

# 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

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## EQUIS

The SML has been accredited by the European Quality Improvement System (EQUIS) since 2023. This is one of the leading systems for the assessment, improvement, and accreditation of business schools at an international level. It recognizes high standards in teaching, research, and executive education.

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## AACSB

The SML has been accredited by the Association to Advance Collegiate Schools of Business (AACSB) since 2015. In 2020, the AACSB extended this accreditation for another five years. Only about six percent of business schools worldwide have been awarded this seal of quality by the leading accrediting body.

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## FT RANKING

The Financial Times has recognized the SML as one of the best European business schools. Our MSc in International Business and MSc in Banking and Finance are also included in the FT ranking of the best Master's programs of their kind in the world.

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

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## 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.

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## 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.

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## INTERNATIONAL ALIGNMENT

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

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## AWARDED AND ACCREDITED

The SML has been awarded AACSB and EQUIS accreditation – two prestigious seals of approval that internationally recognize the quality of our degrees, research, and executive education. The SML is regularly included in rankings published by the Financial Times, including the best European business schools listing.

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## 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.

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# 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 executive 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	<b>MSc Master of Science</b> 90 ECTS credits*	EXECUTIVE EDUCATION	<b>MBA Master of Business Administration</b> 90 ECTS credits
	<b>BSc Bachelor of Science</b> 180 ECTS credits		<b>ExM Executive Master in Marketing Leadership</b> 60 ECTS credits
	<b>MAS Master of Advanced Studies</b> 60 ECTS credits		
	<b>DAS Diploma of Advanced Studies</b> 30 ECTS credits		
	<b>CAS Certificate of Advanced Studies</b> 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 executive 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](http://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](http://www.zhaw.ch/sml/master-ac)

### CORE AREAS

<b>Accounting and Controlling Knowledge</b> 39 ECTS credits	<b>Advanced Specialist Knowledge</b> Students consolidate their knowledge of accounting, controlling, and related aspects of finance, risk management, and auditing.
<b>Electives</b> 9 ECTS credits	<b>Broadening and Integration of Knowledge</b> 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.
<b>Scientific Research and Information Technology</b> 27 ECTS credits	<b>Acquisition of New Knowledge / Data Analysis</b> 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.
<b>Master's Thesis</b> 15 ECTS credits	<b>Your Own Application</b> Implementation of knowledge and skills in the context of an independent scientific paper on an application-oriented topic in the field of accounting and controlling.





## Key Information

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

**Start:** Mid-September

**Workload:** 90 ECTS credits

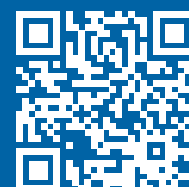
**Length:** 4 or 6 semesters (a part-time job or family activity of up to 50% or 70% is possible)

**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



#watchvideo

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## MODULE OVERVIEW

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

It is also possible to complete the program in six semesters. You can find an overview of the modules for the six-semester program at [www.zhaw.ch/sml/master-ac](http://www.zhaw.ch/sml/master-ac).

# 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](http://www.zhaw.ch/sml/master-bf)

### CORE AREAS

<b>Management Skills</b> 15 ECTS credits	<b>Acquisition of Management Skills</b> Management in the financial sector and strategy development and evaluation for financial services providers.
<b>Methodological Modules and Application-Oriented Research Projects</b> 27 ECTS credits	<b>Development of New Knowledge</b> Acquisition and application of knowledge and skills in the context of applied research and development.
<b>Specialization in Banking and Finance</b> 33 ECTS credits	<b>In-Depth Specialist Knowledge</b> Professional specialization in banking and finance.
<b>Master's Thesis</b> 15 ECTS credits	<b>Individual Application</b> 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

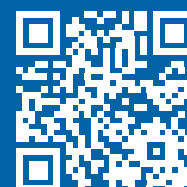
**Length:** 4 or 6 semesters (a part-time job or family activity of up to 40% or 70% is possible)

**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



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## FOUR-SEMESTER MODULE OVERVIEW

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

■ Electives

■ Major Capital Markets & Data Science

■ Major Capital Markets & Real Estate

■ Major Digital Banking & Innovation

It is also possible to complete the program in six semesters. You can find an overview of the modules for the six-semester program at [www.zhaw.ch/sml/master-bf](http://www.zhaw.ch/sml/master-bf).

# Banking and Finance International Track (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](http://www.zhaw.ch/sml/master-bf-en)

### CORE AREAS

<b>Management</b> 15 ECTS credits	<b>Acquisition of Management Skills</b> Management in the financial sector and strategy development and evaluation for financial services providers.
<b>Methodologies</b> 33 ECTS credits	<b>Development of New Knowledge</b> Acquisition and application of knowledge and skills in the context of application-oriented research and development.
<b>Banking and Finance</b> 27 ECTS credits	<b>In-Depth Specialist Knowledge</b> Professional specialization in banking and finance.
<b>Master's Thesis</b> 15 ECTS credits	<b>Individual Application</b> 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 classroom lectures

**Location:** Winterthur

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

**Language:** English



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## MODULE OVERVIEW

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

■ Major Digital Banking & Innovation

■ Major 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

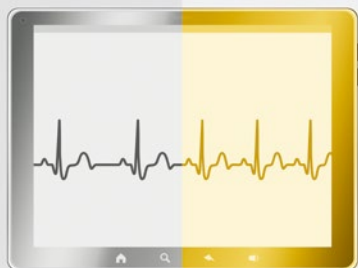
You will deepen your competence in general management theory and scientific research as you carry out applied research projects with industry partners. The specialization in Health Economics and Healthcare Management focuses on the acquisition of the following competencies:

- 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](http://www.zhaw.ch/sml/master-he)

## CORE AREAS

<b>General Management</b> 18 ECTS credits	<b>Acquisition of Management Competence</b> Analysis, synthesis, and design of complex operational structures, processes, and problem situations, with the systematic integration of interdisciplinary contexts.
<b>Scientific Research: Integrated Projects</b> 21 ECTS credits	<b>Acquisition of New Knowledge</b> Acquisition and application of knowledge and skills in the context of applied research and development.
<b>Specialization (Major) in Health Economics and Healthcare Management</b> 36 ECTS credits	<b>Advanced Knowledge</b> Specialist knowledge in health economics and healthcare management.
<b>Master's Thesis</b> 15 ECTS credits	<b>Individual Application</b> 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

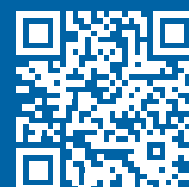
**Length:** 4 or 6 semesters (a part-time job or family activity of up to 50% or 70% is possible)

**Location:** Winterthur

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

**Language:** German

**Classroom Days:** Monday and Tuesday



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## MODULE OVERVIEW

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

It is also possible to complete the program in six semesters. You can find an overview of the modules for the six-semester program at [www.zhaw.ch/sml/master-he](http://www.zhaw.ch/sml/master-he).

# 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 postgraduate 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:

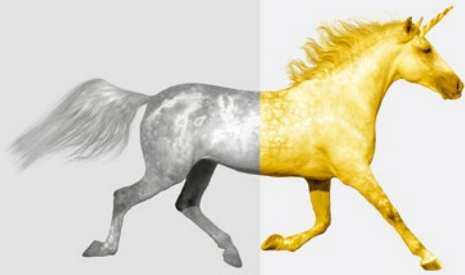
- Develop, evaluate, and manage innovative projects while taking full account of their technical feasibility, economic viability, and social acceptance.
- Design and promote innovative projects and business model transformations – within different social and economic contexts and across professional 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](http://www.zhaw.ch/sml/master-ie)

### CORE AREAS

<b>Advanced General Management</b> 18 ECTS credits	<b>Advanced General Management Knowledge</b> Acquisition of management competencies and business management concepts; understanding their interrelationships and linking them with entrepreneurial leadership skills.
<b>Specialization in Innovation and Entrepreneurship</b> 42 ECTS credits	<b>In-Depth Specialist Knowledge</b> 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.
<b>Electives</b> 6 ECTS credits	<b>Expansion and Networking of Knowledge</b> Opportunity for a specific specialization in an applied subject area in sustainability, design thinking, marketing, digitalization, or impact entrepreneurship.
<b>Scientific Methods and Application</b> 24 ECTS credits	<b>New Knowledge, Complex Data Analysis, and Application</b> 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;  
3<sup>rd</sup> (or 5<sup>th</sup>) semester: English

**Classroom Days:** Monday and Tuesday



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## MODULE OVERVIEW

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

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

It is also possible to complete the program in six semesters. You can find an overview of the modules for the six-semester program at [www.zhaw.ch/sml/master-ie](http://www.zhaw.ch/sml/master-ie).

# 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.

- 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.

### SKILLS

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

»» [www.zhaw.ch/sml/master-marketing](http://www.zhaw.ch/sml/master-marketing)

### CORE AREAS

<b>Advanced General Management</b> 18 ECTS credits	<b>Advanced General Management Knowledge</b> 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.
<b>Advanced Marketing</b> 30 ECTS credits	<b>Advanced Specialist Knowledge</b> Specialization in advanced aspects of marketing such as behavioral marketing, strategic customer relationship management, product management, integrated communications, brand management, and customer experience management.
<b>Electives</b> 18 ECTS credits	<b>Enhancement and Integration of Knowledge</b> Various options for students to expand and integrate individual areas of specialist knowledge.
<b>Scientific Methods and Application</b> 24 ECTS credits	<b>New Knowledge, Complex Data Analysis, and Application</b> 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;  
3<sup>rd</sup> (or 5<sup>th</sup>) semester: English

**Classroom Days:** Monday and Tuesday



#visitwebsite

### HEAD OF PROGRAM

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## MODULE OVERVIEW

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

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

It is also possible to complete the program in six semesters. You can find an overview of the modules for the six-semester program at [www.zhaw.ch/sml/master-marketing](http://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](http://www.zhaw.ch/sml/master-pm)

## CORE AREAS

<b>General Management</b> 18 ECTS credits	<b>Acquisition of Management Competence</b> Analysis, synthesis, and design of complex operational structures, processes, and problem situations, with the systematic integration of interdisciplinary contexts.
<b>Scientific Research Integrated Projects</b> 18 ECTS credits	<b>Acquisition of New Knowledge</b> Acquisition and application of knowledge and skills in the context of applied research and development.
<b>Specialization in Public Management</b> 27 ECTS credits	<b>Advanced Knowledge</b> Specialist knowledge in public management.
<b>Focus Areas and Master's Thesis</b> 27 ECTS credits	<b>Choosing a Specialization to be Incorporated in the Master's Thesis</b> 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

**Languages:** German and partly English

**Classroom Days:** Monday and Tuesday



#watchvideo

### HEAD OF PROGRAM

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## MODULE OVERVIEW

<b>1<sup>st</sup> Semester</b>	<b>Summer School 1: Public Policy and Management</b> 6 ECTS credits	<b>Economics and Politics</b> 6 ECTS credits	<b>Managing People in Organizations</b> 6 ECTS credits	<b>Research Design</b> 6 ECTS credits
<b>2<sup>nd</sup> Semester</b>	<b>Co-Design and Co-Production: Stakeholder Participation</b> 6 ECTS credits	<b>Strategic Management</b> 6 ECTS credits	<b>Applied Statistical Data Analysis</b> 6 ECTS credits	<b>Integrated Projects</b> 6 ECTS credits
<b>3<sup>rd</sup> Semester</b>	<b>Summer School 2: Public Financial Management</b> 6 ECTS credits	<b>Public Service in a Digital Age</b> 6 ECTS credits	<b>Focus modules:</b> 12 ECTS credits Focus areas: – Digital Transformation – International Development Cooperation – Innovation and Collaboration	
<b>4<sup>th</sup> Semester</b>	<b>Study Trip</b> 3 ECTS credits	<b>Master's Thesis</b> 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](http://www.zhaw.ch/sml/master-ue)

### CORE AREAS

<b>Advanced General Management</b> 18 ECTS credits	<b>Advanced General Management Knowledge</b> Acquisition of current business management concepts, methods, and trends with a focus on corporate sustainability, corporate finance & business success, and digital futures & responsible innovation.
<b>Specialization in Enterprise Development</b> 42 ECTS credits	<b>In-Depth Specialist Knowledge</b> 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.
<b>Electives</b> 6 ECTS credits	<b>Expansion and Networking of Knowledge</b> Possibility of specializing in a complementary subject in the areas of project management, change management, people analytics, marketing, and impact entrepreneurship.
<b>Scientific Methods and Application</b> 24 ECTS credits	<b>New Knowledge, Complex Data Analysis, and Application</b> 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;  
3<sup>rd</sup> semester: English

**Classroom Days:** Monday and Tuesday



#visitwebsite

### HEAD OF PROGRAM

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## MODUL OVERVIEW

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

### CORE AREAS

»» [www.zhaw.ch/sml/master-cem](http://www.zhaw.ch/sml/master-cem)

<b>Thematic Modules (Compulsory)</b> 45 ECTS credits	<b>Circular Economy Management Modules</b> 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.
<b>Elective Areas (Clusters)</b> 24 ECTS credits	<b>In-Depth Expertise – Elective Clusters</b> 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.
<b>Case Studies</b> 6 ECTS credits	<b>Application of Knowledge and Skills</b> Case studies offer an interdisciplinary view of the circular economy, linking theory and practice through real business projects.
<b>Master's Thesis</b> 15 ECTS credits	<b>Development of New Knowledge, Analysis of Complex Data, and Application</b> 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

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## MODULE OVERVIEW

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

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

<b>Sustainability and Ethics</b>	<p><b>Sustainability and Ethics as Integral Parts of the Curriculum</b></p> <p>The modules incorporate sustainability, ethics, and circular economy topics, provide students with an understanding of the importance of those issues for the core business areas, and show how to integrate these into an organization.</p>
<b>Global Strategy</b>	<p><b>All Aspects of Global Strategy</b></p> <p>Acquisition and application of knowledge and skills within the context of the international activities of companies and organizations.</p>
<b>Intercultural Management &amp; Leadership</b>	<p><b>Acting and Leading in an Intercultural Setting</b></p> <p>Knowledge of different cultures and ability to negotiate, integrate, and achieve targets with an intercultural group.</p>
<b>Research and Consulting</b>	<p><b>Solid Research Skills</b></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	<b>Business Boot Camp</b> 6 ECTS credits			
	1 <sup>st</sup> Semester	<b>Strategic Management</b> 6 ECTS credits	<b>Financial Management</b> 3 ECTS credits	<b>Research Methodology &amp; Skills</b> 6 ECTS credits	
		<b>Global Growth and Innovation</b> 6 ECTS credits	<b>Business Research and Consulting</b> 6 ECTS credits	<b>Risk Management</b> 3 ECTS credits	<b>Business Project 1</b> 6 ECTS credits
	2 <sup>nd</sup> Semester	<b>Global Business Environment</b> 6 ECTS credits	<b>Research Design</b> 3 ECTS credits	<b>Research Project</b> 6 ECTS credits	
		<b>Capstone: Creating Sustainable Impact</b> 6 ECTS credits	<b>Intercultural Management &amp; Leadership</b> 6 ECTS credits	<b>Business Project 2</b> 6 ECTS credits	<b>Elective: Luxury and Creative Industries or Frontiers of Technology</b> 3 ECTS credits
	3 <sup>rd</sup> Semester	<b>Master's Thesis</b> 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](http://www.zhaw.ch/sml/master-ml)

### THREE-CIRCLE COMPETENCY PROFILE

#### Scientific Analysis, Problem-Solving, and Reflection Competencies

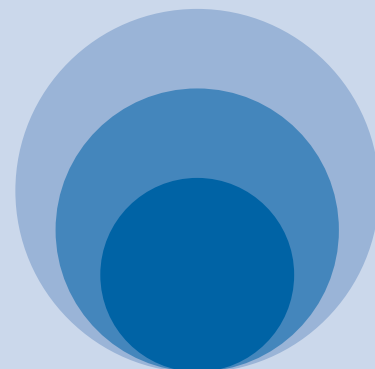
(from the double perspective of law and business administration)

#### 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 50% 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

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## MODULE OVERVIEW

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

\* Option: Study semester abroad

It is also possible to complete the program in six semesters. You can find an overview of the modules for the six-semester program at [www.zhaw.ch/sml/master-ml](http://www.zhaw.ch/sml/master-ml).

# 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](http://www.zhaw.ch/sml/master-wi)

### CORE AREAS

<b>Business Information Technology</b> 39 ECTS credits	<b>Acquisition of Advanced Specialist Business Information Technology Knowledge and Skills</b> Analysis, synthesis, and design of complex IT and ICT structures, processes, and problems.
<b>Scientific Research Integrated Projects</b> 21 ECTS credits	<b>Acquisition of New Knowledge</b> Acquisition and application of knowledge and skills in the context of applied research and development.
<b>Electives</b> 15 ECTS credits	<b>Advanced Specialist Knowledge</b> Advanced knowledge of business information technology; from a pool of 10 electives, students choose five.
<b>Master's Thesis</b> 15 ECTS credits	<b>Application</b> 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

**Dr. Mike Krey**

ZHAW School of Management and Law

St.-Georgen-Platz 2

P.O. Box

8401 Winterthur

Phone +41 58 934 68 38

[mike.krey@zhaw.ch](mailto:mike.krey@zhaw.ch)

## MODULE OVERVIEW

<b>1<sup>st</sup> Semester</b> 18 ECTS credits (w/o electives)	<b>Applied Research Methods</b> 6 ECTS credits	<b>Enterprise Architecture</b> 3 ECTS credits	<b>Project and Change Management</b> 3 ECTS credits	<b>Data Science Fundamentals (E)</b> 3 ECTS credits	<b>IT Security (E)</b> 3 ECTS credits	<b>Electives</b> 3 ECTS credits per elective
<b>2<sup>nd</sup> Semester</b> 21 ECTS credits (w/o electives)	<b>Applied R&amp;D Cases &amp; Practice</b> 6 ECTS credits	<b>Design Science</b> 3 ECTS credits	<b>Advanced IT Management</b> 6 ECTS credits	<b>Applied Data Science</b> 6 ECTS credits	<b>Electives</b> 3 ECTS credits per elective	
<b>3<sup>rd</sup> Semester</b> 18 ECTS credits (w/o electives)	<b>Applied R&amp;D Projects (E)</b> 6 ECTS credits	<b>Master's Thesis Preliminary Study</b> 3 ECTS credits	<b>IT Governance, Risk Management &amp; Compliance (E)</b> 3 ECTS credits	<b>Process Digitalization (E)</b> 6 ECTS credits	<b>Electives</b> 3 ECTS credits per elective	
<b>4<sup>th</sup> Semester</b> 18 ECTS credits (w/o electives)	<b>Master's Thesis</b> 12 ECTS credits	<b>Digital Society</b> 6 ECTS credits	<b>Electives</b> 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 the opportunity to build an international network, advance their foreign language skills, and experience their subject from a different perspective.

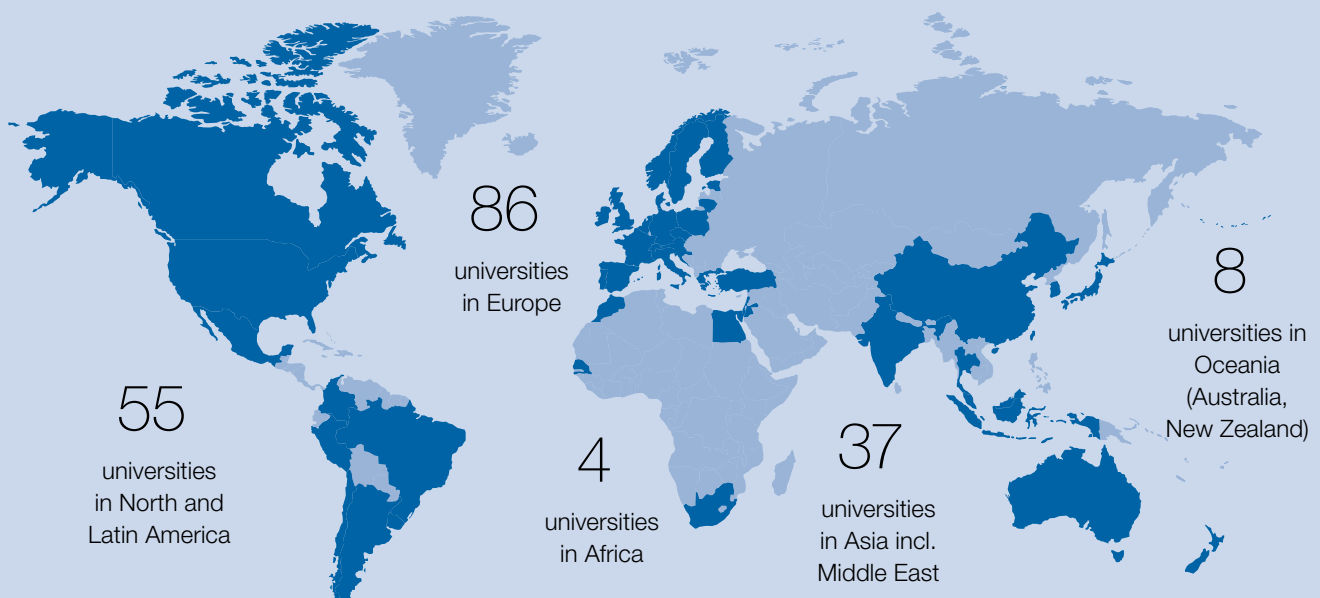
We support international student exchanges and aim to recognize our students' academic performance while abroad as fully as possible. Students can usually continue their regular studies after a stay abroad without delaying their graduation. Student exchanges usually take place during the third semester 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 thanks 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](http://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](http://students.ch), [wgzimmer.ch](http://wgzimmer.ch), and on regular online real estate platforms.

>>> [www.woko.ch](http://www.woko.ch)

>>> [www.students.ch](http://www.students.ch)

>>> [www.juwo.ch](http://www.juwo.ch)

>>> [www.wgzimmer.ch](http://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](http://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. At Alumni Services, we coordinate, give advice, provide support, and help you build and maintain a strong network of business relationships. 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 you will continue to be informed about the university and our executive education opportunities even after graduation.

>>> [www.zhaw.ch/sml/alumni](http://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, online assessment training, etc.)
- Website (job exchange, Tips & Tools, CV database, etc.)

>>> [career.sml.zhaw.ch](https://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 services to instructive workshops and exclusive events, you will find everything you need with us for your professional and personal development. Become part of our community now!

>>> [mycampus.sml.zhaw.ch](https://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](https://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 executive education courses, which are tailored to the demands of the professional world.

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>170

companies represented  
at Graduate Day

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408

EU, SNF, and  
Innosuisse projects

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7,306

publications

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### **BUILDING COMPETENCE. CROSSING BORDERS.**

As part of a university of applied sciences, the SML conducts applied research according to the needs of industry and commerce. In collaboration with private and public organizations, our institutes and centers develop innovative and science-based solutions to current challenges in business and administration. In line with our guiding principle "Building Competence. Crossing Borders," we combine our own expertise with that of other schools at Zurich University of Applied Sciences (ZHAW), industry partners, and our global network of 190 partner universities.

Our research focuses on practical application, and is rapidly introduced in our classroom teaching and consulting services. This allows our lecturers to draw on genuine cases and create relevant learning materials. In this way, students can work on realistic case studies, apply the theories they have learned, and be better prepared for the challenges of the business world. A degree program at the SML leads directly to professional competence.

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. Our lecturers have a broad network of contacts that benefit our students. Likewise, students commissioned by a company to write a Master's thesis may later be offered employment or given a recommendation by that company. SML Career Services is also available to support graduates in preparing for the next stage of their careers.



“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 Project Manager Strategy & Insights, Migros Cooperative,  
Alumna MSc Business Administration – Specialization in Marketing

# Accreditations and Rankings

## Your degree is internationally recognized

The SML is accredited by AACSB, EQUIS, 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 endeavors.

### **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.

### **EQUIS-ACCREDITED SCHOOLS**

The SML has been accredited by the European Quality Improvement System (EQUIS) since 2023 – a leading system for evaluating business schools at an international level. EQUIS recognizes high standards in teaching, research, and executive education.

### **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**

The Financial Times has recognized the SML as one of the best European business schools. The MSc in International Business and the MSc in Banking and Finance are also ranked among the world's best Master's programs.



# 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 executive education programs, while actively engaging in innovative research and development projects.

5

Bachelor's degree programs (BSc),  
10 specializations

7

Master's degree programs (MSc),  
5 specializations

&gt;180

executive education  
programs

638

members of faculty  
and staff

9,095

students in BSc, MSc, and  
executive education programs

&gt;31,000

graduates

199

classes at the SML

38%

of modules taught in English

390

lecturers at the SML



Zurich University  
of Applied Sciences

# School of Management and Law

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

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



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