Innovative Education – Excellent Research

The ZHAW School of Management and Law (SML), with its 9,800 students in degree and continuing education programs, is one of the largest business schools in Switzerland. It is also the only university of applied sciences in the country to be represented in the renowned rankings of the Financial Times and to meet the high standards of the Association to Advance Collegiate Schools of Business (AACSB). The SML recently became a member of the Global Business School Network (GBSN), one of the world’s most prestigious networks of business schools. As part of ZHAW, the SML also benefits from strong interdisciplinary relationships.

We offer internationally recognized Bachelor’s and Master’s degree programs, cooperative PhD programs, and a wide range of continuing education programs and courses, which are scientifically sound, interdisciplinary, and practice-oriented. With them, we contribute to solving economic and societal challenges. Our guiding principle “Building Competence. Crossing Borders.” stands for high-quality academic education and training, research, and an international reach. SML maintains numerous partnerships with over 190 selected universities worldwide.

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 6 percent of business schools worldwide have been awarded this seal of quality by the leading accrediting body.

The SML has featured in two of the prestigious Financial Times rankings since 2020. It is listed as one of the best European business schools, and its Master of Science in International Business is ranked among the best in the world.

The SML has been a member of the Global Business School Network (GBSN) since 2022. GBSN is a leader in promoting management education, which is seen as a critical component of successful international development strategies. Its 130 members include the business schools of Columbia, MIT, and Oxford.
5 Bachelor’s programs (BSc)  
- 9 specialization options  
- 1 program in English

6 Master’s programs (MSc)  
- 5 specialization options, 2 programs in English

3 cooperative PhD programs  
- in cooperation with Swiss universities in:  
  public administration, public health sciences, and data science

173 continuing education programs  
- 2 MBA/21 MAS/1 Executive Master/9 DAS/140 CAS

9,800 students  
- in degree programs and continuing education

>27,000 graduates  
- since 1968; in BSc/MSc programs and continuing education

295 EU, SNF, and Innosuisse projects  
- since 2008

6,732 publication projects  
- since 2010
Focused on the Future

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.

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.

PUBLICATIONS IN THE ACADEMIC YEAR 2020/2021

- 243 publications
  - 124 articles in peer-reviewed journals
  - 11 books and monographs
  - 68 chapters
  - 40 conference papers

ONGOING RESEARCH PROJECTS 2021

- 13 European Union funding programs
- 8 Swiss National Science Foundation (SNF)
- 76 Innosuisse – Swiss Innovation Agency

RESEARCH ACTIVITIES 2021

- 44 professors
- 10.5 revenue in million CHF from third-party customers (53%) and public promotion agencies (47%)
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>348</th>
<th>194</th>
<th>42%</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**

- 45% women
- 55% men

**STUDY MODE**

- 69% part-time
- 31% 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

<table>
<thead>
<tr>
<th></th>
<th>23.9</th>
<th>28.1</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSc</td>
<td></td>
<td></td>
</tr>
<tr>
<td>students</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MSc</td>
<td></td>
<td></td>
</tr>
<tr>
<td>students</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

MSC

- Graduates
- New students
- All students

BSC

- Graduates
- New students
- All students

>100 student, career, and alumni events annually

<table>
<thead>
<tr>
<th>Year</th>
<th>Graduates</th>
<th>New students</th>
<th>All students</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>243</td>
<td>395</td>
<td>738</td>
</tr>
<tr>
<td>2018</td>
<td>282</td>
<td>399</td>
<td>781</td>
</tr>
<tr>
<td>2019</td>
<td>293</td>
<td>591</td>
<td>884</td>
</tr>
<tr>
<td>2020</td>
<td>303</td>
<td>496</td>
<td>799</td>
</tr>
<tr>
<td>2021</td>
<td>390</td>
<td>348</td>
<td>738</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.
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

**Academic Year 2021**

- **151** incoming students
- **156** outgoing students

### Origin of Incoming Students

- **Europe**
  - 1
  - 3
  - 5
- **North and Latin America**
  - 7
- **Asia, Pacific Region, and Australia**
  - 7
- **Africa and Middle East**
  - 2
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.
190 partner universities in 51 countries

81 nations are represented by SML students

Host of the European Academy of Management (EURAM) 2022 conference

41 universities in Asia, Pacific Region, and Australia

7 universities in Africa and Middle East

nations are represented by SML students

universities in Asia, Pacific Region, and Australia

universities in Africa and Middle East
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), President Swissmem and Vice President economiesuisse, Switzerland
Christoph Aeschlimann, CEO, Swisscom AG, Switzerland
Urs Berger, Chairman of the Board of Directors, Schweiz. Mobiliar Holding AG, Switzerland
Markus Binkert, Chief Financial Officer and Member of the Management Board, Swiss International Air Lines AG, Switzerland
Prof. Luiz Artur Ledur Brito, Dean at Escola de Administração de Empresas de São Paulo, FGV, Brazil
Prof. Bert De Reyck, Dean of the Lee Kong Chian School of Business, Singapore Management University, Singapore
Petra Dreyfus, Co-CEO and Joint Owner, Wirz Communications AG, Switzerland
Claudia Fässler, Chief Human Resources Officer, Maxon International Ltd., Switzerland
Lukas Gähwiler, Vice Chairman of the Board of Directors, UBS Group AG, Switzerland
Dr. Beat Habegger, Independent Advisor and Member of the Cantonal Parliament, President of Audit Committee, Switzerland
Armando Kraenzlin, Regional Vice President and General Manager, Four Seasons Resort Maldives at Landaa Giraavaru, Republic of Maldives
Nadja Lang, CEO, ZFV-Unternehmungen, Switzerland
Dr. Karin Schwab, Vice President, Deputy General Counsel, Global Product and Technology, Ebay Inc., USA
Andreas Staubli, CEO, PwC Switzerland, Switzerland
Prof. Dr. 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. Dr. Reto Steiner (ex officio), Dean, 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 of Innovation and Entrepreneurship
– Institute 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 Law and Compliance
– Center for Corporate and Tax Law

INTERNATIONAL BUSINESS
– International Management Institute
– Center for Corporate Responsibility

COST DISTRIBUTION PER PERFORMANCE AREA 2021

- 57% degree programs
- 18% continuing education
- 23% research & development
- 2% services

605 employees
A Broad Spectrum for Maximum Impact

BACHELOR’S DEGREE PROGRAMS
- Business Administration
  - Accounting, Controlling, Auditing
  - Banking and Finance
  - Behavioral Design
  - Economics and Politics
  - General Management
  - Marketing
  - Risk and Insurance
- International Management
- Business Information Technology
  - Business Information Systems
  - Data Science
- Business Law
- Applied Law

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