

MAS ETH in Applied Technology: Alumni Perspectives

This MAS programme uniquely combines state-of-the-art academic knowledge with apt practical exercises.

I have searched for this kind of programme for a long time and there is nothing even closely comparable on the market.

Brit Schönenberger
Managing Director, Schönenberger Advisory Services



The MAS programme has helped provide a broad base for understanding technology which enables me to build stronger links with tech & commercial teams.

During the two years we built a lasting network based on trust and collaboration.

Anne Pohlmann
Global Head of Global Marketing, Siemens



After completing the MAS programme, your comprehension of emerging technologies and their impacts into your area of business gives you a huge advantage when leading technology-related efforts.

John Wegman
CEO/Advisor Private Equity



MAS ETH in Applied Technology Concept & CAS Programmes

Dr. Iulian Nistor
Marketing & Customer Relationship Mgr.

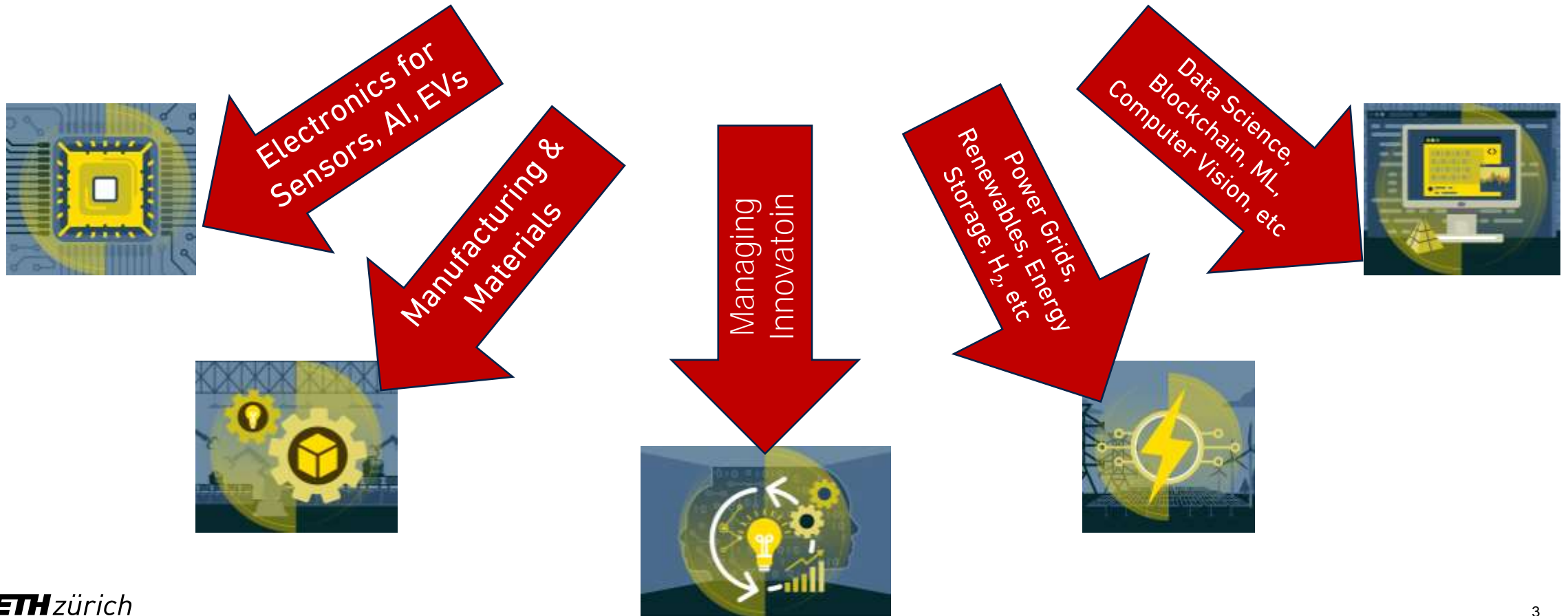
04.03.2024



MAS ETH in Applied Technology: **“Reverse MBA”** Concept

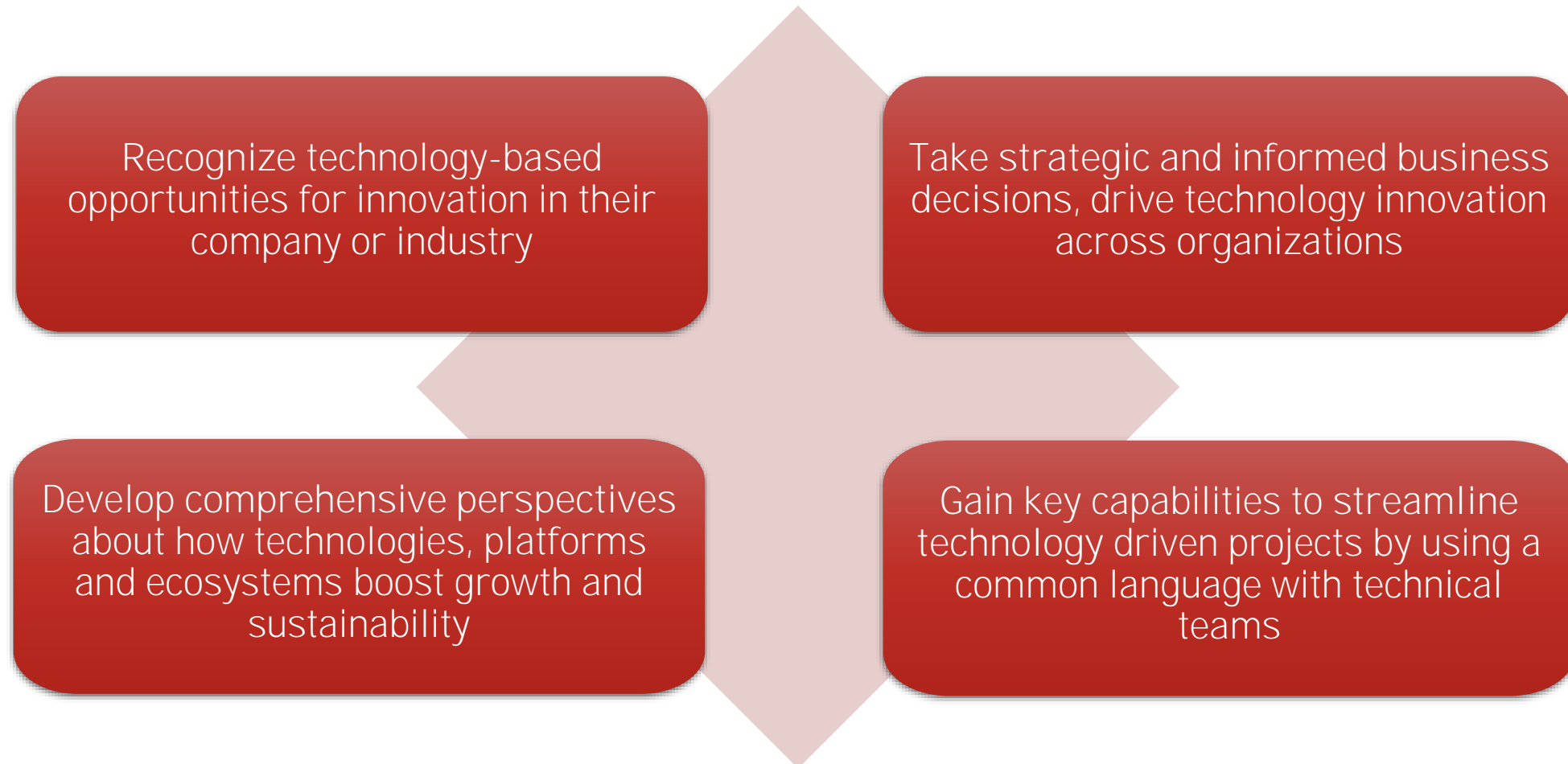
Introduced in 2019 to Advance the Skills of
Technology-Savvy Business Leaders of Tomorrow

Specifically developed content (previous engineering degree is NOT mandatory)



MAS ETH in Applied Technology: Programme Goals

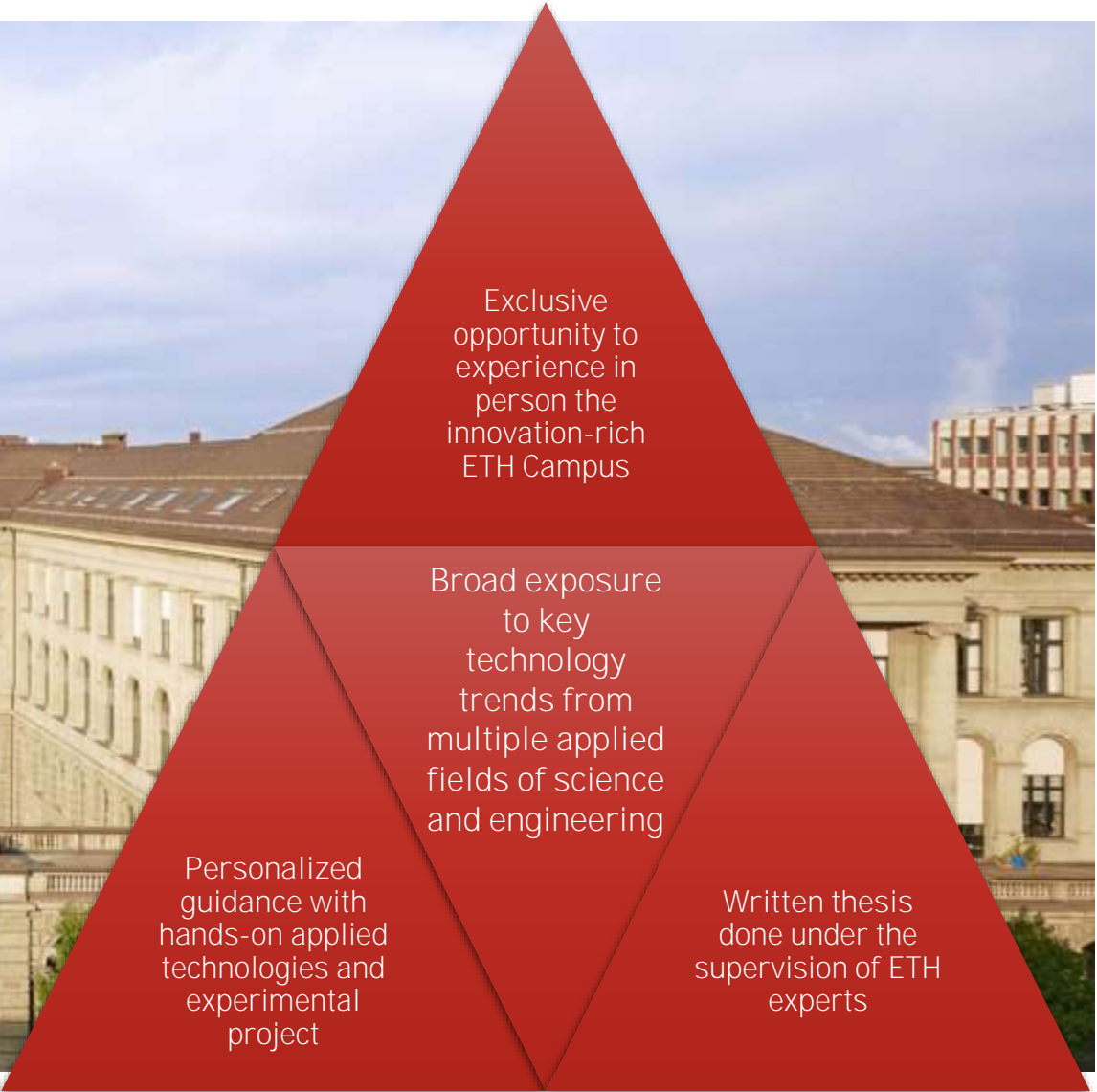
- At the end of the programme, the participants should be able to :



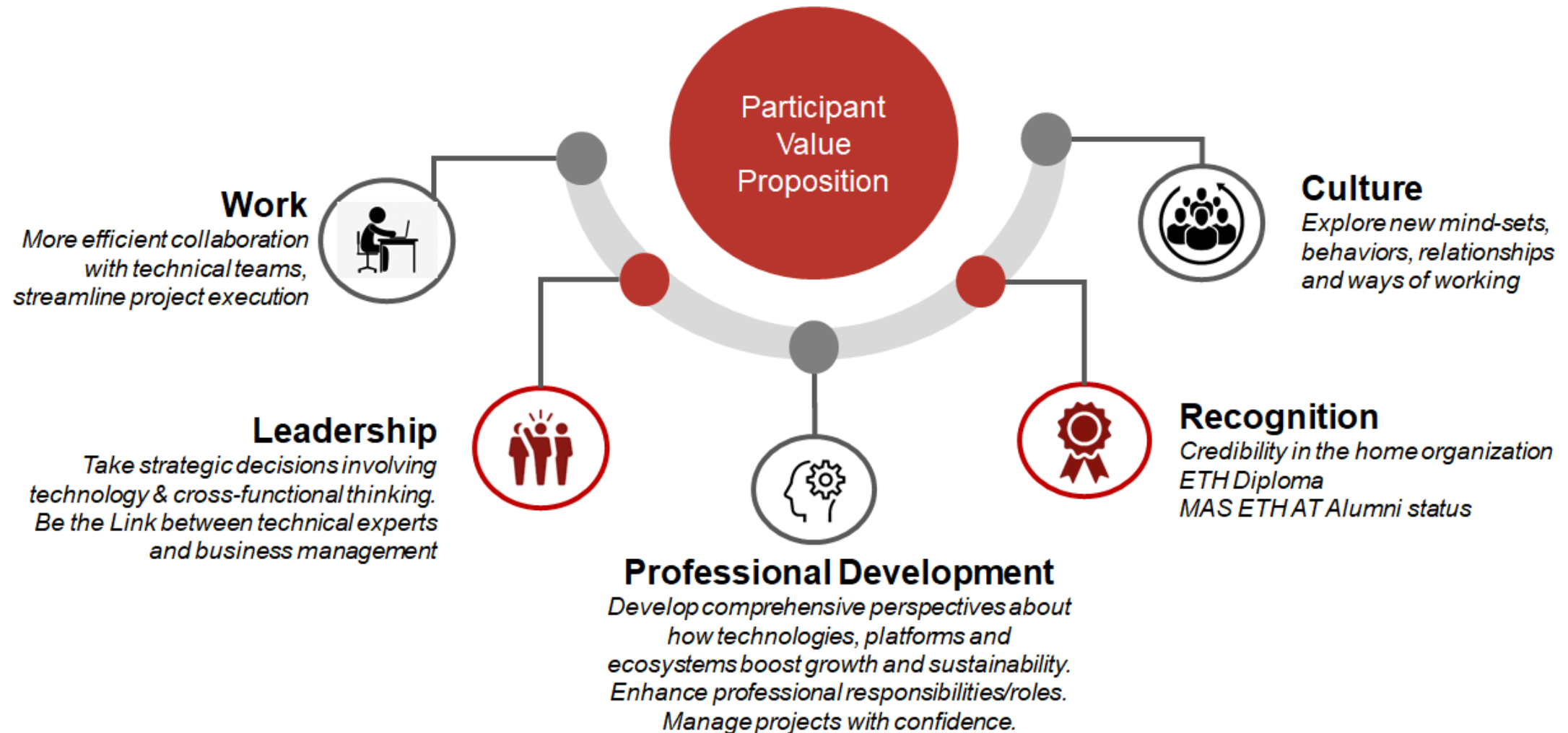
MAS ETH in Applied Technology: Participant Benefits



- World-class technical infrastructure @ ETHZ
- International teams
- Groundbreaking/pioneering research & startups ecosystem
- Freedom to take an unconventional approach
- Applying the results for the good of society
- Extensive international cooperation with numerous research partners from science, business and industry



MAS ETH in Applied Technology: Participant Value Proposition



Example Participant – Corporate Strategy Manager



6 years – Industrial Building Products
Head of Strategy
Masters in Strategy and International
Management

Supervisor & HR feedback

- Working in a role that connects the technical and commercial aspects
- Achieve a cross-functional approach combining understanding of technology with an understanding of people and business

Personal Goals

- Find a programme by a renowned university that would teach engineering & technical topics to non-engineers
- Build stronger links with technical and commercial teams
- Understand the science foundations behind technology

MAS ETH in Applied Technology: CAS Programmes

Certificate of Advanced Studies ETH in Applied Electronics and Digitization (CAS AED)



- Learn about processes & technologies related to electronics, and electronics-based hardware products such as those found at the edge of IoT networks or in autonomous devices
- Fundamentals of Semiconductors and Electronics
- Semiconductor Devices and Applications
- Integrated Circuits (ICs)
- Complex Electronic Systems

Certificate of Advanced Studies ETH in Applied Manufacturing Technology (CAS AMT)



- Learn about the most important processes and technologies driving the transition to Industry 4.0 and their application in practice
- Manufacturing Processes
- Production Systems
- Product Development & Technology Implementation
- Materials and material selection

MAS ETH in Applied Technology: CAS Programmes

Certificate of Advanced Studies ETH in Applied Technology in Energy (CAS ATE)



- Learn about energy generation, storage, distribution & consumption (today and in the future); their impact on core industry operations, combined with practical business insights
- Energy Fundamentals
- Energy Storage
- Electric Power Grid Systems
- Electrification and Practical Applications

Certificate of Advanced Studies ETH in Applied Technology R&D and Innovation (CAS ARI)



- Learn how to work effectively with technology teams at the interface of R&D and business innovation
- Fundamentals of R&D and Innovation
- Innovation – What is and to what purpose do we need it?
- R&D: The Engine of Innovation
- The Innovation Ecosystem

MAS ETH in Applied Technology: CAS Programmes

Certificate of Advanced Studies ETH in
Applied Information Technology (CAS AIT)



- Learn how to apply selected information technology in specific industry settings through fundamental training in computer & data science as well as through advanced case studies
- Foundations of Programming (Python)
- Data Science (blockchain, cryptography, etc)
- Machine Learning and Computer Vision

MAS ETH in Applied Technology: Start with any CAS programme, upgrade later to the MAS

		Application Period	Schedule
MAS	Applied Technology (MAS AT)	01.03-31.05 and 01.09-01.12	
CAS	Applied Information Technology (CAS AIT)	01.05-31.05	Sep-Dec
CAS	Applied Manufacturing Technology (CAS AMT)	15.08-15.11	Jan-Mar
CAS	Applied Technology in Energy (CAS ATE)	15.12-15.03	Apr-Jul
CAS	Applied Electronics and Digitization (CAS AED)	15.12-15.03	Apr-Jul
CAS	Applied Technology: R&D and Innovation (CAS ARI)	15.04-15.07	Sep-Dec

MAS Degree Requirement: min. 3xCAS programmes, followed by an Experimental Project and a written Master's Thesis

MAS ETH in Applied Technology: Time requirement

- Duration MAS programme total ~2 Years, Part-Time (extension possible up to 5 years)
per CAS programme ~ 3 months
- Format On-site (mandatory) with some online modules
1.5-days block, every other week (Friday full day/Saturday morning)
- Language 100% English
- Next Start September 2024 (MAS) / April 2024 (CAS AED/ATE)
- Time Commitment ~250-300 hours/CAS = ~20 hours/week

MAS ETH in Applied Technology – Application Procedure

Application Process:

[ETH School for Continuing Education \(SCE\) website](#)

Programme fee MAS AT (2024)
CHF 39,000

Programme fee CAS AT (2024)
CHF 8'500

Application fee (non-refundable)
CHF 50 for persons with a Swiss university degree
CHF 150 for persons with another university degree

Application windows:

01.03–31.05.2024 (start in Fall Semester 2024)

01.09–01.12.2024 (start in Spring Semester 2025)



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Web: www.mas-at.ethz.ch

LinkedIn: <https://www.linkedin.com/company/19117506>

«Meet Us»

[Visit our website](#) and request a personalized discussion with the MAS ETH AT Marketing and Customer Relationship Manager

- Review programme details
- Identify fit to career goals
- Attend ongoing CAS course (to get a 1st impression about content, participants, etc)

Location: online or on-site @ ETH location