

Customized Study Trips

Create Your Individual Swiss Experience



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.

ABOUT SWITZERLAND

Switzerland is an ideal destination for a study trip, combining stunning natural beauty with academic excellence and a dynamic cultural environment. Students can explore Alpine landscapes while learning about sustainability and innovation—applied in practice both locally and globally. Hosted by the triple-accredited ZHAW School of Management and Law, our customized study trips provide enriching insights alongside unforgettable experiences in a uniquely diverse Swiss setting.

YOUR HOST

The ZHAW School of Management and Law (SML) is one of the largest business schools in Switzerland. Since 2015, we have met the demanding standards of the Association to Advance Collegiate Schools of Business (AACSB). In 2023, we received EQUIS accreditation, and in 2025, AMBA accreditation – further international seals of approval for the highest quality in degree programs, research, and continuing education. With these three international accreditations, the SML now holds the coveted “Triple Crown.”



Design your Ideal Program

Explore the Secrets of Swiss Business Success

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

WHAT IS A STUDY TRIP?

The ZHAW School of Management and Law offers university students and faculty the opportunity to develop their global skills and participate in exchanges on best business practices at one of Switzerland's leading business schools. Participants gain insights into how Switzerland has succeeded in establishing itself as a major player on world markets. (add link to study trip website here)

BASIC STRUCTURE

All our study trips are tailor-made. You have the flexibility to determine 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.

ACADEMIC STUDY

Choose your individual lectures and create a mix of different disciplines or focus on a particular topic such as:

- Banking and Finance
- Blockchain and Cryptocurrency
- Innovation and Entrepreneurship
- Intercultural Communication
- International Strategy
- Geopolitics and Business
- Sustainability & Circular Economy
- Swiss Economy and Success Factors

BUSINESS AND CULTURE

Explore the secrets of Swiss business success: Gain first-hand insights from business leaders and enjoy cultural 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 may include presentations on strategic topics, tailored talks aligned with participants' professional backgrounds, interactive workshops, and guided tours across various divisions of the company.


















EVENTS AND 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, and mountain excursions.



Study Trip Program Example – Learn. Engage. Experience Switzerland.

A high-impact academic and cultural experience with real-world insights.

	Monday	Tuesday	Wednesday	Thursday	Friday	
Morning on Campus	 <p>WELCOME, INTRODUCTION & LECTURE Swiss Economy and Success Factors Campus tour, program overview and introduction to Switzerland followed by a lecture on the Swiss economy and what makes Switzerland unique.</p>	 <p>LECTURE Innovation and Digital Transformation Exploring how organizations leverage technology and innovation to drive growth and stay competitive</p>	 <p>LECTURE Sustainability and Circular Economy Understanding sustainable business models and the transition to a circular economy.</p>	 <p>LECTURE Banking & Finance In-depth look at financial markets, risk management and current trends in banking and finance.</p>	 <p>COMPANY VISIT Global Business Gain insights into international business, consulting or professional services and global value creation.</p>	
Lunch	 ZHAW cafeteria					
Afternoon off Campus	 <p>COMPANY VISIT Technology & Innovation Discover new technologies, R&D and entrepreneurial mindsets in action.</p>	 <p>COMPANY VISIT Manufacturing Discover advanced manufacturing, precision engineering and operational excellence.</p>	 <p>COMPANY VISIT Banking & Finance Explore financial services, fintech innovation and the evolving landscape of banking.</p>	 <p>COMPANY VISIT Luxury & Craftmanship Discover Swiss excellence in luxury manufacturing, craftsmanship and premium brand creation.</p>	 <p>WRAP-UP SESSION & GROUP PRESENTATIONS Group presentations and reflection on key learnings. Program wrap-up.</p>	
Evening	 <p>FREE TIME Leisure and personal exploration</p>	 <p>OPTIONAL ACTIVITY e.g. evening in the city or cultural experience</p>	 <p>OPTIONAL ACTIVITY e.g. Lake Zurich cruise or relaxing evening</p>	 <p>FREE TIME Leisure and personal exploration</p>	 <p>FAREWELL RECEPTION Closing event to celebrate the week, share experiences and say goodbye.</p>	



“The study abroad program, and partnership, between Marquette University and ZHAW School of Management and Law is outstanding. The program itinerary is exceptional and the care we feel from the university team is nothing short of excellent. I value the program immensely, and the relationship, both personally, and with Marquette University, and it has created tremendous and memorable experiences for our students over the years. I would highly recommend this program to anyone who is seeking a welcoming, exceptionally competent, experienced, and personable staff, and a great learning experience.”

Professor Kent Belasco, Program Director, Commercial Banking Program, Marquette University

Brief Facts

Spend an Inspiring Time in Switzerland

The ZHAW School of Management and Law supports you throughout the program to ensure a smooth and successful experience.

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
www.zhaw.ch/imi/studytrip



“The study tour was a transformative experience! Visiting real businesses and hearing from industry leaders made international business feel tangible and alive. Working intensively with my multicultural team under real pressure also pushed me to grow both professionally and personally.”

Giang Do, Student at Leeds University Business School



“The visit of the U.S. students was an engaging professional and intercultural exchange for us. The focus was on demonstrating how a cantonal bank operates in practice, while at the same time benefiting from the students’ perspectives. The group’s strong interest and solid prior knowledge greatly enriched the dialogue.”

Fabian Schönenberger, Head of Corporate Development, Thurgauer Kantonalbank

Contact

Our International Relations Team

Reach out to us for more information and for a tailored offer.



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Learn everything else
about our Study Trips.

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TRIPLE CROWN

