



School of
Management and Law

Zurich University of Applied Sciences School of Management and Law



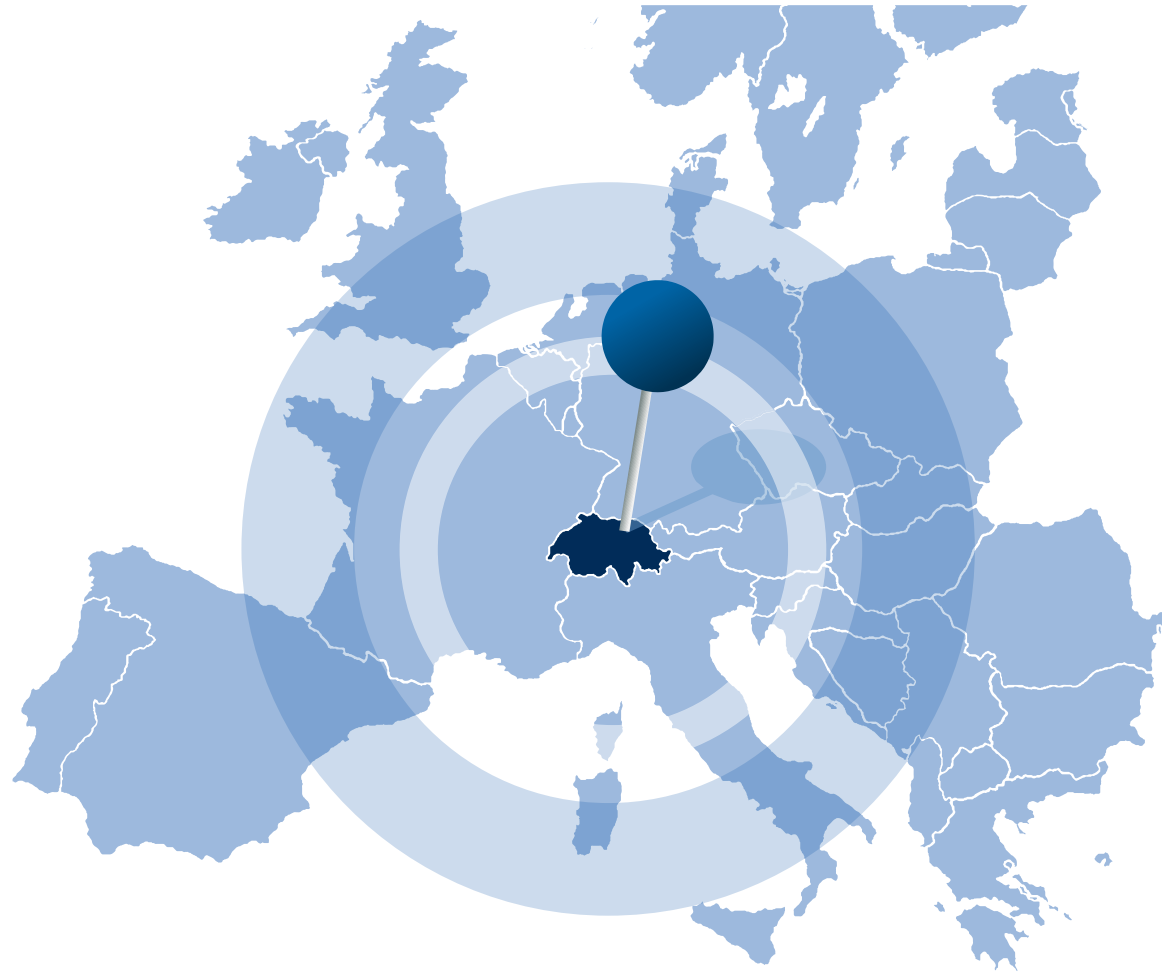
Building Competence. Crossing Borders.

Michael Farley, Head of International Development & Projects | farl@zhaw.ch

Greta Gnehm, Head of International Relations | gneg@zhaw.ch

www.sml.zhaw.ch

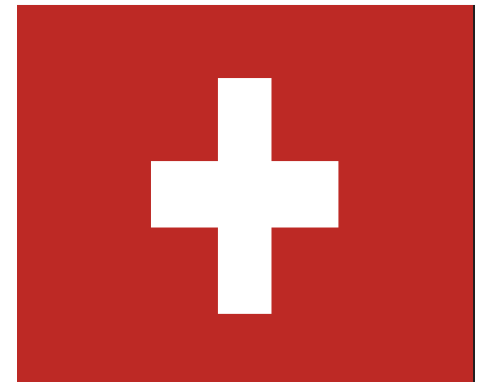
Welcome to the Heart of Europe



Welcome to Switzerland

Switzerland is an amazing country

- Located in the **heart of Europe**
- The **most competitive economy** in the world (WEF 2019)
- Switzerland consistently ranked number 1 in the world for **international innovation** (Global Innovation Index 2019)
- High **quality of life**
- Outstanding natural **environment**
- The label “Swiss made” stands for **high quality**



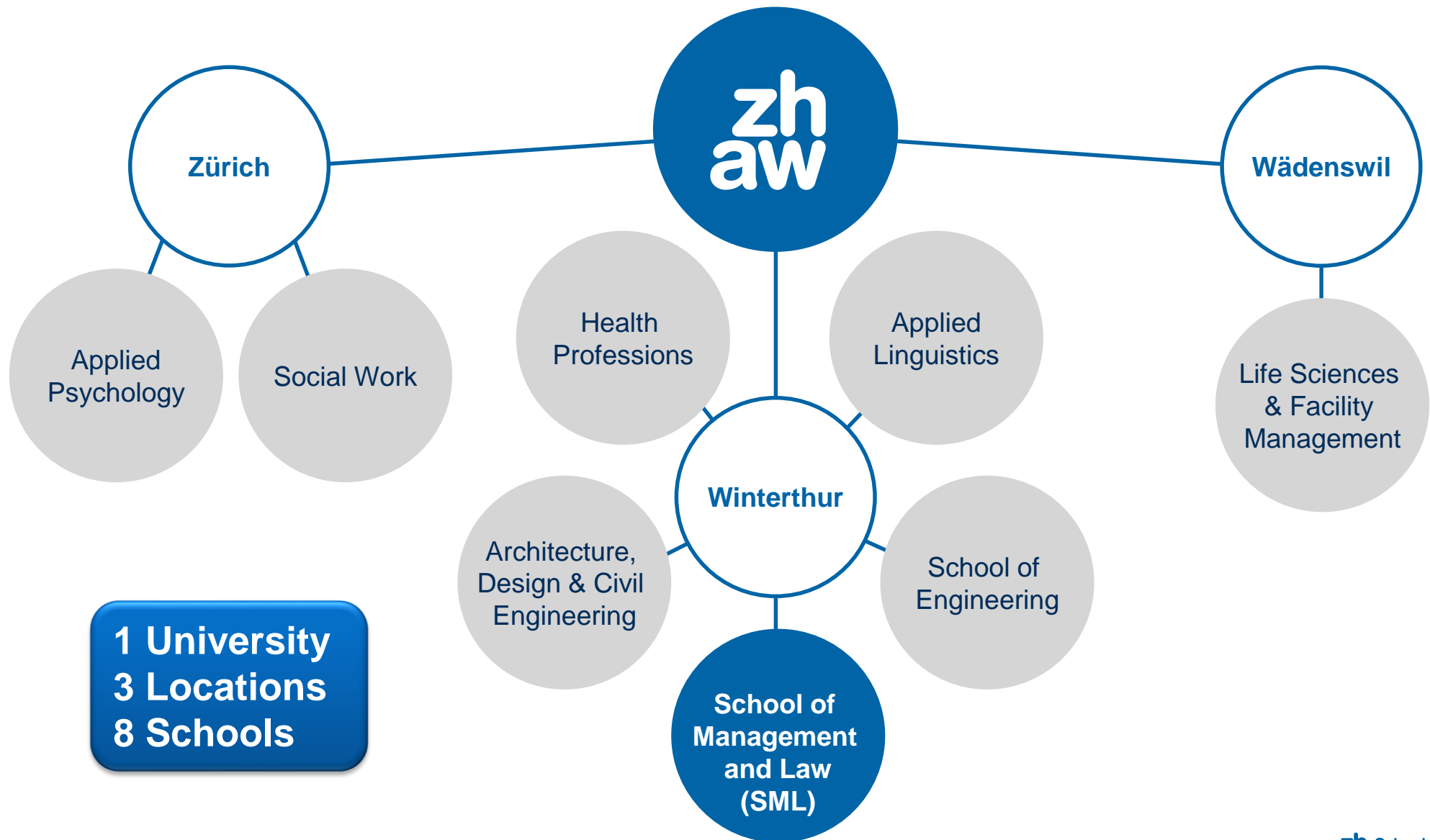
Welcome to the ZHAW School of Management and Law



SML Incomings Video: Student Life in Winterthur and Zurich



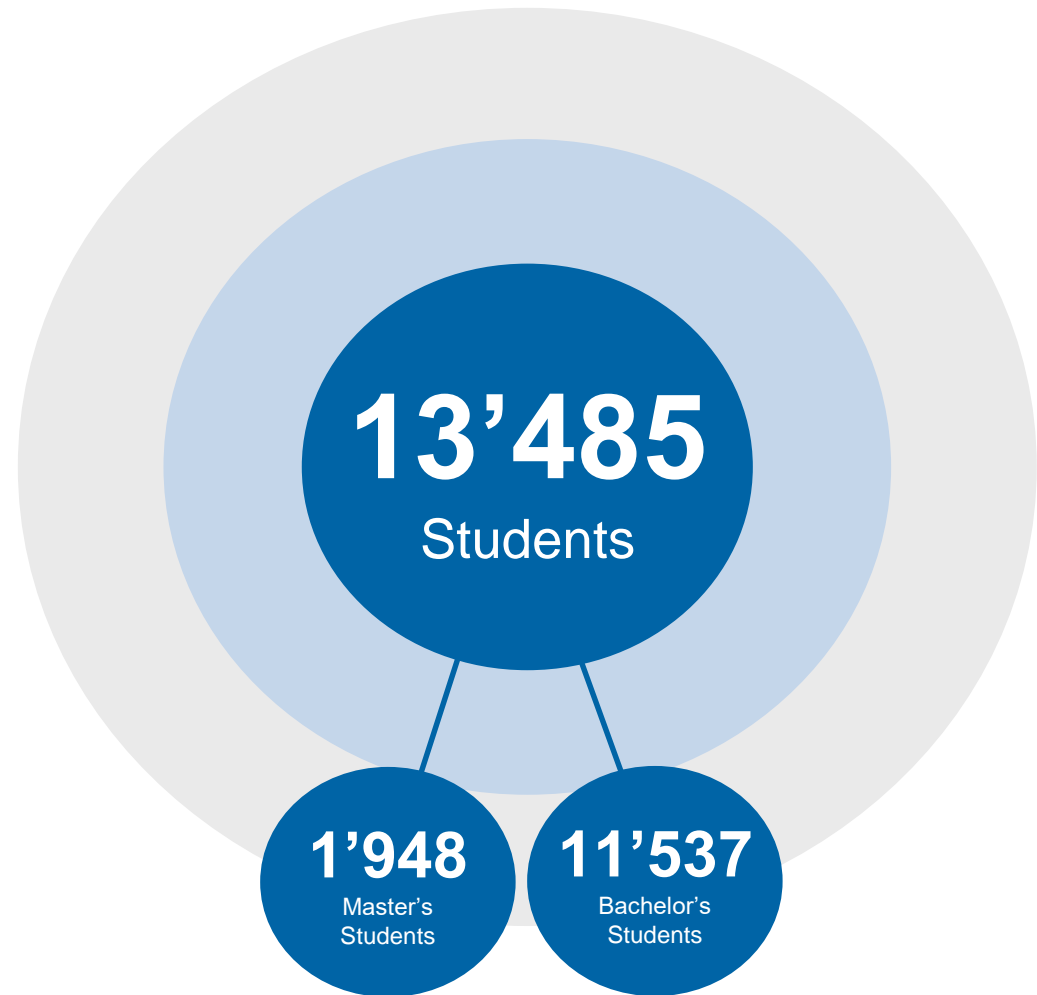
Zurich University of Applied Sciences (ZHAW)



Zurich University of Applied Sciences (ZHAW)

One of the largest universities of applied sciences in Switzerland

Nearly 500 partner institutions



ZHAW – Our Locations



ZHAW School of Management and Law (SML)

Strong Market Position

Largest UAS Business School in German-speaking Switzerland

4 BSc programs with 6 specializations

6 MSc programs with 4 concentrations

Major **continuous education** player
(1 EMBA, 2 MBA, 21 MAS, 9 DAS, 134 CAS)

5 Strategic Focus Areas

International Business

Banking, Finance, Insurance

General Management

Law

Public Sector

Excellent International Network



Strong Partnerships

ABB

AW winterthur

CREDIT SUISSE

H&M

Holcim

IBM

METTLER TOLEDO

MIGROS

Nestlé

NOVARTIS

DIE POST

PHILIPS

Roche

Schindler

SIEMENS

STARBUCKS COFFEE

syngenta

UBS

UniversitätsSpital Zürich

ZURICH

Key Areas and Sectors of Expertise



**Financial
Management**



**International
Management**



Marketing



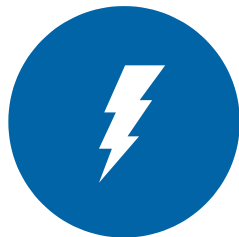
**Business
Information
Technology**



Business Law



**Innovation &
Entrepreneurship**



Energy



Health Care



**Mechanical
and Electrical
Engineering
Industries**



**Public
Administration**



**Wealth and Asset
Management**

Overview of Degree Programs

Bachelor's Degree Programs



Business Administration

- Accounting, Controlling, Auditing
- Banking and Finance
- Economics and Politics
- General Management
- Risk and Insurance
- Marketing



Business Information Technology



Business Law



International Management

Consecutive Master's Degree Programs



Business Administration

- Marketing
- Health Economics and Healthcare Management
- Public and Nonprofit Management
- Innovation and Entrepreneurship



Accounting and Controlling



Banking and Finance



International Business

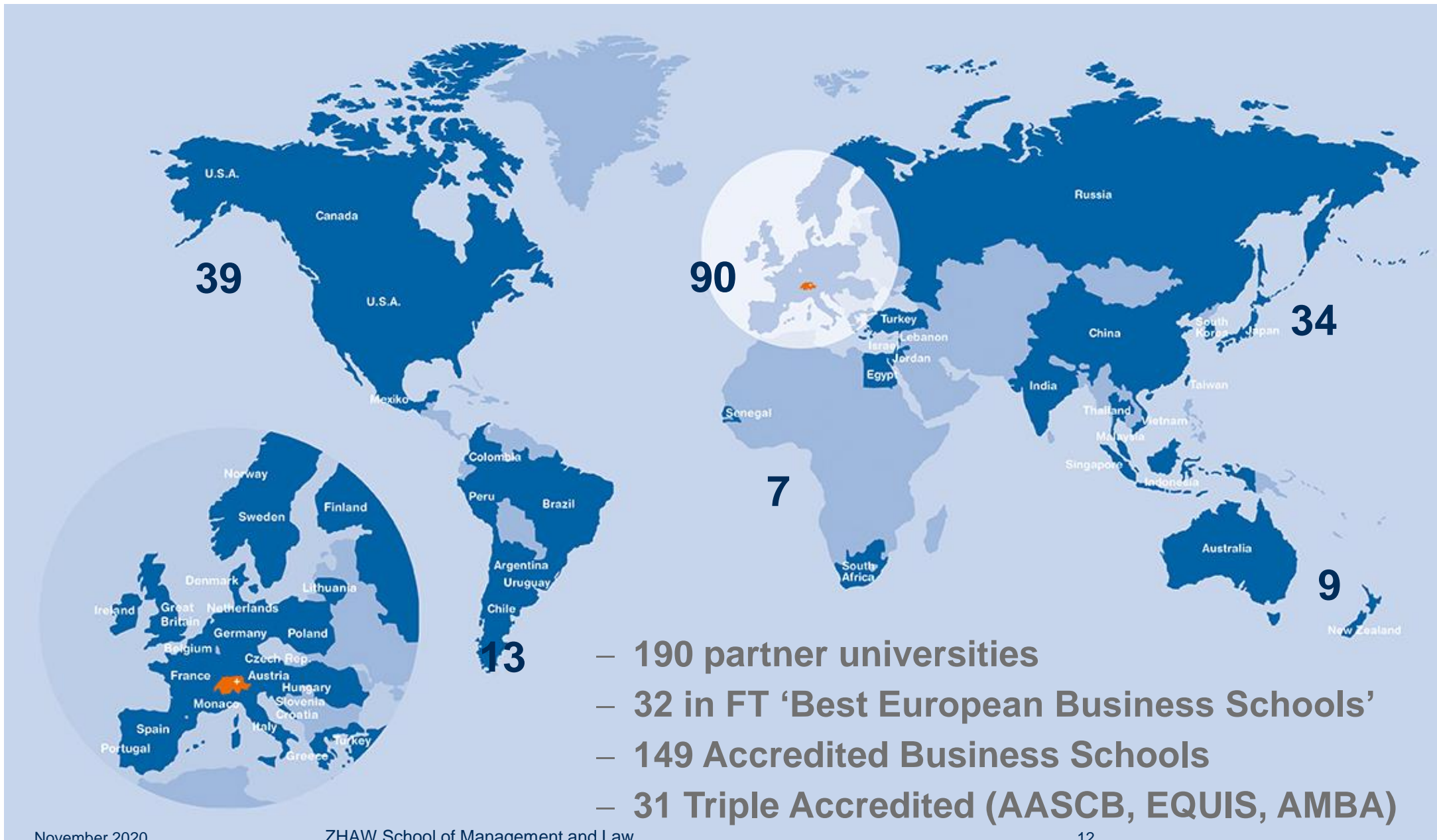


Management and Law



Business Information Technology

SML Partner University Network



Accreditations and Rankings



The ZHAW School of Management and Law is accredited by the Association to Advance Collegiate Schools of Business (**AACSB**)

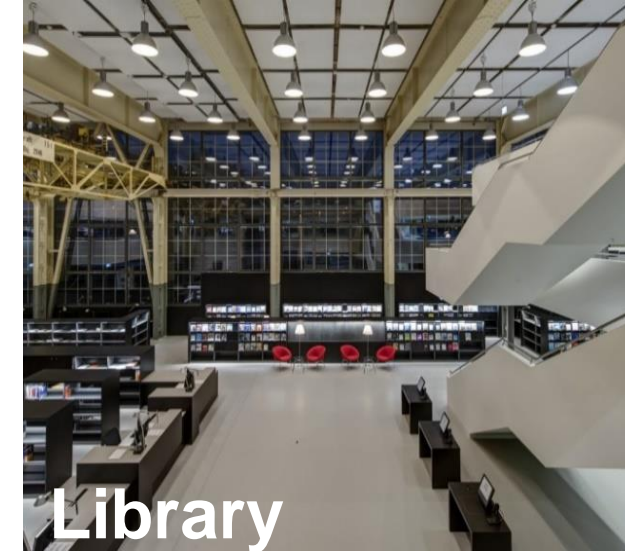


All degrees at SML are accredited by the Foundation for International Business Administration Accreditation (**FIBAA**)



In 2020, the SML was ranked in the **Financial Times** world's best master's programs in management for its MSc International Business (64th place)

ZHAW Campus and Student Accommodation





Tragkraft 15 t
Obj. 2046

Zürich University
of Applied Sciences

zhaw

School of
Management and Law

The Zurich University of Applied Sciences offers the perfect study environment in an exciting location in the heart of Europe.



Double Degree:

Master's in Management (Rennes School of Business)

MSc International Business (ZHAW)



Building Competence. Crossing Borders.

MSc International Business – Key Facts

1

High quality program:

- **AACSB**-accredited business school
- **FT world's top** master's in management program

2

Unique **international business curriculum** with **strong industry involvement** – live cases and consulting projects

3

Designed for the **globalized economy** (Swiss and international)

4

Open to **domestic and international** General Management **graduates**

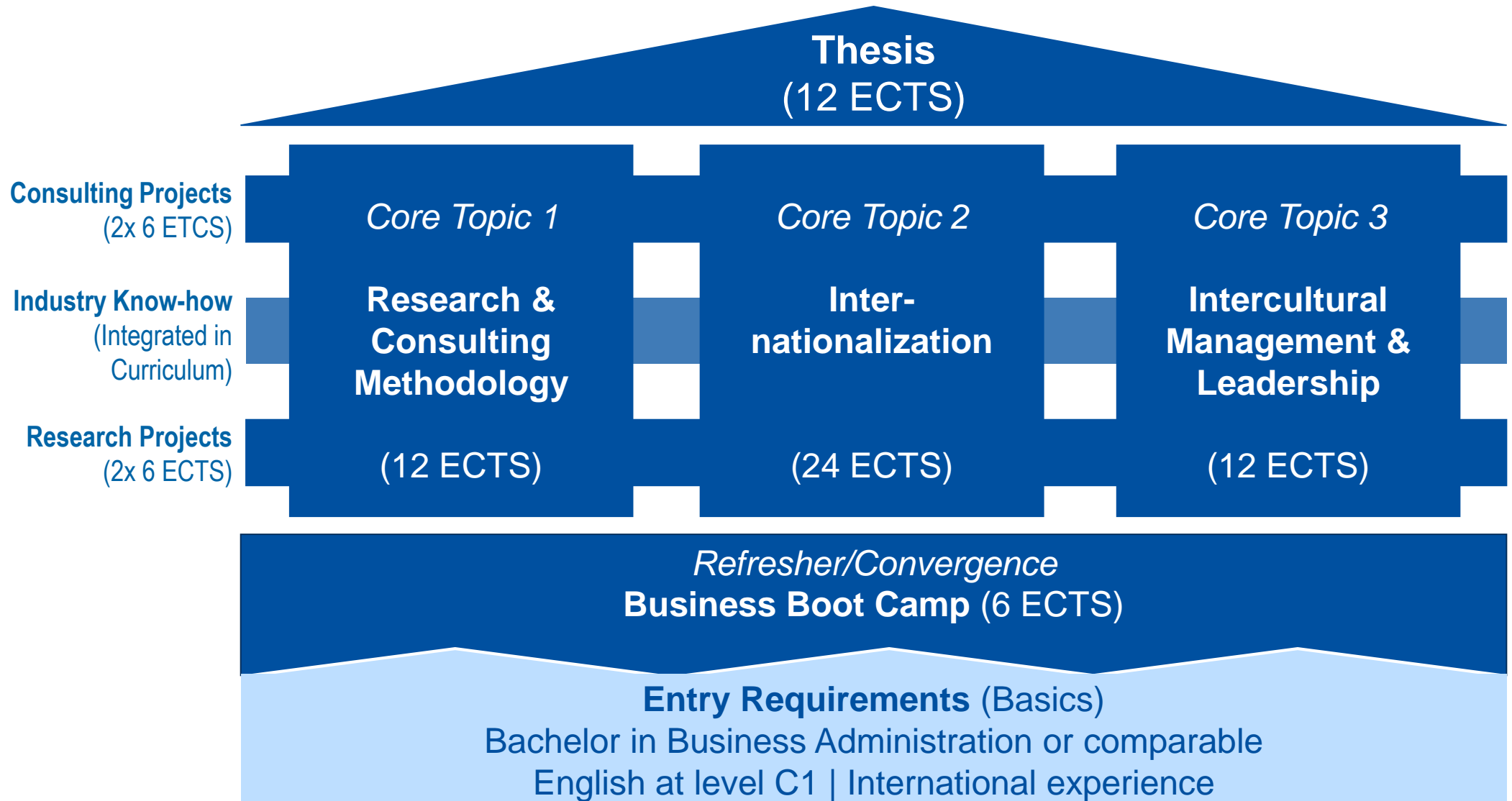
5

Graduates are **high-potential managers** for internationalized firms

6

Double Degree Options obtain additional majors after completion of the ZHAW program

MSc International Business - Program Setup



MSc International Business - Module Overview

Prior to Semester Start	Business Boot Camp 6 ECTS credits			
1st Semester	International Marketing 3 ECTS credits	Internationalization & Innovation 6 ECTS credits	International Research Project 6 ECTS credits	Research Skill Camp 6 ECTS credits
	Advanced Research & Consulting 6 ECTS credits	International Business Project 6 ECTS credits	Cultures & Civilizations Elective or Applied Business Ethics Elective 3 ECTS credits	
2nd Semester	International Economics, Politics & Business Systems 6 ECTS credits	International Corporate Responsibility 3 ECTS credits	Advanced International Project 1 6 ECTS credits	Intercultural Management & Leadership 6 ECTS credits
	International Risk & Financial Management 3 ECTS credits	International Negotiation 3 ECTS credits	Advanced International Project 2 6 ECTS credits	International Business & Human Rights Elective or Luxury Management Elective 3 ECTS credits
3rd Semester	Master's Thesis 12 ECTS credits			

Graduate Outcome Competencies

- **Graduates of the program** are able to
 - independently conduct academically sound, methodologically correct **research projects**;
 - use research skills and results to **solve complex business problems**;
 - design and plan **internationalization processes** of firms, and contribute to the implementation;
 - **manage** international business processes;
 - analyze **intercultural problems** in-depth;
 - **lead** culturally and demographically heterogeneous teams and small organizational units.



Rennes and ZHAW Double Degree - Key Points

Rennes students attend ZHAW and complete MSc International Business in final year of the Master's in Management

Students study and achieve more credits than for one degree – **150 ECTS**

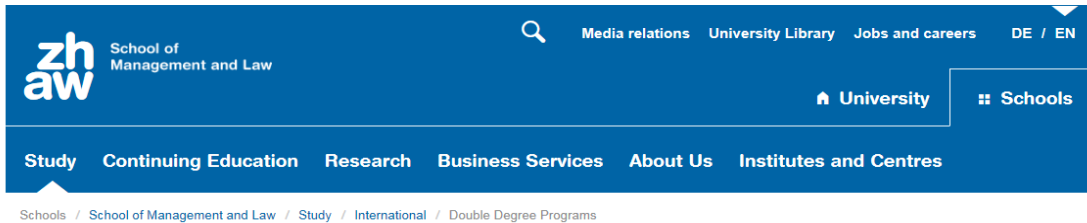
Candidates selected by Rennes and ZHAW

Bilateral arrangement - students registered at both institution and pay tuition fees at home institution. Eligible for SEMP (Erasmus funding)

Rennes / ZHAW double degree offers many **advantages**, in particular:

- Length of study – 2 years for two Masters level qualifications:
 - Master's in Management at Rennes School of Business
 - MSc International Business at ZHAW
- Opportunity for **specialization** in international business at ZHAW
- Enhanced **intercultural competence** and understanding through study abroad
- Opportunity to expand **international network**
- Increased **marketability** of students after graduation

ZHAW Double Degree Website



Double Degree Programs at SML



About Double Degrees

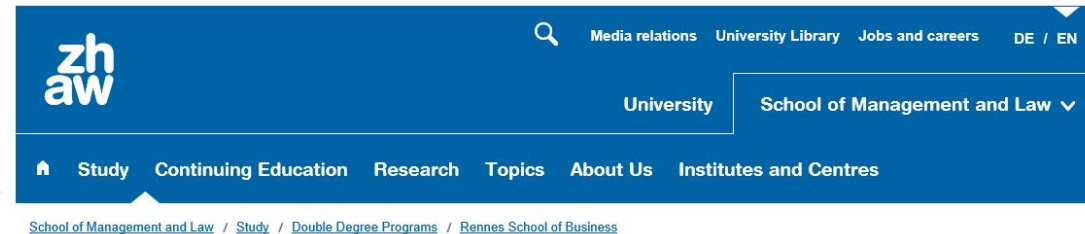
ZHAW School of Management and Law has developed a range of double degrees with its partner universities. The main objective here is to broaden students' knowledge in different subjects and enable them to benefit from a truly unique international experience.

A double degree consists of two degrees awarded by two different universities. They allow students the opportunity to specialize and go in depth into a particular field of study, or to follow a new subject. International double degrees, where qualifications are gained from more than one country, provide

a unique opportunity for students to achieve a competitive advantage in a global business market.

The Institute of International Education defined Double Degrees as "[...] study programs collaboratively offered by two (or more) higher education institutions located in different countries. They typically feature a jointly developed and integrated curriculum and agreed-on credit recognition. Students typically study at the two partnering higher education institutions [...]. Upon completion of the study program, students receive degree certificates issued separately by each of the institutions involved in the program."

<https://www.zhaw.ch/en/sml/study/double-degree-programs/>



Double Degree Program with Rennes School of Business

The double degree program will provide the opportunity to graduate students from both institutions to simultaneously pursue the Master degree from ZHAW School of Management and Law (ZHAW) and Rennes School of Business (Rennes).

Upon successful completion of the double degree program, the following degrees will be awarded by the partner institutions:

- / ZHAW: [Master of Science in International Business](#)
- / Rennes: [Master in Management](#)

Within the program, students will stay the first year at the home university and the second at the host university.



Switzerland has a lot to offer...



Beautiful natural landscapes...





... with vibrant cities, an outstanding public transport system, international companies and innovative ideas



Study near Zurich – a world leading business and financial center



Any Questions?

