Innovative Education – Excellent Research

The ZHAW School of Management and Law (SML) is the largest in terms of student numbers of the eight schools of the Zurich University of Applied Sciences (ZHAW), which is based in Winterthur, Switzerland. Its origins go back as far as 1968.

The SML offers advanced, interdisciplinary education programs at a demanding academic level in the areas of management, economics, and business law. Rigorous theoretical research and practically oriented consulting contribute towards the development and innovation of private enterprises as well as government and nonprofit organizations, both in Switzerland and worldwide.

A wide range of degree programs and continuing education programs are designed to address current challenges. This, in addition to the close interaction between science and practice and an extensive domestic and international network, makes the SML one of the leading Swiss business schools.

In 2015, the SML became the first business school of a Swiss university of applied sciences to be accredited by the Association to Advance Collegiate Schools of Business (AACSB). Only about five percent of business schools worldwide have been awarded this seal of quality by the main accrediting body for business schools.

1 of the 4

AACSB-accredited business schools in Switzerland

Only 5%

of all business schools worldwide are accredited by AACSB
<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor’s programs (BSc)</td>
<td>4 specialization options, 1 program and 1 specialization in English</td>
</tr>
<tr>
<td>Master’s programs (MSc)</td>
<td>4 specialization options, 2 programs in English</td>
</tr>
<tr>
<td>Cooperative PhD programs</td>
<td>3 cooperative PhD programs in cooperation with Swiss universities in:</td>
</tr>
<tr>
<td></td>
<td>public administration, public health sciences, and data science</td>
</tr>
<tr>
<td>Continuing education programs</td>
<td>167 continuing education programs</td>
</tr>
<tr>
<td></td>
<td>1 EMBA / 2 MBA / 20 MAS / 1 Executive Master / 9 DAS / 134 CAS</td>
</tr>
<tr>
<td>Students</td>
<td>8,640 students in degree programs and continuing education</td>
</tr>
<tr>
<td>Graduates</td>
<td>&gt;23,000 graduates since 1968; in BSc/MSc programs and continuing education</td>
</tr>
<tr>
<td>EU, SNF, and Innosuisse projects</td>
<td>157 EU, SNF, and Innosuisse projects since 2008</td>
</tr>
<tr>
<td>Publication projects</td>
<td>5,106 publication projects since 2010</td>
</tr>
</tbody>
</table>
Focused on the Future

ZHAW SCHOOL OF MANAGEMENT AND LAW

STRATEGIC POSITIONING
The ZHAW School of Management and Law (ZHAW SML) has the following strategic focus areas, making it a national leader with an international standing:
- Banking, Finance, Insurance
- General Management
- International Business
- Law
- Public Sector

QUALITY AND EMPLOYEES
The ZHAW SML is a leading business school and meets the world’s highest quality standards. The ZHAW SML creates an environment that allows it to attract, develop, and retain qualified, motivated, and performance-oriented employees.

TEACHING AND LEARNING
The ZHAW SML offers Bachelor’s, Master’s, and cooperative PhD programs with both a national and international focus that are challenging, performance-oriented, and geared towards practical application. It promotes holistic and critical thinking among students and empowers them to assume responsibility.

RESEARCH AND DEVELOPMENT
The ZHAW SML is recognized within the scientific community as an excellent business school and a competent partner for applied research and development at an internationally competitive level.

QUALITY AND EMPLOYEES
The ZHAW SML is a leading business school and meets the world’s highest quality standards. The ZHAW SML creates an environment that allows it to attract, develop, and retain qualified, motivated, and performance-oriented employees.

CONTINUING EDUCATION AND SERVICES
The ZHAW SML positions itself as a successful national, and in some areas also international, provider of innovative and customer-oriented continuing education and services.

SOCIAL RESPONSIBILITY
The ZHAW SML positions itself as a responsible business school and contributes to the sustainable development of society.

NETWORKS AND COOPERATION
The ZHAW SML is closely involved with civil society, business, and science, fosters national and international networks, and cooperates with strategic partners.
Research with Impact

The SML develops innovative, scientifically sound solutions for the challenges faced by the private and public sectors. Research is conducted at a high international level with researchers interacting closely with organizational practitioners.

**PUBLICATION PROJECTS 2019**

- **146**
- 62 Articles in peer-reviewed journals
- 8 Books and monographs
- 21 Chapters
- 55 Conference papers

**ONGOING RESEARCH PROJECTS**

- **12** European Union funding programs
- **12** Swiss National Science Foundation (SNF)
- **28** Innosuisse – Swiss Innovation Agency

**RESEARCH ACTIVITIES 2019**

- **43 professors**
- **11.1** revenue in million CHF from third-party customers (71%) and public promotion agencies (29%)
Educational Excellence

SML study programs are scientifically sound, interdisciplinary, and geared towards practical needs. This is the perfect foundation for anyone ready to assume a demanding professional role in a company or organization with national and international business interests.

<table>
<thead>
<tr>
<th>318</th>
<th>180</th>
<th>39%</th>
</tr>
</thead>
<tbody>
<tr>
<td>instructors at the SML</td>
<td>classes at the SML</td>
<td>modules taught in English</td>
</tr>
</tbody>
</table>

GENDER

- 43% women
- 57% men

STUDY MODE

- 66% part-time
- 34% full-time

“The ZHAW School of Management and Law is a highly valued global partner for UC Davis. Our faculty and students have enjoyed and benefited from this unique educational relationship.”

Prof. H. Rao Unnava, Dean, University of California Davis
AVERAGE AGE

23.8  
BSc students

27.7  
MSc students

MSC

Graduates  First-semester students  Students

<table>
<thead>
<tr>
<th>Year</th>
<th>Graduates</th>
<th>First-semester students</th>
<th>Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>83</td>
<td>236</td>
<td>379</td>
</tr>
<tr>
<td>2016</td>
<td>236</td>
<td>334</td>
<td>561</td>
</tr>
<tr>
<td>2017</td>
<td>348</td>
<td>380</td>
<td>707</td>
</tr>
<tr>
<td>2018</td>
<td>243</td>
<td>385</td>
<td>785</td>
</tr>
<tr>
<td>2019</td>
<td>282</td>
<td>399</td>
<td>807</td>
</tr>
</tbody>
</table>

BSC

Graduates  First-semester students  Students

<table>
<thead>
<tr>
<th>Year</th>
<th>Graduates</th>
<th>First-semester students</th>
<th>Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>752</td>
<td>1,277</td>
<td>2,372</td>
</tr>
<tr>
<td>2016</td>
<td>750</td>
<td>1,360</td>
<td>3,956</td>
</tr>
<tr>
<td>2017</td>
<td>813</td>
<td>1,481</td>
<td>4,161</td>
</tr>
<tr>
<td>2018</td>
<td>716</td>
<td>1,306</td>
<td>4,207</td>
</tr>
<tr>
<td>2019</td>
<td>837</td>
<td>1,400</td>
<td>4,217</td>
</tr>
</tbody>
</table>
# Career Prospects with Continuing Education

High practical relevance and a strong scientific foundation characterize the continuing education programs offered at the SML. They cover a broad spectrum and lead to recognized qualifications which increase the career options of graduates significantly.

## Participants

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>2,014</td>
</tr>
<tr>
<td>2016</td>
<td>2,350</td>
</tr>
<tr>
<td>2017</td>
<td>2,730</td>
</tr>
<tr>
<td>2018</td>
<td>2,944</td>
</tr>
<tr>
<td>2019</td>
<td>3,616</td>
</tr>
</tbody>
</table>

## Gender of Participants

- **Men**: 50%
- **Women**: 50%

## Graduates

<table>
<thead>
<tr>
<th>Year</th>
<th>DAS</th>
<th>EMBA/MAS</th>
<th>CAS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>46</td>
<td>154</td>
<td>662</td>
</tr>
<tr>
<td>2016</td>
<td>32</td>
<td>170</td>
<td>954</td>
</tr>
<tr>
<td>2017</td>
<td>32</td>
<td>223</td>
<td>1,089</td>
</tr>
<tr>
<td>2018</td>
<td>32</td>
<td>232</td>
<td>1,330</td>
</tr>
<tr>
<td>2019</td>
<td>41</td>
<td>242</td>
<td>1,517</td>
</tr>
</tbody>
</table>
International Orientation

Teaching and research at the SML have an international orientation. We support the mobility of our students and staff and encourage our faculty to participate in international research and development projects.

**STUDENT EXCHANGE**
per academic year

- **190** incoming students
- **312** outgoing students

**ORIGIN OF INCOMING STUDENTS**

**EUROPE**

- **107**

**NORTH AND LATIN AMERICA**

- **46**

**ASIA, PACIFIC REGION, AND AUSTRALIA**

- **35**
Partner Universities Around the World

The SML cooperates with universities, companies, government agencies, and non-profit organizations around the globe. We cultivate partnerships with carefully chosen key partners to ensure inspiring knowledge exchange and fruitful collaboration.
In order to promote research and student exchange, the SML has an office in Singapore at Nanyang Business School, one of our strategic partners.

75 nations are represented by SML students

185 partner universities in 52 countries

46 universities in Asia, Pacific Region, and Australia
International Advisory Board

The international Advisory Board advises and supports the ZHAW School of Management and Law in developing and implementing strategy. It is composed of leading representatives from the worlds of business, academia, government, and civil society.

**Martin Hirzel (Chairman),** Member of the Board of Directors, Bucher Industries AG, Switzerland

**Urs Berger,** Chairman of the Board of Directors, Schweiz. Mobiliar Holding AG, Switzerland

**Markus Binkert,** CFO, Swiss International Airlines AG, Switzerland

**Prof. Luiz Artur Ledur Brito,** Dean at Escola de Administração de Empresas de Saõ Paulo, FGV, Brazil

**Petra Dreyfus,** Co-CEO/COO, joint owner, Wirz Communications AG, Switzerland

**Claudia Fässler,** Head P&O Global Product and Portfolio Strategy, Global Medical Affairs, Pharma & Commercial Excellence, Novartis Technical Operations, Switzerland

**Lukas Gähwiler,** Chairman, UBS Switzerland, Switzerland

**Dr. Beat Habegger,** Head of Political Risk, Swiss Reinsurance Company, Switzerland

**Prof. Robert E. Kennedy,** Dean at Nanyang Business School, Singapore

**Armando Kraenzlin,** Regional Vice-President and General Manager, Four Seasons Resort Maldives at Landaa Giraavaru, Republic of Maldives

**Nadja Lang,** Chairwoman of the Board of Directors, ZFV-Unternehmungen, Switzerland

**Urs Schaeppi,** CEO, Swisscom AG, Switzerland

**Dr. Karin Schwab,** Vice President, Deputy General Counsel, Global Product and Technology, Ebay Inc., USA

**Andreas Staubli,** CEO, PwC Switzerland, Switzerland

**Prof. Nils Stieglitz,** President and CEO, Frankfurt School of Finance & Management, Germany

**Prof. H. Rao Unnava,** Dean at Graduate School of Management, University of California, Davis, USA

**Prof. Reto Steiner (ex officio),** Dean at ZHAW School of Management and Law, Switzerland
Professional Partnerships

The SML maintains close ties to leading corporations, government organizations, and professional associations to ensure a continuous exchange of knowledge between the professional world and the university.

Such partnerships generate a broad knowledge base that our experts can use to supplement their own considerable practical experience in advising companies on business management issues, conducting market research on their behalf, and helping them accomplish organizational and managerial tasks effectively. Partners benefit from our international orientation and close geographic proximity to the Zurich economic region.

“...The research conducted at the ZHAW School of Management and Law helps make private and public sector companies and organizations more successful.”

Dr. Karin Schwab, Vice President, Ebay Inc.
A Wide Variety of Skills and Expertise

GENERAL MANAGEMENT
− Institute of Marketing Management
− Institute of Business Information Technology
− Institute for Innovation & Entrepreneurship
− Center for Organizational Viability

BANKING, FINANCE, INSURANCE
− Institute of Wealth & Asset Management
− Institute for Financial Management
− Institute for Risk & Insurance

PUBLIC SECTOR
− Institute of Public Management
− Winterthur Institute of Health Economics
− Center for Arts Management
− Center for Energy and the Environment
− Center for Economic Policy

BUSINESS LAW
− Center for Public Commercial Law
− Center for Social Law
− Center for Competition and Commercial Law
− Center for Corporate and Tax Law

INTERNATIONAL BUSINESS
− International Management Institute
− Center for Corporate Responsibility

COST DISTRIBUTION PER PERFORMANCE AREA

- 56% Degree programs
- 19% Continuing education
- 21% Research & development
- 4% Services

580 employees
A Broad Spectrum for Maximum Impact

BACHELOR’S DEGREE PROGRAMS
- Business Administration
  - General Management
  - Banking and Finance
  - Accounting, Controlling, Auditing
  - Economics and Politics
  - Risk and Insurance
- International Management
- Business Information Technology
- Business Law

CONTINUING EDUCATION
Over 150 programs in the following areas:
- Accounting and controlling
- Banking, finance, and insurance
- Business law
- Corporate responsibility
- Didactics and methodology
- Digital transformation
- Health care management
- Human capital management
- Information and operations management
- International business
- Climate policy and strategies/energy
- Arts management
- Management and leadership
- Marketing
- Public management

MASTER’S DEGREE PROGRAMS
- Accounting and Controlling
- Banking and Finance
- Business Administration
  - Health Economics and Healthcare
  - Innovation and Entrepreneurship
  - Marketing
  - Public and Nonprofit
- International Business
- Management and Law
- Business Information Technology

COOPERATIVE PHD PROGRAMS
Cooperative PhD programs in three disciplines:
- Public administration
  (partner: University of Lausanne)
- Public health sciences (partner: Swiss School of Public Health)
- Data science (partners: Universities of Zurich and Neuchâtel)

International PhD cooperations:
- University of Economics Prague (VSE)
- University of Strathclyde (School of Business)