

Strategy

Effective: 10 September 2018

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.

Building Competence. Crossing Borders.