

Customized Study Trips for Executives and Managers

Create Your Individual Swiss Business Experience



Building Competence. Crossing Borders.

Customized Study Trips

Create Your Individual Training Program

The ZHAW School of Management and Law gives you the opportunity to create your own Swiss business experience.

BASIC STRUCTURE

The ZHAW School of Management and Law in Switzerland offers study trips and comprehensive training programs aimed at international entrepreneurs and managers in the public, private, and education sectors. These programs give participants the opportunity to participate in exchanges on best business practices at one of Switzerland's leading business schools. At the same time, participants gain insights into how Switzerland has succeeded in establishing itself as a major player in world markets.

ACADEMIC INPUT

Lectures and practice-oriented presentations are delivered by highly qualified professionals and experienced senior lecturers with extensive academic and practical experience in their respective fields. They focus on providing an advanced understanding of subjects such as:

- International Business / Internationalization
- Banking and Finance / Wealth Management
- Swiss Economy and Swiss Success Factors
- Entrepreneurship and Innovation
- Luxury Management and Marketing
- "Industry 4.0" and Digital Transformation
- Swiss Health Care System & Management
- Corporate Responsibility

PRACTICAL OUTPUT

According to the individual interests of the group, participants:

- gain knowledge of the business environment in Switzerland,
- learn about opportunities to expand their business into Switzerland and Europe,
- are inspired by transferring innovative ideas into marketable products and services,

- exchange ideas with experienced experts from the high tech industry,
- explore the potential and possibilities for technology transfer,
- gain an understanding of Swiss cultural and business heritage,
- gain insights into wealth management of the Swiss private banking and insurance system,
- learn about the Swiss precision manufacturing industry,
- get to know Swiss luxury culture and industry, and its development and trends,
- gain an understanding of the Swiss social and health care system,
- Gain insight into sustainable and ethical solutions to meet societal challenges,
- establish and expand their international business network.

Customized Programs



All study trips and training programs are customized. You have complete flexibility in determining an itinerary and support services which best suit your individual requirements.

The program includes:

- academic lectures and practice-oriented presentations by guest speakers,
- field visits to different Swiss companies,
- extracurricular activities including a cultural program and excursions to important Swiss landmarks and institutions,
- networking events
- representatives from ZHAW School of Management and Law who will accompany the study trip

Experiences for Executives

Explore the Secrets of Swiss Business Success

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

NETWORKING EVENTS

We offer different types of networking events which enable executives to meet members of the Swiss business community and establish valuable business contacts.

COMPANY VISITS

Company visits form a fundamental part of our customized programs. We maintain partnerships with renowned companies on a national and international scale. Depending on the focus area of your study trip, we will be happy to arrange visits at suitable companies and organizations. These visits include company presentations, focus speeches or input sessions on specific topics related to a group's professional background, interactive workshop sessions and, if appropriate, guided tours through different divisions of an organization.

EXTRACURRICULAR ACTIVITIES

Enhance your 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 in order for us to organize a framework program that perfectly complements the academic part of your study trip or training program.

LANGUAGE

Our study trips are conducted in English. On request, we can arrange specific translation services.



Participants visit inspiring companies and explore the diverse Swiss culture.

Brief Facts

Competent Program Organization

Spend an amazing time in Switzerland.

LENGTH OF PROGRAM/STUDY TRIP

Typically between 5 and 10 days. Study trips are individually tailored and 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.

QUALIFICATION

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

ACCOMMODATION AND TRANSPORTATION

Accommodation at suitable hotels in Zurich-Winterthur and transportation can be organized according to your requirements.

PRICES AND FEES

The price is calculated according to individual requirements and takes into account the duration of the study trip, training programs, translation services, transportation, accommodation and catering, extracurricular activities etc.

Individual Offer

We would be pleased to calculate the cost of your customized study trip.

>>> www.zhaw.ch/imi/studytrip



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

Contact

Contact Us for Further and Detailed Information



STUDY TRIP COORDINATOR

Céline Goetschi

Phone +41 58 934 75 53

celine.goetschi@zhaw.ch

ADDRESS

ZHAW School of Management and Law

International Management Institute

Theaterstrasse 17

P.O. Box

8401 Winterthur

Switzerland



© Zurich Tourismus

Explore the diverse Swiss culture.



International Management Institute

The International Management Institute addresses the issues that matter in the business world of the 21st century. We are comprised of centers focusing on one of the broader challenges facing businesses today – political instability, intercultural management, trade barriers, regulatory issues, continuing education in a changing world, and shifting industrial processes – to develop effective solutions.

The Institute is structured as follows:

- Center for Culture and Creativity in International Business
- Center for Global Competitiveness
- Center for International Industrial Solutions
- Center for Continuing & Corporate Education

Additionally, we maintain two competences in:

- Corporate Responsibility
- Luxury Management

>>> www.zhaw.ch/imi

Zurich University
of Applied Sciences

School of Management and Law

St.-Georgen-Platz 2
P.O. Box
8401 Winterthur
Switzerland

www.zhaw.ch/sml



swissuniversities



European Business Schools
Ranking 2021

