

Zurich University  
of Applied Sciences



School of  
Management and Law

# MSc International Business Program Introduction

**FT** MASTERS IN  
MANAGEMENT  
2022 RANKING

**AACSB**  
ACCREDITED  
Since 2015



**Building Competence. Crossing Borders.**

**Juanita Guarin and Petra Y. Barthelmess**  
[juanita.guarin@zhaw.ch](mailto:juanita.guarin@zhaw.ch) & [petra.barthelmess@zhaw.ch](mailto:petra.barthelmess@zhaw.ch)

# Welcome to Zurich University of Applied Sciences

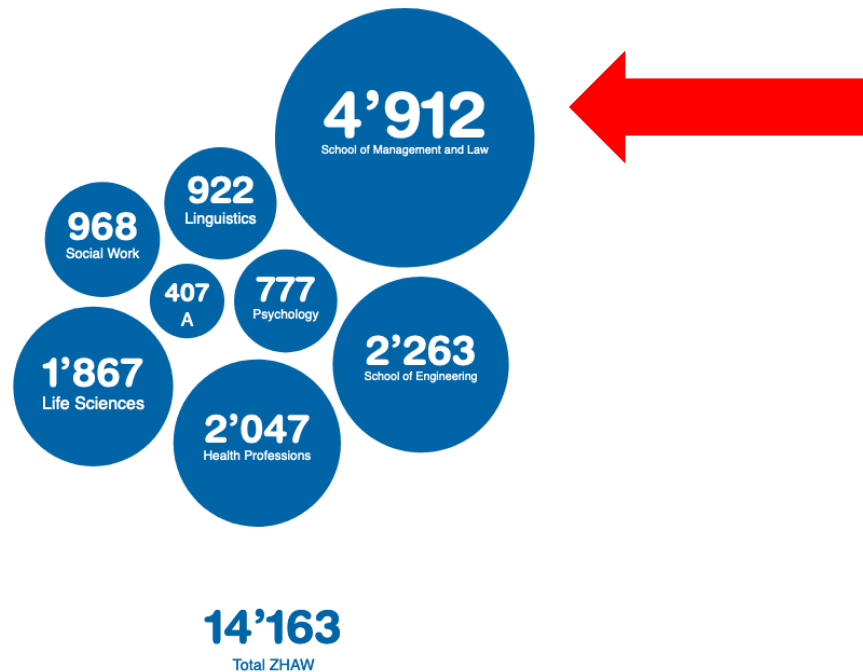


One of the largest universities in Switzerland (revenue app. 550 million)

1 University

3 Locations

8 Schools



[See: Facts and Figures ZHA](#)

# Welcome to the School of Management and Law



Largest UAS Business School in German-speaking Switzerland (>9'800 students in degree programs and continuing education)

Financial Times Best European Business Schools ranking since 2020

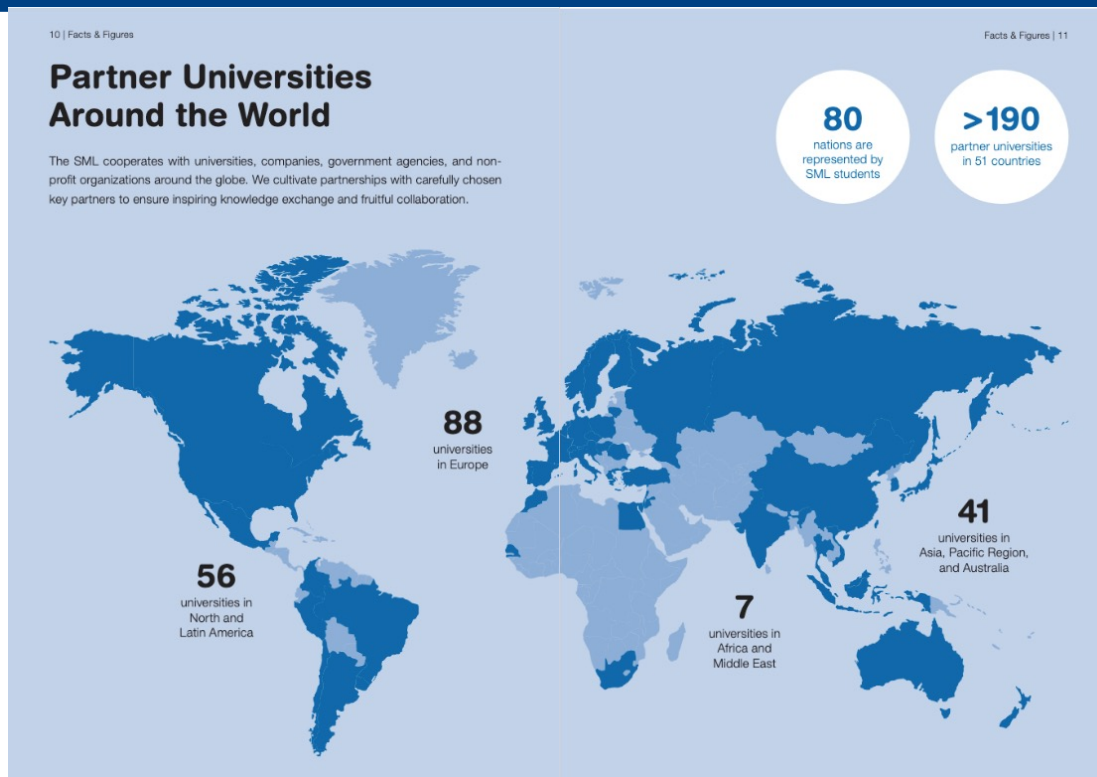
5 BSc programs with a total of 9 concentrations

7 MSc programs

See: [Facts and Figures ZHAW SML](#)

# Welcome to the School of Management and Law

## Excellent International Network



# Welcome to the School of Management and Law

## 5 Strategic Focus Areas

Public Sector

General Management

Banking, Finance, Insurance

Business Law

International Business

# Welcome to the Department of International Business

**24**  
languages

**156**  
outgoing  
students

**2**  
MSc  
programs

**3**  
MAS/EMBA/  
MBA  
programs

**50**  
employees

**>190**  
partner  
schools

**1**  
BSc  
program

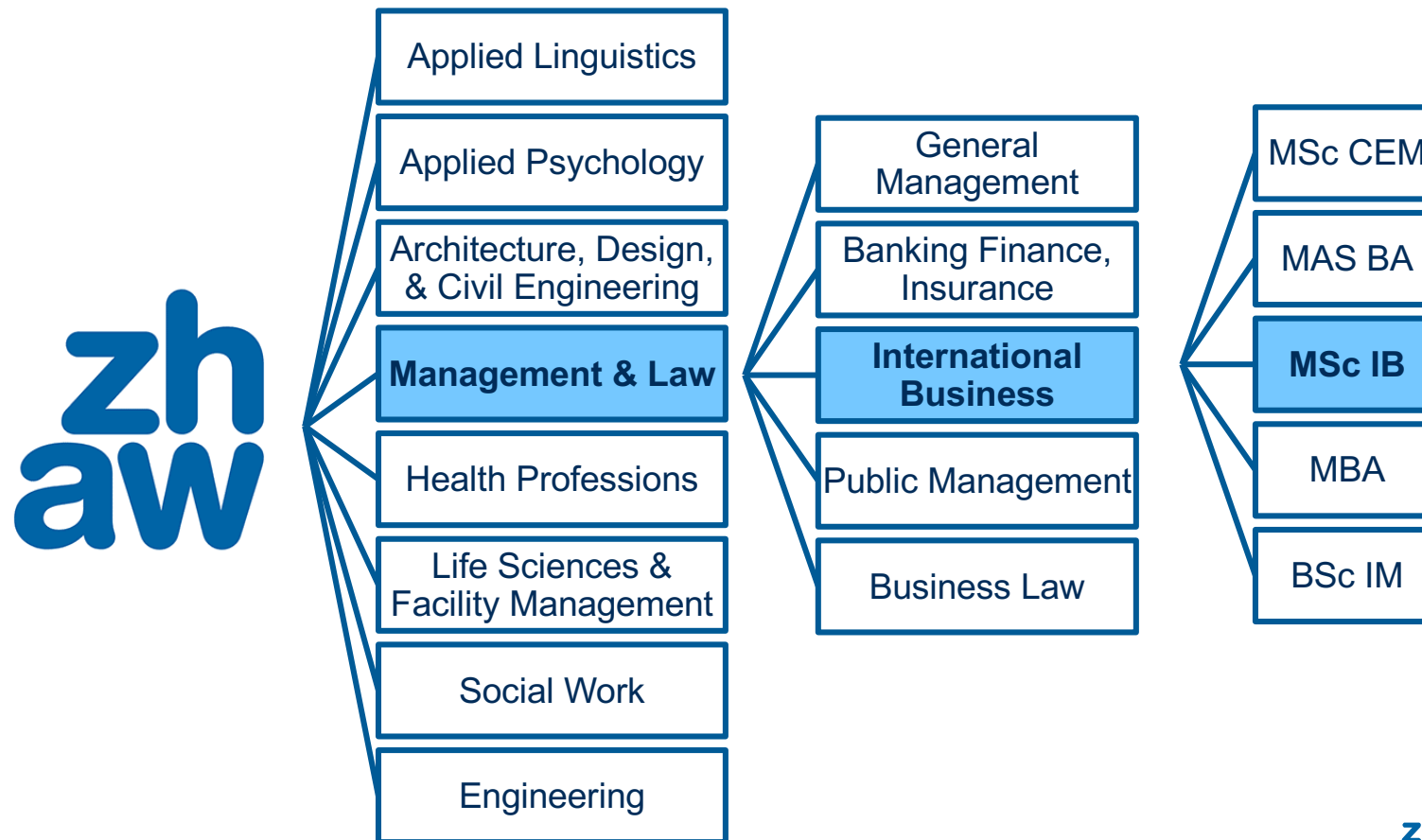
**4**  
SNF/ EU/  
Innosuisse  
projects

**17**  
nationalities

**230**  
Incoming  
students

**4**  
CAS  
courses

# Welcome to ZHAW / SML / DIB



## Dr. Jeremy Dela Cruz



**Dr. Jeremy Dela Cruz**  
ZHAW School of Management and Law  
Department International Business  
Theaterstrasse 17  
8400 Winterthur  
☎ [+41 \(0\) 58 934 40 98](tel:+41589344098)  
✉ [jeremy.delacruz@zhaw.ch](mailto:jeremy.delacruz@zhaw.ch)

## Dr. Albenä Björck



**Dr. Albenä Björck**  
ZHAW School of Management and Law  
Department International Business  
Theaterstrasse 17  
8400 Winterthur  
☎ [+41 \(0\) 58 934 49 32](tel:+41589344932)  
✉ [albenä.bjoerck@zhaw.ch](mailto:albenä.bjoerck@zhaw.ch)

## Juanita Guarín Davila



**Juanita Guarín Davila**  
ZHAW School of Management and Law  
Department International Business  
Theaterstrasse 17  
8400 Winterthur  
☎ [+41 \(0\) 58 934 69 77](tel:+41589346977)  
✉ [juanita.guarindavila@zhaw.ch](mailto:juanita.guarindavila@zhaw.ch)

## Prof. Dr. Petra Barthelmess



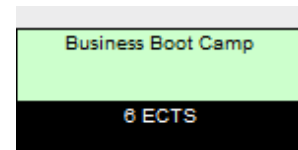
**Prof. Dr. Petra Barthelmess**  
ZHAW School of Management and Law  
Department International Business  
Theaterstrasse 17  
8400 Winterthur  
☎ [+41 \(0\) 58 934 68 94](tel:+41589346894)  
✉ [petra.barthelmess@zhaw.ch](mailto:petra.barthelmess@zhaw.ch)



# Module overview

## Semester 1

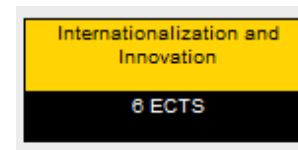
Start



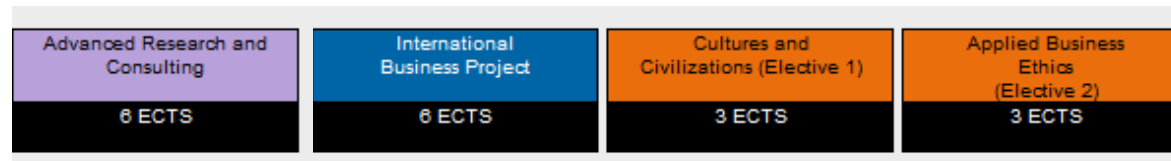
Semester 1a



Camp



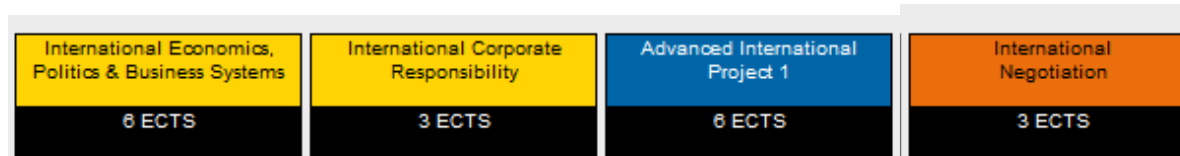
Semester 1b



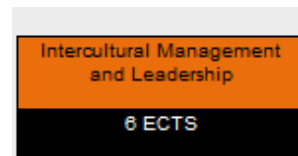
# Module overview

## Semester 2

### Semester 2a



### Camp



### Semester 2b



# Module overview

## Semester 3

### Semester 3

Master Thesis
12 ECTS

# MSc IB didactical principles

## Holistic 4 competencies approach:

- Professional competence
- Methodological competence
- Social competence
- Self competence



# MSc IB didactical principles

**Constructive education:** Learning is an active process. Students gain knowledge by solving a task, rather than just learning things by rote.

**Self-directed education:** Students manage their own learning process. The tutors and lecturers are there to coach them, but the students are the driving force.

**Collective learning:** Students learn from and spar with others. Learning is not an individual process; it is something students as a group share responsibility for.

**Learning in a relevant context:** Students study relevant, true-to-life cases. In this way they learn how to make the all-important leap from theory to practice.

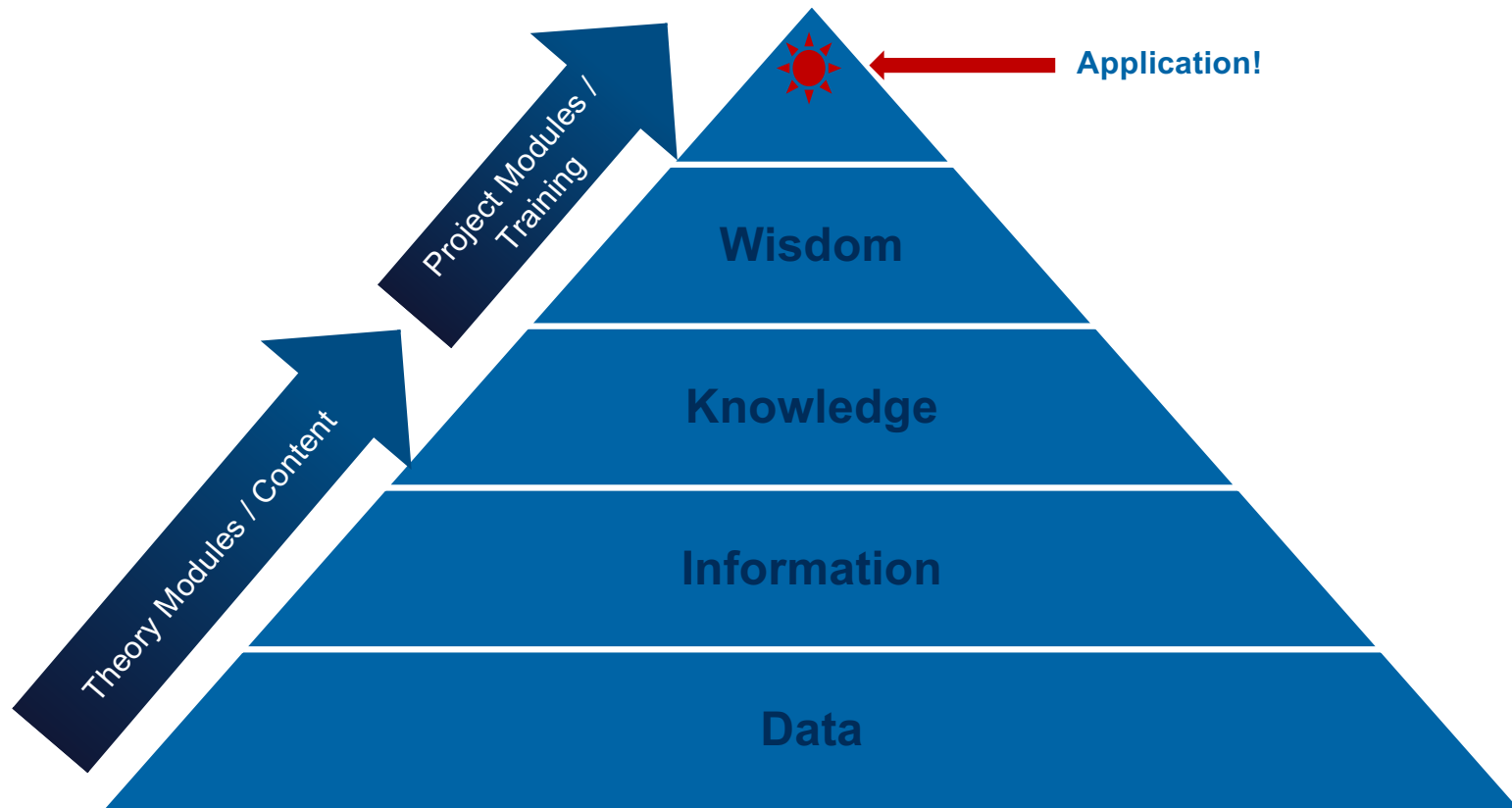
**Learning in a diversity context:** Students study and collaborate with diverse peers and faculty.

# MSc IB didactical principles

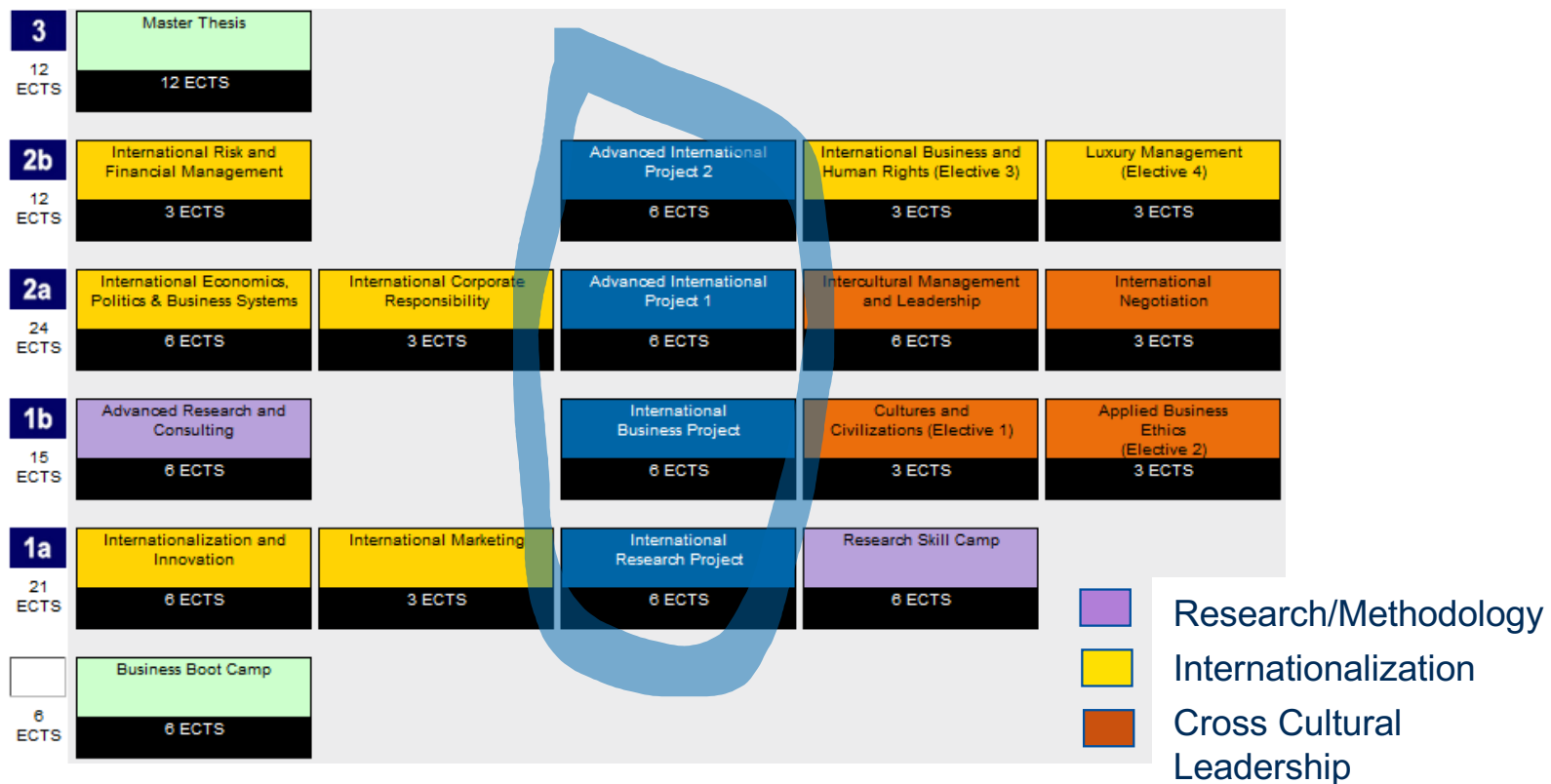
## What makes us unique

1. Applied academics
2. Internationality
3. Interdisciplinarity
4. Speed and intensity (fulltime and only 3 weeks vacation)
5. Close faculty, student, and program management collaboration

# Applied academics



# Applied academics





# Applied academics

## Study formats

- Focus weeks
- Theory and application modules
- Business Project modules
  - Group
  - Coach
  - Company
  - Task
- Kick-off meeting
- Project meetings
- Final report and presentation



RIETER



IWC  
SCHAFFHAUSEN



MERCK

Johnson & Johnson



# Applied academics

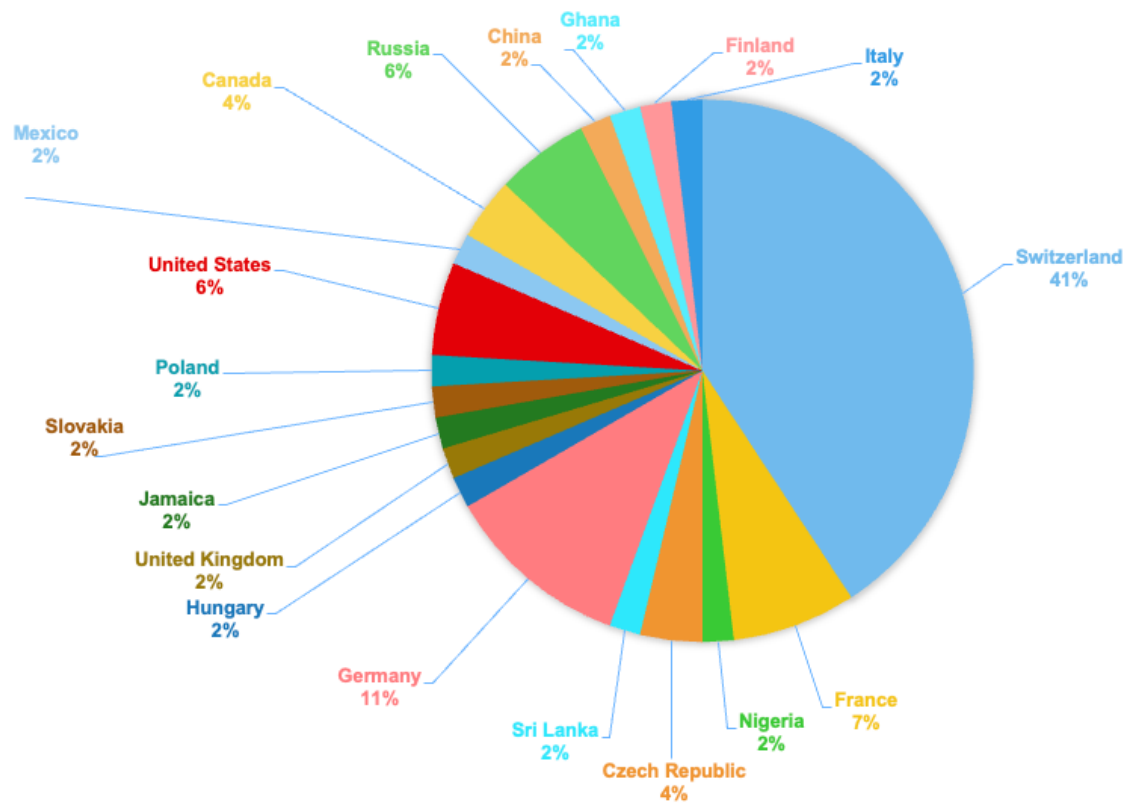


Artificial training environment / Real world environment

Theoretical input / Practice input

Exams and term papers / Business and research projects

# The international classroom (as of Aug 21<sup>st</sup>)



# The international classroom

## Advantages

- Fostering creativity and out-of-the-box thinking due to the diversity of perspectives that an international and intercultural composition of the class brings.
- The promotion of intercultural competence and conflict mediation and resolution.
- Training in diversity management and global leadership (one of the most important leadership skills of the 21st century).
- Access to a worldwide international alumni network.

# Speed and intensity



One-year of intensive, 360-degree learning, training, and practice.

The study program starts early and runs with nearly no break.

<b>3</b> 12 ECTS	Master Thesis 12 ECTS				
<b>2b</b> 12 ECTS	International Risk and Financial Management 3 ECTS	Advanced International Project 2 6 ECTS	International Business and Human Rights (Elective 3) 3 ECTS	Luxury Management (Elective 4) 3 ECTS	
<b>2a</b> 24 ECTS	International Economics, Politics & Business Systems 6 ECTS	International Corporate Responsibility 3 ECTS	Advanced International Project 1 6 ECTS	Intercultural Management and Leadership 6 ECTS	International Negotiation 3 ECTS
<b>1b</b> 15 ECTS	Advanced Research and Consulting 6 ECTS	International Business Project 6 ECTS	Cultures and Civilizations (Elective 1) 3 ECTS	Applied Business Ethics (Elective 2) 3 ECTS	
<b>1a</b> 21 ECTS	Internationalization and Innovation 6 ECTS	International Marketing 3 ECTS	International Research Project 6 ECTS	Research Skill Camp 6 ECTS	
<b>0</b> 6 ECTS	Business Boot Camp 6 ECTS				

# Close faculty, student, program management collaboration



And many others...

# Close faculty, student, program management collaboration



Fabio Duma, Dr.oec. HSG · 1.

Passionate Supporter of Organizations, Entrep...

1 Monat · 🌐

Last week I had the pleasure of attending the European Association of Consumer Research Conference in Amsterdam and present our ongoing research together with ZHAW SML MSc International Business student **Joëlle Francis**.

Our project on consumer **#transformation** and personal interaction with **#artisans** sparked great interest among (primarily quant.) academics and journal editors and led to insightful discussions. For Joëlle, who as part of her Master's thesis currently collects additional data and thus makes an important contribution to this important research on the value of **#craftsmanship** beyond the tangible product, this was a p ... mehr anzeigen



Dr. oec. HSG Albena Björck · 1.

Senior Lecturer | Researcher | Advisor & Exec...

1 Woche · 🌐

What an experience and achievement our for **#mscinternationalbusiness** alumni **David Schoch** and **Daniel Peyer**! Their excellent master theses research have built the foundation for papers that have been accepted and presented at the **Academy of Management** in Boston.

**David Schoch** presented our paper on Process Perspective on **#purpose** and **Daniel Peyer** participated in the Symposium on Purpose-driven Innovation and Transformation. They are the first students of our university to do so!

Alongside connecting to world-class scholars, they also took part in the legendary so ... mehr anzeigen

# Requirements

You have to pass all modules.

No compensation possible.

Options in case of insufficient grade:

- Substitute exam
- Subsequent improvement
- Module retake



## Alumni insight



### Pascal Grand-Guillaume-Perrenoud

• 1.

Consultant Global Transfer Pricing at KPMG Switzerland  
Zürich



### Winnie F. • 2.

Account Manager @Google | MSc International Business |...  
Schweiz

 Berufserfahrung: Google, Salesforce und 5 weitere