.00 h
Total	90.00 h						
Course	18.00 h						
Self-study	72.00 h						
Description							
<i>Version: 3.0 start 01 August 2024</i>							
Learning objectives	Attitude: <ul style="list-style-type: none"> Students develop openness to new insights into sound empirical research. Students develop a critical attitude towards the opportunities and limits of paid content in journalistic media. 						
	Knowledge: <ul style="list-style-type: none"> Students know different forms of content sponsoring. Students understand the role of paid content on news platforms. Students know what kind of findings can be expected from quantitative research. 						
	Skills: <ul style="list-style-type: none"> Students can conduct quantitative content analysis Students acquire basic skills in assessing data via Excel Students are able to write a paper and following the basic structure of academic writing in empirical research. 						

Course content	A. Native Advertising as a form of content marketing <ul style="list-style-type: none"> Relevance of native advertising Native advertising from an OC perspective Different forms of native advertising
	B. How to conduct a manual content analysis <ul style="list-style-type: none"> Planning a content analysis Developing suitable research questions Collecting data systematically
	C. Analysis and report writing <ul style="list-style-type: none"> Analysing quantitative data Drawing conclusions from quantitative data Writing a report
Form of instruction	Workshop with theoretical input
Performance assessment	Portfolio/assessment during the semester in accordance with the specifications of the lecturers taking account of the learning objectives. Assessment type: Paper (100% of the module grade), grades from 1 to 6 (at increments of 0.25).
Course materials	see Moodle
Remarks	--

Module Semester 2: «Communication Projects II: Course B» (4 ECTS; 4 SWL) B2-Kurs

Dozent: Stephan Rösli

^ Course: Advanced Communication Projects B	
No.	LMA.AL.OK-ACOMPRO-B.24FS.K
Title	Advanced Communication Projects B
Organised by	LA Master-Studiengang Angewandte Linguistik
Category	Lehrveranstaltung
Language of instruction	Englisch
Expected total study time	Total 120.00 h Course 36.00 h Self-study 84.00 h
Description	
<i>Version: 2.0 start 01 August 2024</i>	
Learning objectives	Attitude: <ul style="list-style-type: none"> Students reflect on and address the practical challenges of strategic communication of political organizations in the Swiss context. Students increase their awareness of systematic ways of both evaluating and applying the use of language of organisational communication in a political context.
	Knowledge: <ul style="list-style-type: none"> Students become familiar with the theoretical basics of political communication and the evaluating and further development of political (key) messages. Students understand how to apply these theoretical basics to practical problems within the scope of a case study comprising a political actor and its messages regarding a policy issue.
	Skills: <ul style="list-style-type: none"> Students are able to identify and evaluate a political organizations' (key) messages regarding a policy issue. Students are able to draft strategic Message Design for a political organization regarding a policy issue.
	A. Theoretical and empirical basics <ul style="list-style-type: none"> Understanding the problem and research question Theoretical basics of political communication and strategic Message Design Empirical basics of qualitative discourse analysis Defining a case and individual project questions

Course content
Form of instruction
Performance assessment
Course materials
Remarks

B. Case study – Data gathering and evaluation

- Case study comprising data gathering with regard to strategic messages of a political organization regarding a policy issue
- Subsequent evaluation of strategic messages of a political organization regarding a policy issue

C. Case Study – Strategic Message Design and project report

- Drafting a strategic Message Design based on the evaluation of strategic messages of a political organization regarding a policy issue
- Creating a project report

Lecturer input, class discussions, independent work, classroom presentations

Portfolio/assessment during the semester in accordance with the specifications of the lecturers taking account of the learning objectives.

Assessment type: Written group assignment; grades (from 1 to 6) awarded at increments of 0.25

Recommended literature to be published at the beginning of the semester (Moodle)

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Module Semester 2: «Intercultural and International Communication Management» (3 ECTS; 2 SWL) B2-Kurs

Dozentin: Patricia Enzmann

^ Course: Intercultural and International Communication Management

No.	I.MA.AL.OK-INT-COMM.24FS.K
Title	Intercultural and International Communication Management
Organised by	LA Master-Studiengang Angewandte Linguistik
Category	Lehrveranstaltung
Language of instruction	Englisch
Expected total study time	Total 90.00 h Course 18.00 h Self-study 72.00 h

Description

Version: 1.0 start 01 August 2024

Learning objectives	Attitude:
	<ul style="list-style-type: none"> Students understand the challenges for organisational communication posed by an organisation's international activities and culturally diverse staff and work towards finding integrative solutions.
	Knowledge:
	<ul style="list-style-type: none"> Students understand the significance of culture and how it influences company management in general and organisational communication in particular. Students are able to identify and understand the diversity of social values and behavioural norms that exist within an organisation as well as its environment.
	Skills:
	<ul style="list-style-type: none"> Students develop competencies in the field of intercultural communication and intercultural organisational communication. Students develop the ability to integrate their knowledge of cultural diversity into their everyday tasks as a communications professional in an international setting.

Course content	<p>A. Understanding otherness: Recognition of cultures and their differences that can lead to misunderstandings and conflicts.</p> <p>B. Applying competencies: Understanding of competencies that facilitate interactions and the achievement of objectives with members of diverse cultures.</p> <p>C. Achieving complementarity: Constructive integration of cultural characteristics in order to generate benefits.</p>
Form of instruction	Lecture, case studies and exercises
Performance assessment	<p>Portfolio/assessment during the semester in accordance with the specifications of the lecturers taking account of the learning objectives.</p> <p>Group presentation and handout: Intercultural communication case (collection and presentation of primary data with reference to theory and recommendations).</p> <p>Grades (from 1 to 6) awarded at increments of 0.25.</p>
Course materials	<p>PPT, case studies, videos</p> <p>Trompenaars, F., Hampden-Turner, Ch. (2021). Riding the Waves of Culture: Understanding Cultural Diversity in Business (4th ed.). McGraw-Hill: New York.</p> <p>Additional reading material will be publicised at the beginning and during the course of the semester.</p>
Remarks	--

Module Semester 2: «Managing Communication Projects» (3 ECTS; 2 SWL) B2-Kurs

Dozentin: Susanne Loacker

^ Course: Managing Communication Projects

No.	LMA.AL.OK-MACOMPRO.24FS.K
Title	Managing Communication Projects
Organised by	LA Master-Studiengang Angewandte Linguistik
Category	Lehrveranstaltung
Language of instruction	Englisch
Expected total study time	Total 90.00 h Course 18.00 h Self-study 72.00 h

Description

Version: 1.0 start 01 August 2024

Learning objectives	Attitude:
	<ul style="list-style-type: none"> Students understand the principles, methods and language of project management.
	Knowledge:
	<ul style="list-style-type: none"> Students know about the roots of the concept of project management. Students know typical communication projects and project management strategies. Students know the roles and tasks involved in communication projects and the respective vocabulary.
	Skills:
	<ul style="list-style-type: none"> Students can distinguish between the different tools and assess the most useful ones in any given situation. Students can apply these tools in a useful and adequate manner. Students are able to cope with the most common issues related to project management.

Course content

A. Introduction: a brief history of the concept of project management, its basics and its crucial tools, input project manager – daily business, common issues, hacks and solutions.

B. Use of project management in projects typically related to organizational communication.

C. Planning of a communication project as part of a group assignment.

Form of instruction

Lecturer input, class discussions, group work, experiential learning sessions, student presentations.

Performance assessment

Assessment during the semester in accordance with the specifications of the lecturers taking account of the learning objectives. Students will be evaluated in a final project report (group assignment) plus a presentation/pitch during the semester (pass / fail): To pass the course, students need to take part in the presentation/pitch.

Course materials

Provided on Moodle

Remarks

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Wichtige Daten im HS 24

- Überblick Semesterdaten auf Moodle ([Semesterdaten Master Angewandte Linguistik](#))
- Selbststudienwochen in SW 5 und SW 10 (14.10. – 18.10.2024; 18.11. – 22.11.2024)
 - Selbststudienwochen dienen der Konsolidierung, Vor- und Nachbearbeitung und eigenständigem Training – keine Ferien.
- Prüfungswochen: 06.01. – 17.01.2025
- Ersatzprüfungswochen: 27.01. – 31.01.2025

Teilzeitmodelle MA AL OK

Teilzeitmodelle

Teilzeitmodell 1

Semester	Regelsemester	Block ¹	Modus	ECTS
FS	1	A 1	Teilzeit	16
HS	2	A 2	Teilzeit	15
FS	1	B 1	Teilzeit	14
HS	2	B 2	Teilzeit	13
FS	3	B 3	Teilzeit	14
	2	Masterarbeit I	Teilzeit	
HS	3	Masterarbeit II	Teilzeit	18

Im Teilzeitmodell 1 wird jedes Semester im Teilzeitmodus absolviert.
(Studiendauer: 6 Semester = 3 Jahre)

Teilzeitmodell 2

Semester	Regelsemester	Block ¹	Modus	ECTS
FS	1	A 1	Teilzeit	16
HS	2	A 2	Teilzeit	15
FS	1	B 1	Teilzeit	14
HS	2	B 2	Teilzeit	15
	2	Masterarbeit I	Teilzeit	
FS	3	B 3	Vollzeit	30
	3	Masterarbeit II	Vollzeit	

Im Teilzeitmodell 2 werden die ersten vier Semester im Teilzeitmodus absolviert und das letzte Semester im Vollzeitmodus.
(Studiendauer: 5 Semester = 2,5 Jahre)

Teilzeitmodell 3

Semester	Regelsemester	Block ¹	Modus	ECTS
FS	1	A 1 B 1	Vollzeit	30
HS	2	A 2 B 2	annähernd Vollzeit	28
FS	3	B 3	Teilzeit	14
	2	Masterarbeit I	Teilzeit	
HS	3	Masterarbeit II	Teilzeit	18

Im Teilzeitmodell 3 werden die ersten beiden Semester im Vollzeitmodus und die letzten beiden Semester im Teilzeitmodus absolviert.
(Studiendauer: 4 Semester = 2 Jahre)

Teilzeitmodell 4

Semester	Regelsemester	Block ¹	Modus	ECTS
FS	1	A 1 B 1	Vollzeit	30
HS	2	A 2 B 2	Vollzeit	30
	2	Masterarbeit I	Vollzeit	
FS	3	B 3	Teilzeit	12
HS	3	Masterarbeit II	Teilzeit	18

Im Teilzeitmodell 4 werden die ersten beiden Semester im Vollzeitmodus und die letzten beiden Semester im Teilzeitmodus absolviert.
(Studiendauer: 4 Semester = 2 Jahre)

Wechsel in ein anderes Teilzeitmodell / Wechsel der Studienform

Wechsel in ein anderes Teilzeitmodell / Wechsel der Studienform (Vollzeit ↔ Teilzeit)

Nach Studienbeginn ist ein Wechsel in ein anderes Teilzeitmodell bzw. der Wechsel vom Vollzeitstudium ins Teilzeitstudium und umgekehrt bis Ende der Kalenderwoche 33 (für das Herbstsemester) bzw. bis Ende der Kalenderwoche 3 (für das Frühjahrssemester) über das Studiengangsekretariat zu beantragen (E-Mail an master.linguistik@zhaw.ch).

Es sind ausschliesslich folgende Wechsel möglich:

- Vollzeitstudium ↔ Teilzeitmodell 3 bis spätestens nach dem 1. Plan-Semester.
- Vollzeitstudium ↔ Teilzeitmodell 4 bis spätestens nach dem 2. Plan-Semester.
- Teilzeitmodell 1 ↔ Teilzeitmodell 2 bis spätestens nach dem 3. Plan-Semester.
- Teilzeitmodell 2 → Teilzeitmodell 4 nach dem 4. Plan-Semester.
- Teilzeitmodell 3 ↔ Teilzeitmodell 4 bis spätestens nach dem 1. Plan-Semester.

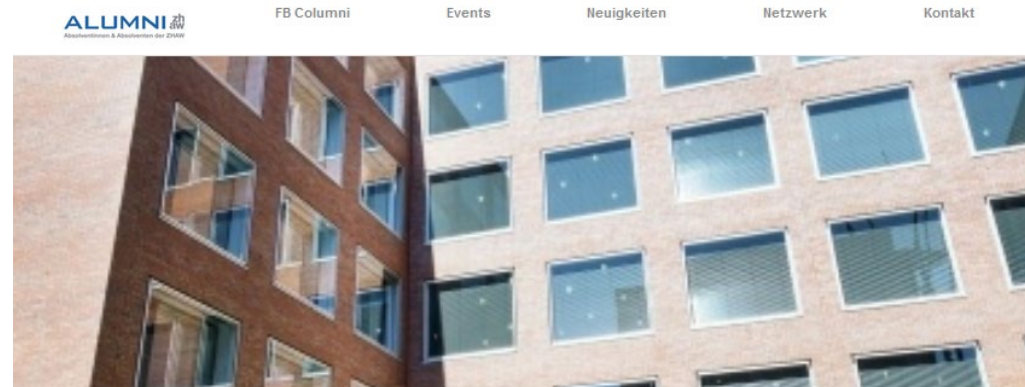
Unbedingt Fristen einhalten! (KW 3 / KW 33)

Ausblick: FS 25

1. Semester	22 ECTS	2. Semester	22 ECTS	3. Semester	12 ECTS
Organisationskommunikation im wissenschaftlichen Kontext	2 ECTS	Managing Communication Projects	3 ECTS	Leadership Skills	2 ECTS
Strategie und Organisationskommunikation <ul style="list-style-type: none"> • Organisationskommunikation und Strategisches Management • Strategiekommunikation 	8 ECTS	Multimodal and Social Media Communication	4 ECTS	Communication Consulting	2 ECTS
Wissenschaftliche Methoden der Organisationskommunikation	4 ECTS	Organisational Communication and Journalism	3 ECTS	Business Ethics and Corporate Responsibility Communication	2 ECTS
Konzeptionstechnik und Design Thinking	3 ECTS	Intercultural and International Communication Management	3 ECTS	Simulation	6 ECTS
Kommunikationsprojekte I <ul style="list-style-type: none"> • Kurs A • Kurs B 	5 ECTS	Communication Projects II <ul style="list-style-type: none"> • Course A • Course B 	7 ECTS		
		Organisational Communication for Specific Industries and Selected Issues	2 ECTS		

Termine der Blockseminar-Sitzungen werden demnächst bekannt gegeben.

Columni



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Columni

Meet Columni

Als Columni sind wir der Verein von ehemaligen Studierenden des Instituts für Angewandte Medienwissenschaft (IAM) der ZHAW. Wir haben uns zusammengetan, um den Kontakt zueinander auch nach dem Abschluss zu pflegen, uns über neueste Erkenntnisse aus Journalismus und Unternehmenskommunikation auszutauschen und einfach eine gute Zeit miteinander zu verbringen.

Wer darf Mitglied werden?

Columni ist für alle, die einen Bachelor oder Master am IAM an der ZHAW gemacht haben oder eine CAS-Weiterbildung absolviert haben.

Mit über 700 Mitgliedern aus allen Feldern der Kommunikation sind wir schon eine coole Truppe, aber mit dir wird es noch besser!

Falls du sonst noch Gründe brauchst...

Wir bieten dir nicht nur coole Networking-Events und spannende Fachvorträge, sondern auch eine wöchentliche Stellenbörse sowie Rabatte auf Weiterbildungen, unter anderem 5% auf das Weiterbildungsangebot der ZHAW (ausgenommen CAS-Absolventen), Abos, Shops etc. Aber das Beste: Du bleibst deiner Hochschule und Branche nahe!

Kosten: CHF 90 pro Jahr

Werde jetzt auch Teil der Community!

Fragen?

