

Master of Science (MSc)

Program Overview



Building Competence. Crossing Borders.



“Our Master’s programs empower you to handle demanding management and leadership tasks.”

Prof. Reto Steiner, Dean, ZHAW School of Management and Law

Editorial

The complexity and dynamics of both the economy and society are continually increasing. Our Master's programs prepare you for these specific challenges and enable you to assume demanding management and leadership tasks.

The Master's programs at the ZHAW School of Management and Law (SML) with their carefully tailored specializations (majors) impart in-depth understanding of management and corporate governance. You will consolidate and further expand the skills and knowledge you have acquired at the Bachelor's level as you learn to reflect on complex issues and apply scientific research and methodology to deal with them.

You will develop an understanding of complex business processes, acquire specific skills in selected subject areas, and sharpen your profile – which will give you added value on the job market. Our highly qualified lecturers conduct and publish their own research as well as being practitioners with many years of professional experience.

The SML places great value on practical orientation. This commitment is reflected in our teaching methods and the flexible nature of our Master's programs. Our part-time model will allow you to combine study with work and family life.

We look forward to welcoming you soon!



Prof. Reto Steiner

Dean, ZHAW School of Management and Law



In 2015, the SML became the first business school of a Swiss university of applied sciences to be accredited by the Association to Advance Collegiate Schools of Business (AACSB). A mere six percent of the world's business schools have managed to achieve this prestigious standard of achievement awarded by the most significant international accreditation institution for business schools.



As one of the leading business schools in Europe, the SML is also listed in the prestigious Financial Times rankings. Its Master of Science in International Business is one of the world's best Master's programs in management.



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Five Reasons for Getting a Master's Degree at the SML



PRACTICAL ORIENTATION

At the ZHAW School of Management and Law (SML), not only are instructors academically qualified, but they also have extensive practical experience as well as access to a broad professional network. Teaching is oriented towards practical experience. In addition, the program provides opportunities for you to meet potential future employers.



DIGITAL LEARNING

Teaching at the SML is continually being developed and updated to incorporate modern teaching methods. Digitally supported learning makes content descriptive, enables learning to be more flexible in terms of time and place, and integrates career-relevant media tools into the study program.



INTERNATIONAL ALIGNMENT

The SML has a network of over 190 selected partner universities worldwide, enabling students to gain valuable experience abroad.



HIGHLY REGARDED AND AACSB-ACCREDITED

Since 2015, the SML has been proud to be accredited by the AACSB – a sought-after quality seal on the international job market. It also features in the prestigious Financial Times rankings, including the list of the best European business schools.



STAYING CONNECTED

Our campus is located in Winterthur and within easy reach of Zurich's financial and business center thanks to Switzerland's excellent public transport system. The SML maintains close ties to companies and organizations, not least through an extensive alumni network that can help boost your career prospects.

Consecutive Master's Programs

The next step in your professional career

Consecutive Master's degree programs are targeted mainly at exceptionally capable and ambitious Bachelor's graduates seeking a further academic qualification and possessing a keen scientific interest.

THE BENEFITS OF A CONSECUTIVE MASTER'S PROGRAM

The minimum requirement for participation in a consecutive Master's program is a Bachelor's degree or equivalent qualification. Consecutive Master's programs at universities of applied sciences typically comprise 90 ECTS credits. This corresponds to a workload of approximately 2,700 hours, usually spread over four or six semesters. Consecutive Master's programs build on the content of Bachelor's degree programs. They offer a professional specialization with scientific skills development and high practical relevance. They promote professional, methodological, social, and self-competence and open up career prospects in middle and senior management. Many Master's programs allow students to work alongside their studies. The students thus benefit from

a direct knowledge transfer and can begin their professional development while still pursuing their studies, or continue them without interruption. Our consecutive Master's programs are recognized internationally, so they also enable graduates to pursue a career outside Switzerland.

NOT ALL MASTER'S PROGRAMS ARE THE SAME

A consecutive Master's program is the second level of education in the university system and should not be confused with the MAS (Master of Advanced Studies) or the MBA (Master of Business Administration). Both the MAS and MBA are continuing education programs and require several years of practical experience on the part of participants. With a consecutive Master's program, the workload is greater, and academic standards are higher.

STRUCTURE

DEGREE PROGRAM	MSc Master of Science 90 ECTS credits*	CONTINUING EDUCATION	MBA Master of Business Administration 90 ECTS credits
	BSc Bachelor of Science 180 ECTS credits		ExM Executive Master in Marketing Leadership 60 ECTS credits
	MAS Master of Advanced Studies 60 ECTS credits		
	DAS Diploma of Advanced Studies 30 ECTS credits		
	CAS Certificate of Advanced Studies 12 ECTS credits		

* Credits are based on the ECTS credit system (European Credit Transfer System). Credits create transparency in European education through a standardized evaluation of academic achievements. At the ZHAW School of Management and Law, one credit represents 30 hours of work in a (BSc/MSc) degree program and 25–30 hours of work in a continuing education program.

Degree Programs

Accounting and Controlling

Banking and Finance

**Business Administration – Specialization (Major):
Health Economics and Healthcare Management**

**Business Administration – Specialization (Major):
Innovation and Entrepreneurship**

**Business Administration – Specialization (Major):
Marketing**

**Business Administration – Specialization (Major):
Public Management**

**Business Administration – Specialization (Major):
Enterprise Development**

Circular Economy Management

International Business

Management and Law

Business Information Technology

For full details of our Master's programs, visit:

>>> www.zhaw.ch/sml/master



Accounting and Controlling

Taking the financial lead

The Master of Science in Accounting and Controlling program teaches sound knowledge in the field of financial management. In addition to accounting and controlling expertise, it also includes elements from the areas of finance and auditing.

This Master's is a scientifically sound and at the same time practically oriented specialist and management training program of international standing. Its curriculum was developed in response to a clear market need and in close cooperation with employers. In many companies, a Master's degree is a prerequisite for a career leading to a management position. The program is generally aimed at graduates of Bachelor's programs wishing to prepare themselves for important interface functions, for specialist or management functions in the fields of accounting and controlling, or for the role of management consultant in the accounting field. Potential employers include industrial, commercial, and service companies, banks, financial service providers, and management consultancy divisions of auditing companies. Graduates will also be ideally suited for a career in auditing.

COMPETENCIES

The main focus of this Master's program is on training students to become specialists in accounting and controlling. You will be qualified to assume relevant management positions in companies and public organizations. In addition to a high level of professional competence, the methodological, social, and personal competencies of students are also promoted. Students learn to use subject-specific and practical working methods, techniques, and procedures. Appropriate teaching and learning methods help them become better at self-management and teamwork. All this is ideal preparation for middle and senior management positions that require not only practical and specialist knowledge but also methodological skills.

>>> www.zhaw.ch/sml/master-ac

CORE AREAS

Accounting and Controlling Knowledge 39 ECTS credits	Advanced Specialist Knowledge Students consolidate their knowledge of accounting, controlling, and related aspects of finance, risk management, and auditing
Electives 9 ECTS credits	Broadening and Integration of Knowledge To meet the elective requirements and earn the necessary credit for their MSc in Accounting and Controlling, students can also choose from a selection of modules offered at the SML or in a summer school program.
Scientific Research and Information Technology 27 ECTS credits	Acquisition of New Knowledge / Data Analysis Students gain new knowledge and skills and apply them in the context of applied research and development, also acquiring tools for the analysis of accounting and controlling data
Master's Thesis 15 ECTS credits	Individual Application Students apply their knowledge and skills in writing an independent scientific paper on an application-oriented topic



Key Information

Title: Master of Science (MSc) ZHAW in Accounting and Controlling

Start: Mid-September

Workload: 90 ECTS credits

Length: 4 or 6 semesters (a part-time job or family activity of up to 50% or 70% is possible)

Location: Winterthur

Semester Fee: Swiss nationals CHF 720, others CHF 1,220

Language: German

Classroom Days: 4-semester model: 2.5 days between Monday and Wednesday; 6-semester model: 1.5 days between Monday and Wednesday



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MODULE OVERVIEW

1st Semester	Financial Reporting 6 ECTS credits	Finance and Asset Pricing 3 ECTS credits	Controlling 6 ECTS credits	Applied Statistics Using R 9 ECTS credits	
2nd Semester	Advanced Consolidated Financial Statements 6 ECTS credits	Accounting for Financial Instruments 3 ECTS credits	Corporate Finance and Financial Modelling 6 ECTS credits	Advanced Enterprise Systems 3 ECTS credits	Applied Econometrics Using R 6 ECTS credits
3rd Semester	Risk Management and Audits 6 ECTS credits	Electives 6 ECTS credits	Practical Research Projects 6 ECTS credits		
4th Semester	Performance Management 6 ECTS credits	Master's Thesis 15 ECTS credits			

Banking and Finance

Invest in a successful future

The Master of Science in Banking and Finance has a clear focus – it deepens and expands existing knowledge from the financial sector and related specialist areas and offers far-reaching opportunities for specialization.

This Master's program provides both sound scientific knowledge and practically oriented management training at an international level. After graduation, you can pursue exciting career opportunities in banks, pension funds, insurance companies, and asset management – or the asset management or finance departments of various companies. The Master's program offers graduates additional entry opportunities in other specialist fields such as mergers and acquisitions, investment banking, risk management, and corporate development. Today, a Master's degree is also often required for a career in client advisory services for wealth management.

SKILLS

You will learn how to analyze complex tasks, identify a variety of solutions, and implement them successfully. You will also

consolidate your knowledge of the market and its environment as well as the management of financial service providers. You can also choose one of the following specializations: Capital Markets & Data Science, Capital Markets & Real Estate, or Digital Banking & Innovation. Capital Markets & Data Science know-how can be applied in developing trading strategies and new financial products. In addition, customer, credit, and transaction data are typically analyzed using the appropriate data science methods. The real estate electives of the Capital Markets & Real Estate specialization will enable you to link your knowledge of various investment strategies with issues relating to the financing, investment, valuation, and development of real estate. And the Digital Banking & Innovation elective area focuses on the business models, business processes, structures, and cultural elements of the finance industry.

»» www.zhaw.ch/sml/master-bf

CORE AREAS

Management Skills 15 ECTS credits	Acquisition of Management Skills Management in the financial sector and strategy development and evaluation for financial services providers
Methodological Modules and Application-Oriented Research Projects 27 ECTS credits	Development of New Knowledge Acquisition and application of knowledge and skills in the context of applied research and development
Specialization in Banking and Finance 33 ECTS credits	In-Depth Specialist Knowledge Professional specialization in banking and finance
Master's Thesis 15 ECTS credits	Individual Application Students apply their knowledge and skills in writing an independent scientific paper on an application-oriented topic



Key Information

Title: Master of Science (MSc) ZHAW in Banking and Finance

Start: Mid-September

Workload: 90 ECTS credits

Length: 4 or 6 semesters (a part-time job or family activity of up to 40% or 70% is possible)

Location: Winterthur

Semester Fee: Swiss nationals CHF 720, others CHF 1,220

Languages: German and English

Classroom Days: Monday and Tuesday all day, Wednesday morning



#watchvideo

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FOUR-SEMESTER MODULE OVERVIEW

1st Semester 24 ECTS credits	Corporate Governance, Ethics & Leadership 6 ECTS credits	Institutional Framework 3 ECTS credits	International Economics 3 ECTS credits	Investments 6 ECTS credits					Quantitative Methods 6 ECTS credits	
2nd Semester 24 ECTS-Credits	Elective 3 ECTS credits	Risk Management 6 ECTS credits	Research Projects 6 ECTS credits	Quantitative Investment Strategies 6 ECTS credits	Advanced Quantitative Methods 3 ECTS credits	Quantitative Investment Strategies 6 ECTS credits	Real Estate Valuation 3 ECTS credits	Business Models and Technology 6 ECTS credits	Customer Behavior Research Methods 3 ECTS credits	
3rd Semester 21 ECTS credits	Strategic Innovation Management 3 ECTS credits	Corporate and Entrepreneurial Finance 3 ECTS credits	Advanced Research Projects 6 ECTS credits	Illiquid Investments 3 ECTS credits	Machine Learning 6 ECTS credits	Illiquid Investments 3 ECTS credits	Real Estate Finance and Investment 6 ECTS credits	Data Intelligence and Processes 3 ECTS credits	Agile and Innovation Methods 6 ECTS credits	
4th Semester 21 ECTS credits	Master's Thesis 15 ECTS credits			Sustainable Investments 3 ECTS credits	Deep Learning 3 ECTS credits	Sustainable Investments 3 ECTS credits	Real Estate Development 3 ECTS credits	Customer Experience Management 3 ECTS credits	Fintech Entrepreneurship 3 ECTS credits	

■ Electives

■ Major in Capital Markets & Data Science

■ Major in Capital Markets & Real Estate

■ Major in Digital Banking & Innovation

Banking and Finance Program in English (Full-Time)

Invest in a Successful Future

The Master of Science in Banking and Finance program is taught in English and takes just one year of full-time study to complete. Students focus on a recent megatrend in the financial services sector.

This Master's program provides both sound scientific knowledge and practically oriented management know-how at an international level. Graduates have a range of stimulating development and career opportunities in the financial sector – in Switzerland or internationally. For example, exciting career paths are possible in banks, pension funds, wealth management, as well as in asset management or corporate finance departments in any sector. The Master's program offers students additional entry opportunities in other areas such as mergers and acquisitions, investment banking, risk management, or corporate development. Today, a Master's degree is also often required for a career in wealth management client advisory services.

COMPETENCIES

You will learn how to analyze complex tasks, identify solution options, and implement them successfully. You will consolidate your knowledge of the market and its environment as well as the management of financial service providers. You also have the opportunity to specialize in Capital Markets & Data Science or Digital Banking & Innovation. In the area of Capital Markets & Data Science, applications can be found in the development of trading strategies or new financial products. Furthermore, customer, credit, and transaction data, for example, are typically analyzed using corresponding data science methods. The specialization in Digital Banking & Innovation focuses on the business models, business processes, structures, and cultural elements of the finance industry.

>>> www.zhaw.ch/sml/master-bf-en

CORE AREAS

Management 15 ECTS credits	Acquisition of Management Skills Management in the financial sector and strategy development and evaluation for financial services providers
Methodologies 33 ECTS credits	Development of New Knowledge Acquisition and application of knowledge and skills in the context of application-oriented research and development
Banking and Finance 27 ECTS credits	In-Depth Specialist Knowledge Professional specialization in banking and finance
Master's Thesis 15 ECTS credits	Individual Application Implementation of knowledge and skills within the context of an individual scientific thesis addressing an application-oriented topic



Key Information

Title: Master of Science (MSc) ZHAW
in Banking and Finance

Start: Mid-September

Workload: 90 ECTS credits

Length of Program: Three semesters of
full-time study with 11 months of class-
room lectures

Location: Winterthur

Semester Fee: Swiss nationals CHF 720,
others CHF 1,220

Language: English



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MODULE OVERVIEW

1st semester 30 ECTS credits	Investments 6 ECTS credits	Corporate and Entrepreneurial Finance 3 ECTS credits	International Economics 3 ECTS credits	Institutional Frameworks 3 ECTS credits	Quantitative Methods 6 ECTS credits	International Research Projects 9 ECTS credits	
2nd semester 30 ECTS credits	Agile and Innovation Methods 6 ECTS credits	Customer Experience Management 3 ECTS credits	Customer Behavior Research Methods 3 ECTS credits	Risk Management 6 ECTS credits	Strategic Innovation Management 3 ECTS credits	Advanced International Research Projects 6 ECTS credits	Elective 3 ECTS credits
	Quantitative Investment Strategies 6 ECTS credits	Sustainable Investments 3 ECTS credits	Advanced Quantitative Methods 3 ECTS credits				
3rd semester 30 ECTS credits	Master's Thesis 15 ECTS credits			Zurich International Week 6 ECTS credits		Business Model Innovation and Technologies 9 ECTS credits	
							Machine Learning and Deep Learning 9 ECTS credits

■ Major in Digital Banking & Innovation ■ Major in Capital Markets & Data Science

Business Administration – Health Economics and Healthcare Management

A potent elixir to boost your career

The Master of Science in Business Administration with a specialization (major) in Health Economics and Healthcare Management imparts sound knowledge in management and business management and also includes a specialization in healthcare.

According to the Swiss Federal Statistical Office, the Swiss health system employs roughly 600,000 people. A needs analysis has shown that there is a great demand in the industry for graduates of an industry-specific Master's program.

The Master of Science in Business Administration with a specialization (major) in Health Economics and Healthcare Management covers exactly this need for specific knowledge. It is a scientifically founded and at the same time practically oriented specialist and management training program. Graduates take on demanding project, specialist, and management tasks in the healthcare sector. Potential employers include hospitals, pharmaceutical companies, health insurance companies, trade associations, and various institutions, societies, and foundations.

SKILLS

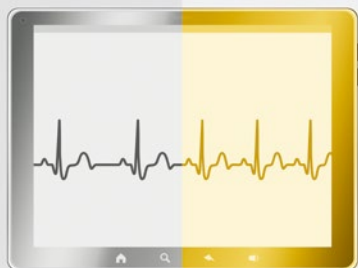
You will deepen your competence in general management theory and scientific research as you carry out applied research projects with industry partners. The specialization in Health Economics and Healthcare Management focuses on the acquisition of the following competencies:

- Expertise in health economics, policy, and law
- Basic medical terminology and concepts; scientific evaluations of patient benefit
- General management theory in healthcare from the perspective of the various stakeholders in the healthcare sector
- E-health

»» www.zhaw.ch/sml/master-he

CORE AREAS

General Management 18 ECTS credits	Acquisition of Management Competence Analysis, synthesis, and design of complex operational structures, processes, and problem situations, with the systematic integration of interdisciplinary contexts
Scientific Research: Integrated Projects 21 ECTS credits	Acquisition of New Knowledge Acquisition and application of knowledge and skills in the context of applied research and development
Specialization (Major) in Health Economics and Healthcare Management 36 ECTS credits	Advanced Knowledge Specialist knowledge in Health Economics and Healthcare Management
Master's Thesis 15 ECTS credits	Individual Application Implementation of knowledge and skills in the context of an independent scientific paper on an application-oriented topic



Key Information

Title: Master of Science (MSc) ZHAW in Business Administration with a Specialization in Health Economics and Healthcare Management

Start: Mid-September

Workload: 90 ECTS credits

Length: 4 or 6 semesters (a part-time job or family activity of up to 50% or 70% is possible)

Location: Winterthur

Semester Fee: Swiss nationals CHF 720, others CHF 1,220

Language: German

Classroom Days: Monday and Tuesday



#watchvideo

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MODULE OVERVIEW

1st Semester	Evidence-Based Healthcare 6 ECTS credits	Economics and Politics 6 ECTS credits	Managing People in Organizations 6 ECTS credits	Research Design 6 ECTS credits
2nd Semester	Strategic Management 6 ECTS credits	Health Economics and Policy 6 ECTS credits	Applied Statistical Data Analysis 6 ECTS credits	Integrated Projects 6 ECTS credits
3rd Semester	Management in Healthcare: Providers 6 ECTS credits	Health Economics and Law 6 ECTS credits	Event Series and Study Trip 6 ECTS credits	Projects in Healthcare 3 ECTS credits
4th Semester	Management in Healthcare: Insurance, Pharma, and Medtech Companies 6 ECTS credits	Master's Thesis 15 ECTS credits		

This program can also be completed in six semesters. Visit www.zhaw.ch/sml/master-he for an overview of six-semester program modules.

Business Administration – Innovation and Entrepreneurship

Think like an innovator, act like an entrepreneur

The Master of Science in Business Administration program with a specialization in Innovation and Entrepreneurship teaches the skills needed for innovative action in well-established companies and start-ups.

The Master of Science in Business Administration with a specialization in Innovation and Entrepreneurship is an internationally oriented, advanced degree program for specialists and managers, which is both scientifically grounded and practical in application. Against this background, this post-graduate program is designed to enable students to meet the demand for innovative thinking and entrepreneurial action in today's business world.

You will acquire skills in the conception and implementation of innovative projects within the context of a start-up project or an established company. In our "Innovation & Venture Lab," you will work on real-life practical projects and develop interdisciplinary, entrepreneurial solutions.

SKILLS

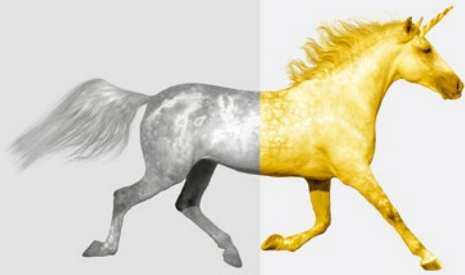
As a graduate of this program, you will be able to:

- Develop, evaluate, and manage innovative projects while taking full account of their technical feasibility, economic viability, and social acceptance
- Design and promote innovative projects and business model transformations – within different social and economic contexts and across professional and organizational boundaries – in established companies or in a start-up situation
- Establish your own start-up in rapidly changing or emerging markets
- Apply the broad scientific and methodological knowledge acquired during your studies to specific situations

>>> www.zhaw.ch/sml/master-ie

CORE AREAS

Advanced General Management 18 ECTS credits	Advanced General Management Knowledge Acquisition of management competencies and business management concepts; understanding their interrelationships and linking them with entrepreneurial leadership skills
Specialization in Innovation and Entrepreneurship 42 ECTS credits	In-Depth Specialist Knowledge Acquisition of skills for the conception and implementation of innovative projects for start-ups or established companies; consolidation of technical and methodological foundations in the areas of innovation ecosystems and business models
Electives 6 ECTS credits	Expansion and Networking of Knowledge Opportunity for a specific specialization in an applied subject area in sustainability, design thinking, marketing, digitization, or nonprofit entrepreneurship
Scientific Methods and Application 24 ECTS credits	New Knowledge, Complex Data Analysis, and Application Acquisition and application of knowledge and skills in applied research as well as for the preparation, analysis, and presentation of data; implementation within the framework of an independent scientific paper on an application-related topic (Master's thesis)



Key Information

Title: Master of Science (MSc) ZHAW in Business Administration with a specialization in Innovation and Entrepreneurship

Start: Mid-September

Workload: 90 ECTS credits

Length: 4 or 6 semesters (a part-time job or family activity of up to 50% or 70% is possible)

Location: Winterthur

Semester Fee: Swiss nationals CHF 720, others CHF 1,220

Languages: mainly German;
3rd (or 5th) semester: English

Classroom Days: Monday and Tuesday



#visitwebsite

HEAD OF PROGRAM

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MODULE OVERVIEW

1st Semester 24 ECTS credits	Research Design 6 ECTS credits	Value Creation & Entrepreneurial Finance 6 ECTS credits	Skills & Methods for Innovators 6 ECTS credits	Innovation & Venture Lab I: Start-Up Project 6 ECTS credits	
2nd Semester 24 ECTS credits	Applied Statistics & Data Analysis 3 ECTS credits	Entrepreneurial Leadership 6 ECTS credits	Innovation Management & Disruptive Technologies 6 ECTS credits	Innovation & Venture Lab II: Corporate Innovation Project 6 ECTS credits	Electives 1 x 3 ECTS credits
3rd Semester 21 ECTS credits		International Entrepreneurship 6 ECTS credits	Innovation Ecosystems 6 ECTS credits	Innovation & Venture Lab III: Collaborative Innovation Project 6 ECTS credits	Electives 1 x 3 ECTS credits
4th Semester 21 ECTS credits	Master's Thesis 15 ECTS credits		Digital Futures 6 ECTS credits		

■ Scientific Methods
■ Advanced General Management
■ I&E Specializations
■ Electives

Business Administration – Marketing

Increase your competitiveness

The Master of Science in Business Administration with a specialization (major) in Marketing conveys sound knowledge in management and corporate governance combined with marketing expertise.

This Master's degree is a practical, internationally oriented specialist and management training program at a demanding scientific level; additionally, it opens up particularly good development and advancement opportunities in marketing and related areas. Master's graduates can perform key strategic functions in the general management or marketing of companies in all industries. Potential employers come from all areas of the private sector, especially consumer goods, industrial goods and services, and public administration. Thanks to a careful balance between a broad understanding of complex business processes and marketing expertise, this competency profile meets a clear need of the labor market.

SKILLS

The curriculum carefully balances elements of general management, marketing, scientific research, and new knowledge in the area of digitalization.

- In the Advanced General Management modules students obtain in-depth management knowledge.
- In the Advanced Marketing modules, students become familiar with the criteria and processes of customer segmentation, methods for measuring customer behavior, the designing of customer relationship management measures, brand management, and the integration of new media into strategic communication concepts.
- The electives on offer enable students to set their individual priorities by focusing on areas that interest them. Topics include e-commerce, digital marketing for start-ups, artificial intelligence in marketing, and design thinking.

»» www.zhaw.ch/sml/master-marketing

CORE AREAS

Advanced General Management 18 ECTS credits	Advanced General Management Knowledge Acquisition of management skills; builds on the knowledge gained in the Bachelor's program; among other things, general management topics and communications skills are further consolidated and interlinked
Advanced Marketing 30 ECTS credits	Advanced Specialist Knowledge Specialization in advanced aspects of marketing such as behavioral marketing, strategic customer relationship management, product management, integrated communications, brand management, and customer experience management
Electives 18 ECTS credits	Enhancement and Integration of Knowledge Various options for students to expand and integrate individual areas of specialist knowledge
Scientific Methods and Application 24 ECTS credits	New Knowledge, Complex Data Analysis, and Application Acquisition and application of knowledge and skills in applied research as well as for the preparation, analysis, and presentation of data; implementation within the framework of an independent scientific paper on an application-related topic (Master's thesis)



Key Information

Title: Master of Science (MSc) ZHAW in Business Administration with a specialization in Marketing

Start: Mid-September

Workload: 90 ECTS credits

Length: 4 or 6 semesters (a part-time job or family activity of up to 50% or 70% is possible)

Location: Winterthur

Semester Fee: Swiss nationals CHF 720, others CHF 1,220

Languages: mainly German;
3rd (or 5th) semester: English

Classroom Days: Monday and Tuesday



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HEAD OF PROGRAM

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MODULE OVERVIEW

1st Semester 24 ECTS credits	Research Design 6 ECTS credits	Fact-Based Marketing: Business Cases, Tools & Metrics 6 ECTS credits	Change Management & Leadership in Marketing 6 ECTS credits	Behavioral Marketing & Customer Focus 6 ECTS credits
2nd Semester 24 ECTS credits	Applied Statistics & Data Analysis 3 ECTS credits	Product, Service & Innovation Management 6 ECTS credits	Integrated Customer Management: Acquisition, Development & Retention 6 ECTS credits	Electives 3 x 3 ECTS credits
3rd Semester 21 ECTS credits	Pricing & Business Models in the Digital Age 6 ECTS credits	Brand Management, Communications & Reputation Management 6 ECTS credits	Electives 3 x 3 ECTS credits	
4th Semester 21 ECTS credits	Master's Thesis 15 ECTS credits	International Marketing: Doing Business in Foreign Markets 6 ECTS credits		

■ Scientific Methods
 ■ Advanced General Management
■ Advanced Marketing
 ■ Electives

Students may also choose to complete the program in six semesters. For a module overview of the six-semester program, go to www.zhaw.ch/sml/master-marketing

Business Administration – Public Management

Enhance your social contribution

The Master of Science in Business Administration program with a specialization (major) in Public Management combines a solid knowledge of management and corporate governance with in-depth specialist knowledge of public and nonprofit organizations, both in Switzerland and internationally.

Administrations, public companies, and state-affiliated non-profit organizations need flexible, innovative, and well-trained specialists to achieve idealistic and social goals in areas such as the common good, solidarity, and peaceful coexistence. This is where the Master of Science in Business Administration with a specialization (major) in Public Management comes in. The program offers a scientifically based yet practice-oriented specialist and management education with a social focus. Graduates take on challenging projects as well as specialist and management tasks in public administrations and state-affiliated non-profit organizations. Potential employers include the Swiss federal administration, cantonal and communal administrations, national and international governmental and non-profit organizations, and various institutions, associations, and foundations.

SKILLS

You will deepen your competence in general management theory and scientific research as you carry out an applied, practically oriented research project. The specialization in Public Management focuses on the acquisition of the following competencies:

- Knowledge of the framework conditions of public and charitable organizations
- Ability to use tools to manage resources, quality, projects, and stakeholders
- An understanding of interdisciplinary connections and the ability to analyze their consequences

»» www.zhaw.ch/sml/master-pm

CORE AREAS

General Management 18 ECTS credits	Acquisition of Management Competence Analysis, synthesis, and design of complex operational structures, processes, and problem situations, with the systematic integration of interdisciplinary contexts
Scientific Research Integrated Projects 18 ECTS credits	Acquisition of New Knowledge Acquisition and application of knowledge and skills in the context of applied research and development
Specialization in Public Management 27 ECTS credits	Advanced Knowledge Specialist knowledge in public management
Focus Areas and Master's Thesis 27 ECTS credits	Choosing a Specialization to Be Incorporated in the Master's Thesis Students choose a specialization worth 12 ECTS credits that reflects their interests and implement the related knowledge and skills in writing an independent academic thesis on an application-related topic



Key Information

Title: Master of Science (MSc) ZHAW in Business Administration with a specialization in Public Management

Start: Mid-September

Workload: 90 ECTS credits

Length: 4 semesters (suitable for a part-time job or family activity of 60%)

Location: Winterthur

Semester Fee: CHF 720 plus CHF 500 for foreign nationals

Language: German

Classroom Days: Monday or Tuesday or both



#watchvideo

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MODULE OVERVIEW

1st Semester	Summer School 1: Public Policy and Management 6 ECTS credits	Economics and Politics 6 ECTS credits	Managing People in Organizations 6 ECTS credits	Research Design 6 ECTS credits
2nd Semester	Co-Design and Co-Production: Stakeholder Participation 6 ECTS credits	Strategic Management 6 ECTS credits	Applied Statistical Data Analysis 6 ECTS credits	Integrated Projects 6 ECTS credits
3rd Semester	Summer School 2: Public Financial Management 6 ECTS credits	Public Service in a Digital Age 6 ECTS credits	Focus modules: 12 ECTS credits Focus areas: – Digital Transformation – International Development Cooperation – Innovation and Collaboration	
4th Semester	Study Trip 3 ECTS credits	Master's Thesis 15 ECTS credits		

Business Administration – Enterprise Development

Future-oriented and sustainable business development

The Master of Science in Business Administration program with a specialization (major) in Enterprise Development provides skills that allow graduates to manage future-oriented, sustainable development effectively and support transformative organizational processes in companies.

The Master of Science in Business Administration program with a specialization (major) in Enterprise Development gives students the tools needed for the effective management of future-oriented, sustainable development in companies and the competence to support transformational processes.

You acquire the skills to handle current management challenges and design approaches in a solutions-oriented manner. You also learn how companies can develop sustainably in uncertain times when decision-making is difficult. You use the tools at your disposal and develop appropriate tools yourself.

SKILLS

As a graduate of this study program, you will be able to:

- Develop, assess, and manage companies in the areas of strategy & leadership, human capital, and organizational design & processes
- Apply new enterprise development design approaches and concepts according to the situation, critically reflect on them, and develop them further in order to actively promote both established and new enterprise development methods in a leading role
- Apply the broad scientific and methodological knowledge that you have acquired during your study program

»» www.zhaw.ch/sml/master-ue

CORE AREAS

Advanced General Management 18 ECTS credits	Advanced General Management Knowledge Acquisition of current business management concepts, methods, and trends with a focus on corporate sustainability, corporate finance & business success, and digital futures & responsible innovation
Specialization in Enterprise Development 42 ECTS credits	In-Depth Specialist Knowledge Acquisition of skills for the solutions-oriented handling of current management challenges and design approaches; deepening of specialist and methodological principles of strategy & leadership, human capital, and organizational design & processes
Electives 6 ECTS credits	Expansion and Networking of Knowledge Possibility of specializing in a complementary subject in the areas of project management, change management, people analytics, marketing, and social entrepreneurship
Scientific Methods and Application 24 ECTS credits	New Knowledge, Complex Data Analysis, and Application Acquisition and application of knowledge and skills in applied research and for the preparation, analysis, and presentation of data; implementation within the framework of an independent scientific paper on an application-related topic (Master's thesis)



Key Information

Title: Master of Science (MSc) ZHAW in Business Administration with a specialization in Enterprise Development

Start: Mid-September

Workload: 90 ECTS credits

Length: 4 semesters (a part-time job or family activity of up to 50% is possible)

Location: Winterthur

Semester Fee: Swiss nationals CHF 720, others CHF 1,220

Languages: mainly German;
3rd semester: English

Classroom Days: Monday and Tuesday



#visitwebsite

HEAD OF PROGRAM

Prof. Gunther Kucza

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gunther.kucza@zhaw.ch

MODUL OVERVIEW

1st Semester 24 ECTS credits	Research Design 6 ECTS credits	Corporate Sustainability 6 ECTS credits	Viable Organizations 6 ECTS credits	Trends in Strategic Management 6 ECTS credits	
2nd Semester 24 ECTS credits	Applied Statistics & Data Analysis 3 ECTS credits	Corporate Finance & Business Success 6 ECTS credits	Adaptive Human Capital Management 6 ECTS credits	Organizational Design 6 ECTS credits	Electives 1 × 3 ECTS credits
3rd Semester 21 ECTS credits		Digital Futures & Responsible Innovation 6 ECTS credits	Rethinking Leadership 6 ECTS credits	New Value Creation 6 ECTS credits	Electives 1 × 3 ECTS credits
4th Semester 21 ECTS credits	Master's Thesis 15 ECTS credits		Business Project Organizational Viability 6 ECTS credits		

- Scientific Methods
- Advanced General Management
- Advanced Enterprise Development
- Electives

Circular Economy Management

Help accelerate the transition to a circular economy

The Master of Science in Circular Economy Management is an interdisciplinary program that aims to equip students with the necessary technical, environmental, social, and economic knowledge and skills to deal with the complex issues of the circular economy.

The MSc in Circular Economy Management is a new degree program that supports our university’s key commitment to sustainability, specifically to impart and develop knowledge and skills in that area and support individuals and organizations in their efforts to make a valuable contribution to society. This Master’s program has been designed and developed jointly by three schools of ZHAW Zurich University of Applied Sciences – Life Sciences and Facility Management, Engineering, and Management and Law. Its interdisciplinary nature allows the program to draw on expertise from a variety of disciplines – engineering and technology, natural and environmental sciences, business studies, and social sciences. As a result, graduates are employable in a wide range of industries.

SKILLS

Graduates of this program will:

- Have acquired specialized knowledge, skills, and competencies related to the circular economy
- Be able to use their research skills to produce qualified results to solve complex problems
- Be able to apply, analyze, and synthesize theory and practically relevant subject content
- Be able to design and plan creative and innovative circular economy strategies and action plans and contribute to their implementation
- Be prepared for positions in the field of sustainability and the circular economy and be able to lead demographically and professionally diverse teams

>>> www.zhaw.ch/sml/master-cem

CORE AREAS

Thematic Modules (Compulsory) 45 ECTS credits	Circular Economy Management Modules The curriculum consists of 15 compulsory modules (3 ECTS credits) divided into five core topics covering different technical, environmental, social, economic, and legal perspectives of the circular economy
Elective Areas (Clusters) 24 ECTS credits	In-Depth Expertise – Elective Clusters Four elective clusters allow students to learn more about circularity in product design, regional cycles and resources, business economics, labels and standards, and government and stakeholder management
Case Studies 6 ECTS credits	Application of Knowledge and Skills Case studies offer an interdisciplinary view of the circular economy, linking theory and practice through real business projects
Master’s Thesis 15 ECTS credits	Development of New Knowledge, Analysis of Complex Data, and Application The Master’s thesis is an independent piece of scientific work of practical relevance; while students prepare, analyze, and present data, they employ the knowledge and skills they have acquired and learn more about methodology and applied research



Key Information

Title: Master of Science (MSc) ZHAW in Circular Economy Management

Start: Mid-September

Workload: 90 ECTS credits

Duration: 3 semesters, full-time

Locations: Winterthur, Zurich, and Wädenswil

Semester Fee: Swiss nationals CHF 720, others CHF 1,220

Language: English

Instruction: All day, Monday to Friday



#visitwebsite

HEAD OF PROGRAM

Prof. Christian Vögtlin

ZHAW School of Management and Law

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8401 Winterthur

Phone +41 58 934 66 19

christian.voegtlin@zhaw.ch

MODULE OVERVIEW

1st Semester 30 ECTS credits	Theme 1: Material and Energy Systems 3 ECTS credits	Theme 2: Manufacture 3 ECTS credits	Theme 3: Supply Chain – Value Chain 3 ECTS credits	Theme 4: Drivers: Politics and Governance 3 ECTS credits	Theme 5: Critical Thinking 3 ECTS credits	<ul style="list-style-type: none"> ■ Theme 1: Sustainability and Resources ■ Theme 2: Technology and Design ■ Theme 3: Businesses and Organizations ■ Theme 4: Politics, Law, and Transformation ■ Theme 5: Behavior and Behavior Change
	Theme 1: Life Cycle Sustainability Assessment 3 ECTS credits	Theme 2: Bioeconomy / Materials 3 ECTS credits	Theme 3: Organizations and Environment, Social and Governance 3 ECTS credits	Theme 4: International and Swiss Law – Circular Economy 3 ECTS credits		
	Theme 1: Sustainability – Sufficiency – Efficiency – Consistency 3 ECTS credits					
2nd Semester 30 ECTS credits		Theme 2: Design 3 ECTS credits	Theme 3: Business Models for the Circular Economy 3 ECTS credits	Theme 4: Transformation Processes 3 ECTS credits	Theme 5: Behavioral Psychology 3 ECTS credits	
	Technology Assessment 6 ECTS credits	Data Analysis and Monitoring 6 ECTS credits	Communication and Consulting 6 ECTS credits	Systems and Potential Analysis 6 ECTS credits	Theme 5: Change Management 3 ECTS credits	Case Study 1 3 ECTS credits
3rd Semester 30 ECTS credits	Business, Production and Service Transformation 6 ECTS credits	Financing – Private and Public Sectors 6 ECTS credits	Real Estate, Energy and Waste Management 6 ECTS credits	Food Systems and Natural Resources 6 ECTS credits	Master's Thesis 15 ECTS credits	Case Study 2 3 ECTS credits

Thematic Modules 3 ECTS credits
 Elective Clusters 6 ECTS credits
 Scientific Methods Research Skills 15 ECTS credits

International Business

Discover your path to a global career

The Master of Science in International Business focuses on two core topics: Business Internationalization and Intercultural Management and Leadership.

This Master's program is a full-time course of study consisting of a preliminary program, two intensive semesters of study, and a semester to write the Master's thesis. During this last semester, students are free to spend most of their time away from campus. This program is for ambitious, performance-oriented Bachelor's degree graduates in business and management who are seeking to launch an international career. The program imparts knowledge and deepens students' understanding of the dynamic and complex global business landscape, provides them with a comprehensive education in international business and management, and trains them in the practical application of these concepts through hands-on international business projects in collaboration with our corporate partners. Our students' education is complemented by training in cross-cultural communication and collaboration, leadership, negotiation, adaptability, and problem solving – critical prerequisites for succeeding in today's international business world.

COMPETENCY PROFILE

Graduates of this program are able to:

- Design and plan internationalization processes of companies and contribute to their implementation and development
- Analyze and provide solutions for intercultural problems
- Lead culturally and demographically diverse teams and small organizational units
- Conduct scientifically and methodologically sound research projects on their own and use their research skills to solve complex business problems

DOUBLE DEGREE

Students opting for a double degree complete the MSc program at the SML before continuing their studies abroad. They will be required to complete another one or two semesters depending on the second degree they are seeking.

CORE AREAS

Sustainability and Ethics	<p>Sustainability and Ethics as Integral Parts of the Curriculum</p> <p>The modules incorporate sustainability, ethics, and circular economy topics and provide students with an understanding of the importance of those issues for the core business areas and show how to integrate those into an organization</p>
Global Strategy	<p>All Aspects of Global Strategy</p> <p>Acquisition and application of knowledge and skills within the context of the international activities of companies and organizations</p>
Intercultural Management & Leadership	<p>Acting and Leading in an Intercultural Setting</p> <p>Knowledge of different cultures and ability to negotiate, integrate, and achieve targets with an intercultural group</p>
Research and Consulting	<p>Solid Research Skills</p> <p>Analysis, scientific problem-solving, assessment of alternative solutions, and application in several projects</p>



Key Information

Title: Master of Science (MSc) ZHAW in International Business

Start: Late August

Workload: 90 ECTS credits

Length of Program: 3 semesters;
2 semesters of intensive full-time study
plus Master's thesis

Location: Winterthur (Zurich)

Semester Fee: Swiss nationals CHF 720,
others CHF 1,220; CHF 100 enrollment fee

Language: English

Instruction: Monday to Friday full-time



#visitwebsite

HEAD OF PROGRAM

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MODULE OVERVIEW

Integration of Sustainability and Ethics Throughout the Whole Curriculum	Prior to Semester Start	Business Boot Camp 6 ECTS credits			
	1 st Semester	Strategic Management 6 ECTS credits	Financial Management 3 ECTS credits	Research Methodology & Skills 6 ECTS credits	
		Global Growth and Innovation 6 ECTS credits	Business Research and Consulting 6 ECTS credits	Risk Management 3 ECTS credits	Business Project 1 6 ECTS credits
	2 nd Semester	Global Business Environment 6 ECTS credits	Research Design 3 ECTS credits	Research Project 6 ECTS credits	
		Capstone: Creating Sustainable Impact 6 ECTS credits	Intercultural Management & Leadership 6 ECTS credits	Business Project 2 6 ECTS credits	Elective: Luxury and Creative Industries or Frontiers of Technology 3 ECTS credits
	3 rd Semester	Master's Thesis 12 ECTS credits			

Management and Law

At the interface of business and law

The Master of Science in Management and Law combines management competence with legal competence, is internationally oriented, and focuses on strategic, operational, and legal project and change management.

The Master's program provides an interdisciplinary, scientifically founded, and practically oriented qualification. It conveys knowledge and skills that are relevant to success in today's business world and at the same time future-oriented. Unlike traditional legal studies, this Master's program focuses on the competence to manage legal challenges in an international business environment. The Master's program enables you to understand law as a risk factor and to deal with it adequately. You will also learn to see law as a steering and management tool and apply it accordingly.

SKILLS

The competence profile takes account of business practice requirements and is not tailored just to legal professions (e.g., court clerk or attorney). You will acquire the ability to master both management tasks and legal challenges – a combination in particular demand in the labor market. This Master's

degree will also enable you to manage complex change processes by:

- Taking over the process design
- Ensuring the initial legal assessment and recognizing legal need for action
- Coordinating tasks
- Serving as a competent contact person for authorities and external consultants
- Implementing strategically oriented project management

A DOUBLE MASTER'S DEGREE

In only one or two additional semesters, a second Master's degree can be obtained abroad, such as an LLM from Wiesbaden Business School, a "Droit Européen et International des Affaires" Master from the Université Paris Dauphine, or an LLM from the Berlin School of Economics and Law.

>> www.zhaw.ch/sml/master-ml

THREE-CIRCLE COMPETENCY PROFILE

Scientific Analysis, Problem-Solving, and Reflection Competencies

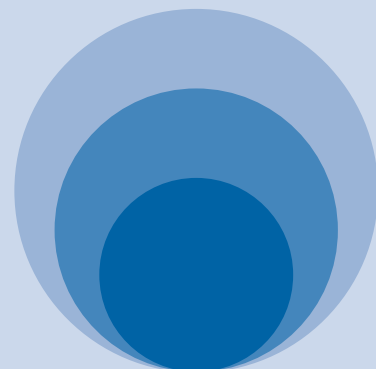
(from the double perspective of law and business administration)

Contextual and Key Competencies

- International economics and politics/financial management
- Legal risk management and corporate governance

Core Competencies

- Strategic and operative project and change management
- Legal project and change management (regulation and competition; corporate, tax, labor, and social law)





Key Information

Title: Master of Science (MSc) ZHAW
in Management and Law

Start: Mid-September

Workload: 90 ECTS credits

Length: 4 or 6 semesters (a part-time job
or family activity of up to 40% or 70% is
possible)

Location: Winterthur

Semester Fee: Swiss nationals CHF 720,
others CHF 1,220

Languages: German and English
(in equal proportions)

Classroom Days: Monday and Tuesday



#watchvideo

HEAD OF PROGRAM

Prof. Peter Münch

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MODULE OVERVIEW

1st Semester: Foundations	International Economics and Politics 6 ECTS credits	Legal Risk Manage- ment and Corporate Governance 6 ECTS credits	Conceptional Work and Scientific Research 6 ECTS credits	Practical Research Projects 6 ECTS credits
2nd Semester: Planning and Strategy	Managing Strategy 6 ECTS credits	Regulation and Competition 6 ECTS credits	International Labor and Social Security Law 6 ECTS credits	Interdisciplinary Inte- gration of Research Outcome 6 ECTS credits
3rd Semester*: Organization and Financing	Financial Management 6 ECTS credits	International Corporate and Tax Law 6 ECTS credits	Scientific Exchange and International Conference 9 ECTS credits	
4th Semester: Implementa- tion and Controlling	Managing Change and Innovation 6 ECTS credits	Master's Thesis 15 ECTS credits		

* Option: Study semester abroad

Business Information Technology

Become a much sought-after specialist

The Master of Science in Business Information Technology combines information technology and business administration. It builds on a Bachelor's degree in Business Information Technology or in Business Administration with a specialization in Business Information Technology.

This Master's degree is an advanced specialist and management training program that is both scientifically founded and practically oriented. The degree enables students to assume a management role and develop solutions in line with the strategy, using information and communication technologies. The curriculum was developed in response to a clear market need and in close cooperation with the information and communication technology (ICT) sector. Potential employers include software providers, management consultancies, and IT departments of for-profit and nonprofit organizations in all sectors.

SKILLS

You will deepen your competence in general management theory and scientific research as you carry out applied research

projects with industry partners. Successful graduates of the Master's program in Business Information Technology will be able to:

- Ensure the feasibility of a corporate strategy and a sustainable and strategy-compliant IT infrastructure with the help of information technologies
- Design business models
- Develop process-oriented company organizations with the help of suitable information and communication systems
- Create IT architectures to support corporate goals
- Develop data structures and organizations of data sets
- Take over management tasks in IT areas

>>> www.zhaw.ch/sml/master-wi

CORE AREAS

Business Information Technology 39 ECTS credits	Acquisition of Advanced Specialist Business Information Technology Knowledge and Skills Analysis, synthesis, and design of complex IT and ICT structures, processes, and problems
Scientific Research Integrated Projects 21 ECTS credits	Acquisition of New Knowledge Acquisition and application of knowledge and skills in the context of applied research and development
Electives 15 ECTS credits	Advanced Specialist Knowledge Advanced knowledge of business information technology; from a pool of 10 electives, students choose five
Master's Thesis 15 ECTS credits	Application Students implement their knowledge and skills within the framework of an independent scientific paper on an application-related topic



Key Information

Title: Master of Science (MSc) ZHAW in Business Information Technology

Start: Mid-September

Workload: 90 ECTS credits

Length: 4 semesters (a part-time job or family activity of up to 70% is possible)

Location: Zurich

Semester Fee: Swiss nationals CHF 720, others CHF 1,220

Languages: German and English

Classroom Days: Monday and Tuesday



#visitwebsite

HEAD OF PROGRAM

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mike.krey@zhaw.ch

MODULE OVERVIEW

1st Semester 18 ECTS credits (w/o electives)	Applied Research Methods 6 ECTS credits	Enterprise Architecture 3 ECTS credits	Project and Change Management 3 ECTS credits	Data Science Fundamentals (E) 3 ECTS credits	IT Security (E) 3 ECTS credits	Electives 3 ECTS credits per elective
2nd Semester 21 ECTS credits (w/o electives)	Applied R&D Cases & Practice 6 ECTS credits	Design Science 3 ECTS credits	Advanced IT Management 6 ECTS credits	Applied Data Science 6 ECTS credits	Electives 3 ECTS credits per elective	
3rd Semester 18 ECTS credits (w/o electives)	Applied R&D Projects (E) 6 ECTS credits	Master's Thesis Preliminary Study 3 ECTS credits	IT Governance, Risk Management & Compliance (E) 3 ECTS credits	Process Digitalization (E) 6 ECTS credits	Electives 3 ECTS credits per elective	
4th Semester 18 ECTS credits (w/o electives)	Master's Thesis 12 ECTS credits	Digital Society 6 ECTS credits	Electives 3 ECTS credits per elective			

■ Scientific Theory (compulsory)

■ Business Information Technology (compulsory)

■ Electives

(E) Module in English

Requirements: Students must complete one elective every semester. They must choose a total of five electives.



“

Thanks to the practical orientation of the MSc in International Business, I gained precious insights into real-life management issues in multinationals.”

Milos Mihajlovic, Account Executive Associate, SAP,
Alumnus MSc in International Business

An International Outlook

Your opportunity to study abroad

A semester abroad offers students an opportunity to build an international network, advance their foreign language skills, and experience their subject from a different perspective.

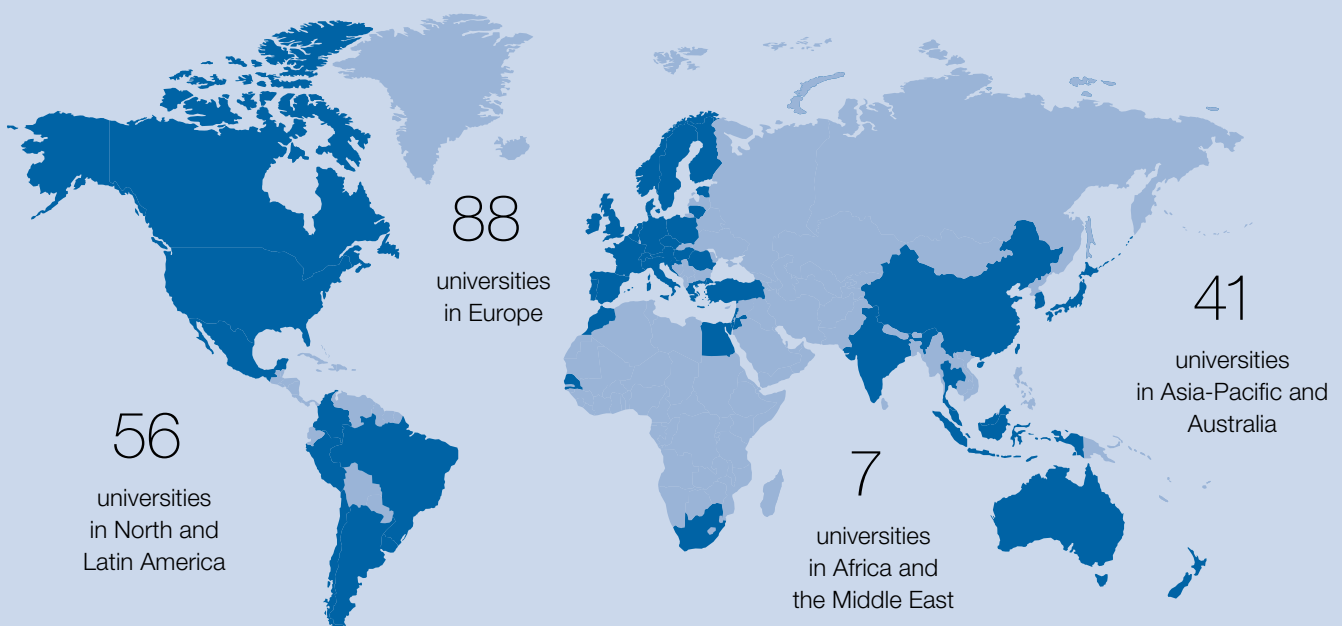
We support international student exchanges and aim to recognize our students' academic performance while abroad as fully as possible. Students can usually continue their regular studies after a stay abroad without delaying their graduation. Student exchanges usually take place during the third semester of study. Information about the possibilities and conditions of participation is provided in the first semester.

As a general rule, no additional course fees are payable to partner universities due to a bilateral agreement between the ZHAW School of Management and Law (SML) and the respective partner university. Exchanges with universities in EU countries are regulated by the Swiss-European Mobility Programme (SEMP), and the exchange is supported by a scholarship.

A large number of universities in North and Latin America, Africa and the Middle East, Asia, and Oceania also have suitable exchange programs. Our network currently includes over 190 partner institutions worldwide.

In addition, the SML has agreements with individual universities where students can complete an exchange semester on a fee-paying basis. In such cases, course fees are payable to the partner university while, in return, the SML waives its fee for the duration of the exchange.

>>> www.zhaw.ch/sml/outgoing



Campus Plus

What else you can expect

In addition to your studies, ZHAW and the cities of Zurich and Winterthur have plenty to offer.



ACCOMMODATION

The Student Accommodation Association (WOKO) is responsible for negotiating affordable student housing in Winterthur and Zurich. The Youth Residential Network (JUWO) also offers affordable accommodation. Further offers are available at students.ch, wgzimmer.ch, and on regular online real estate platforms.

>>> www.woko.ch

>>> www.students.ch

>>> www.juwo.ch

>>> www.wgzimmer.ch



ALIAS

All ZHAW students are members of Alias. This association represents them in dealings with the university and publishes the student magazine "Brainstorm." By organizing student parties and events, Alias contributes to a vibrant campus life. The association can also be contacted for all kinds of student concerns.

>>> www.alias-zhaw.ch



ALUMNI SERVICES

Alumni Services acts as the link between current and former ZHAW School of Management and Law students, so it is your first point of contact for all networking issues. We give advice, support you, help you build your network, and take on coordination tasks. As a graduate of a Master's program, you automatically become an alumna or alumnus of the ZHAW School of Management and Law. This means we will continue to inform you about the university and our executive education opportunities even after graduation.

>>> www.zhaw.ch/sml/alumni





BETA GAMMA SIGMA

Membership of the international honor society Beta Gamma Sigma (BGS) is the highest recognition that business students at an AACSB-accredited university can achieve. It is reserved exclusively for students who fulfill the strict requirements of BGS during their studies.



CAMPUS WINTERTHUR

The SML buildings are situated in the center of the city of Winterthur. The train station is within easy walking distance. The University Library at "Sulzer Areal," a former industrial site, has workstations for over 650 students and state-of-the-art infrastructure. A variety of different food outlets across the campus provides quick meals as well as offering a place to relax.



CAREER SERVICES

SML Career Services helps you make a successful transition from student to professional and supports your personal career development. Our services include:

- Events and workshops (Long Night of Careers, Rotation Dinner, etc.)
- Career counseling (CV and LinkedIn checks, career coaching, video interview training, online assessment training, etc.)
- Website (job exchange, Tips & Tools, CV database, etc.)

>>> career.sml.zhaw.ch



MYCAMPUS

myCampus not only offers you access to a unique network of experts but also to numerous valuable services. From individual consulting opportunities to instructive workshops and exclusive events, you will find everything you need for your professional and personal development. Become part of our community now.

>>> mycampus.sml.zhaw.ch



SPORTS AND FITNESS

From A for Aikido to Z for Zumba, ASVZ (Academic Sports Association Zurich) offers over 120 different sports in Winterthur and Zurich as an active way to achieve a healthy work-life balance. Benefit from an extensive infrastructure with modern sports equipment as well as knowledgeable, professional supervision. ASVZ membership is included in your semester fee. >>> www.asvz.ch



Practical Relevance

Our Master's programs are practical in orientation

At the ZHAW School of Management and Law (SML), practical orientation is at the heart of everything we do. This applies to our research and consulting activities as well as to our degree programs and continuing education courses, which are oriented consistently to the demands of the professional world.

> 170

companies represented
at Graduate Day

> 340

EU, SNF, and Innosuisse
projects since 2008

> 7,100

publications
since 2010

BUILDING COMPETENCE. CROSSING BORDERS.

As part of a university of applied sciences, the SML is required to conduct applied research, and it is the needs of commerce and industry which determine our objectives. In collaboration with private and public organizations, our institutes and centers develop innovative and science-based solutions to current challenges in business and administration. True to our guiding principle "Building Competence. Crossing Borders," we not only combine our own expertise, but, if necessary, we also cross geographic and functional boundaries. To help us achieve our goals, we draw on the expertise of other schools at ZHAW Zurich University of Applied Sciences, our industry partners, and more than 190 partner universities worldwide.

Our research findings are characterized by a high degree of practical relevance and rapid implementation, flowing consistently into our teaching and consulting activities. They allow our instructors to present real practice cases in the classroom and to derive interesting practical exercises from them. In this way, students can work on realistic case studies, applying the theories they have learned, and getting ready for the challenges of the business world – yet another reason why a degree program at the SML leads directly to professional aptitude.

To meet all performance areas, the SML places great emphasis not only on academic qualifications but also on extensive professional and leadership experience when recruiting new faculty members. The broad network of contacts which instructors bring with them is also of benefit to the students. Students commissioned by companies to write their Master's thesis may later find employment within that or a similar organization. Also, SML Career Services supports students in preparing effectively for their next career step on completion of their studies.



“My Master’s degree gave me a perfect start in marketing and a job with one of the most attractive employers in Switzerland.”

Miriam Benz, Senior Projektleiterin Strategy & Insights., Migros-Genossenschafts-Bund, Alumna MSc Business Administration – Major Marketing

Accreditations and Rankings

Your degree is internationally recognized

The SML is accredited by AACSB and FIBAA and features in the prestigious Financial Times rankings, increasing the value of our Master's degrees on the international job market.

The ZHAW School of Management and Law (SML) regularly reviews and enhances the quality of its MSc programs, along with its processes, in line with the highest international standards. International accreditations demonstrate the effectiveness of these efforts.

ASSOCIATION TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS (AACSB)

The SML has been accredited by AACSB since 2015. Worldwide, only about six percent of all business schools carry this seal of approval from the most influential accrediting institution for business schools.

Because of our AACSB accreditation, the most promising students are invited to become members of the international honor society Beta Gamma Sigma (BGS). BGS membership is the highest recognition a business student at an AACSB-accredited business school can achieve. It is reserved for students who meet BGS's rigorous academic requirements. Membership offers a number of attractive benefits.

FOUNDATION FOR INTERNATIONAL BUSINESS ADMINISTRATION ACCREDITATION (FIBAA)

All SML Master's programs are FIBAA-accredited. The SML was the first business school of a Swiss university of applied sciences to achieve such a program accreditation, which is awarded according to international criteria.

ACCREDITATION IN ACCORDANCE WITH THE SWISS HIGHER EDUCATION ACT

As a Swiss university of applied sciences, ZHAW Zurich University of Applied Sciences is accredited as an institution and meets the requirements of the Swiss Higher Education Act.

FINANCIAL TIMES RANKINGS

As one of the leading business schools in Europe, the SML is also listed in the prestigious Financial Times rankings. Its Master of Science in International Business is one of the world's best Master's programs in management.



The SML in Figures

Our profile for your success

The ZHAW School of Management and Law (SML), established in 1968, is one of Switzerland's leading business schools. It offers internationally recognized Bachelor's and Master's programs and a comprehensive range of continuing education programs, while actively engaging in innovative research and development projects.

5

Bachelor's degree programs (BSc),
9 specializations

7

Master's degree programs (MSc),
5 specializations

>170

continuing education
programs

631

members of faculty
and staff

9,200

students in BSc, MSc, and
executive education programs

>29,000

graduates
since 1968

200

classes at the SML

37%

of modules taught in English

413

lecturers at the SML



Zurich University
of Applied Sciences

School of Management and Law

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Switzerland

www.zhaw.ch/sml



swissuniversities