

# Customized Study Trips

Create Your Individual Swiss Experience



**Building Competence. Crossing Borders.**

# Customized Study Trips

## Linking Academic Study to Business and Culture

The ZHAW School of Management and Law gives you the opportunity to study at one of Switzerland's leading business schools.

### YOUR HOST

The ZHAW School of Management and Law (SML) at Zurich University of Applied Sciences (ZHAW) offers students and faculty members from international universities the opportunity to develop their global skills and participate in exchanges on best business practices at one of Switzerland's leading business schools. Participants will gain insights into how Switzerland has succeeded in establishing itself as a major player on world markets.

>>> [www.zhaw.ch/imi/studytrip](http://www.zhaw.ch/imi/studytrip)

### BASIC STRUCTURE

All our study trips are tailor-made. You have complete flexibility in determining the ratio of academic lectures, company visits, cultural programs, and networking events. As a general guideline, 50 percent lectures and 50 percent company visits is a good balance between theoretical and practical content. Company visits complement the academic input and are designed to provide a business context and highlight best practices.



The courses will take place at the SML Campus, and the participants are welcome to use our modern infrastructure.

# Academic Study

## Choose Your Individual Lectures

Create a mix of different disciplines or focus on a particular topic.

### **INNOVATION AND ENTREPRENEURSHIP**

This subject area focuses on the creation, development, and realization of new business ideas and business start-ups. Faculty members include specialists from the Center for Innovation & Entrepreneurship at the ZHAW School of Management and Law.

### **BANKING AND FINANCE**

Focus topics include the following: Risk Management, Traditional and Alternative Investments, Banking Regulation, Controlling and Business Processes, Corporate Finance, New Finance Technologies, and the Future of Swiss Banking.

### **SWISS ECONOMY AND SUCCESS FACTORS**

The Swiss economy is remarkable for its stability and full employment. Despite a small labor force of just five million, Switzerland is the 20th largest economy in the world by GDP. Well-known for its favorable financial security laws and political stability, Switzerland is a preferred destination for foreign investors.

### **INTERNATIONAL BUSINESS**

The key to success in today's tough cross-border business environment is international competence: the ability to deal effectively with dynamic changes, different contexts, and diverse cultural influences. This requires management and leadership skills that a traditional education cannot provide.

### **LUXURY MANAGEMENT**

The Swiss luxury industry is famous throughout the world. Focus areas include marketing in the luxury segment, successful communication of exceptional value, digital transformation of luxury business models, and the management of personal interaction as a key differentiation factor.

### **CORPORATE RESPONSIBILITY**

Societal challenges such as climate change, poverty, or demographic diversity increasingly influence business success. Forward-thinking companies seek to create positive value both for themselves and for society. They contribute to sustainable solutions, manage their impact through corporate strategies, and commit themselves to responsible action.

# Business and Culture

## Explore the Secrets of Swiss Business Success

Gain first-hand insights from business leaders and enjoy sociocultural events.

### COMPANY VISITS

We maintain partnerships with renowned companies on a national and international scale. According to the focus area of your study trip, we are happy to arrange visits at suitable companies. The visits can cover presentation on strategic topics, focus speeches related to a group's professional background, interactive workshop sessions and guided tours through different divisions of a company.

### EXTRACURRICULAR ACTIVITIES

Enhance your customized study trip with additional activities. Switzerland has a lot to offer – from breathtaking landscapes and landmarks to a fascinating, highly diverse cultural heritage. Let us know your preferences so we can organize cultural events, sightseeing tours, mountain excursions, and networking meetings with local students.



Participants visit inspiring companies and explore the diverse Swiss culture.

Source: © Zürich Tourismus

# Modular System

## Create Your Study Trip

With our flexible, modular system you are entirely free to decide the ratio of academic lectures, company visits, and extracurricular activities.

### EXAMPLE OUTLINE STUDY TRIPS

	Monday	Tuesday	Wednesday	Thursday	Friday
AM	Welcome and Introduction	LECTURE	LECTURE	LECTURE	LECTURE
		Banking and Finance	Digital Marketing	Innovation and Entrepreneurship	International Consumer Behavior
	Swiss Economy	Fintech	Luxury Management	Corporate Responsibility	Intercultural Negotiation
Lunch					
PM	COMPANY VISIT	COMPANY VISIT	COMPANY VISIT	COMPANY VISIT	COMPANY VISIT
	Swiss Success Factors	Finance	Luxury	Innovation	Intercultural Management
	Pharma Finance Food	Banks Insurances Stock Exchange	Watches Hospitality Jewelry	Automobile Fintech Telecom Pharma	Final Presentations
	Free	Free	Networking / Social Event	Free	Farewell Reception
Hotel in Zurich or Winterthur					

Lectures and company visits are completely adaptable and tailored to your requirements.

# Brief Facts

## Spend an Amazing Time in Switzerland

### LENGTH OF STUDY TRIP

Typically one or two weeks, but this can be adjusted to meet your needs.

### SUPPORT

Representatives from the Department of International Business at the ZHAW School of Management and Law, including speakers of German, English, Chinese, and Arabic will accompany and support participants throughout the study trip.

### VENUE AND FACILITIES

All academic lectures take place in modern, well-equipped rooms on the Winterthur campus of the ZHAW School of Management and Law. Free Wi-Fi is provided for all participants.

### ACCOMMODATION AND TRANSPORTATION

On request, we can arrange accommodation in modern three- or four-star hotels in Zurich or Winterthur, and offer a combination of public and private transportation throughout the study trip.

### QUALIFICATION

An official certificate from the ZHAW School of Management and Law will be issued to each participant upon successful completion of the whole program.

### PRICES AND FEES

The price is calculated according to the content of the study trip and takes account of the number of lectures and company visits, as well as accommodation, private and/or public transportation, meal arrangements, cultural program, and networking events.

### Individual Offer



We would be pleased to calculate the cost of your customized study trip. Please contact Greta Gnehm:

[greta.gnehm@zhaw.ch](mailto:greta.gnehm@zhaw.ch)  
[www.zhaw.ch/imi/studytrip](http://www.zhaw.ch/imi/studytrip)



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“The Zurich study tour was an amazing learning experience, giving our MBA students an entirely fresh perspective on Swiss academia, business, and culture. The tour was expertly coordinated by ZHAW with a perfect mix of inspiring academic lectures and impressive company visits hosted by high-profile executives.”

Catherine Porter, MBA Programmes Officer, University of Leeds

Zurich University  
of Applied Sciences

# School of Management and Law

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[www.zhaw.ch/sml](http://www.zhaw.ch/sml)



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