

Strategy

Effective: 14 August 2025

STRATEGIC POSITIONING

The ZHAW School of Management and Law (ZHAW SML) is a nationally recognized leader with a global reach in teaching, research, and executive education. Through academic excellence and an entrepreneurial perspective, the ZHAW SML creates value for business and society.

QUALITY AND EMPLOYEES

The ZHAW SML is among the leading business schools worldwide that meet the highest quality standards. It fosters an inspiring and diverse working environment that attracts, supports, and retains talented, entrepreneurial, and committed professionals in the long term.

TEACHING AND LEARNING

The ZHAW SML is a leading Swiss provider of academically sound and practice-oriented study programs for ambitious students from Switzerland and abroad. It fosters holistic and critical thinking, empowering students to take responsibility.

RESEARCH AND DEVELOPMENT

Research at the ZHAW SML combines academic excellence with practical relevance and strong social impact.

EXECUTIVE EDUCATION AND SERVICES

The ZHAW SML is one of Switzerland's leading providers of innovative, science-based, and practice-oriented executive education and services, with a national footprint and a global perspective.

SOCIAL RESPONSIBILITY

The ZHAW SML is a responsible business school that aims to develop sustainable solutions to economic and societal challenges through research and education.

NETWORKS AND COOPERATIONS

The ZHAW SML is deeply rooted in society, business, and academia, actively engaging in national and international networks and strategic partnerships.