



School of
Management and Law

Facts & Figures

The ZHAW School of
Management and Law

2019 Edition



Building Competence. Crossing Borders.

Innovative Education – Excellent Research

The ZHAW School of Management and Law (SML) is the largest of the eight schools of 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

4 Bachelor's programs (BSc)

5 specialization options
1 program and
1 specialization in English

6

Master's programs (MSc)

3 specialization options, 2 programs in English

cooperative PhD programs

in cooperation with Swiss universities in:
public administration, public health sciences, and data science

3

150 continuing education programs

1 EMBA/2 MBA/21 MAS/1 Executive Master/8 DAS/117 CAS

students

in degree programs and continuing education

7,936

>21,000

graduates

since 1968; in BSc/MSc programs and continuing education

127 EU, SNF, and
Innosuisse
projects

since 2008

4,970

publication projects

since 2010

Focused on the Future

ZHAW SML

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.

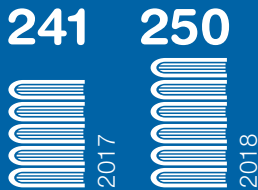
NETWORKS AND COOPERATION

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

Research Aimed at Effective Solutions

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



- 94 Articles in peer-reviewed journals
- 18 Books and monographs
- 48 Chapters
- 90 Conference papers

ONGOING RESEARCH PROJECTS

11

European Union
funding programs

10

Swiss National Science
Foundation (SNF)

37

Innosuisse –
Swiss Innovation
Agency

RESEARCH ACTIVITIES 2018

182

research and
development staff

45

professors

8.8

revenue in million CHF
from third-party customers
(65%) and public
promotion agencies (35%)

Excellent Job Prospects

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.

307

instructors
at the SML

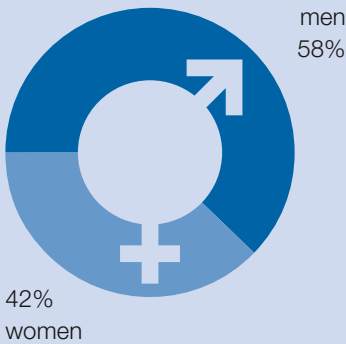
177

classes
at the SML

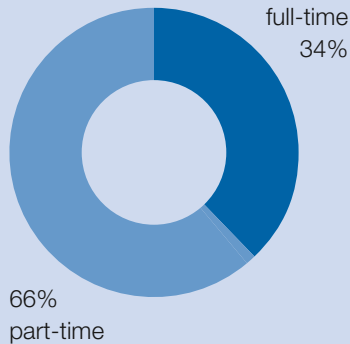
37%

modules taught
in English

GENDER



STUDY MODE



“The programs offered at the SML are highly innovative and intellectually demanding, enabling graduates to assert themselves and succeed in the digital business world.”

Claudia Fässler, Head HR Solids, Novartis Technical Operations

> 100

on-campus student,
career, and alumni events
annually

AVERAGE AGE

23.8

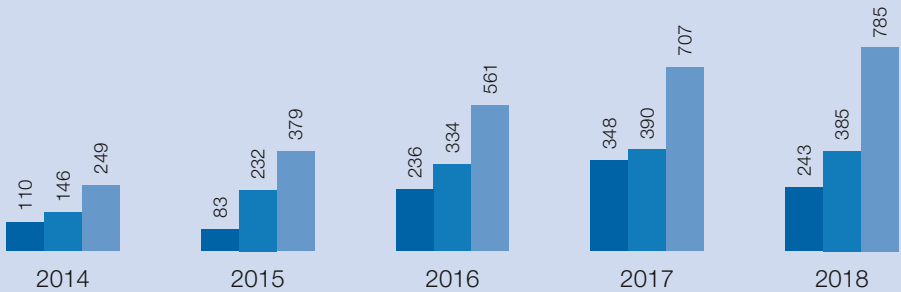
BSc
students

27.0

MSc
students

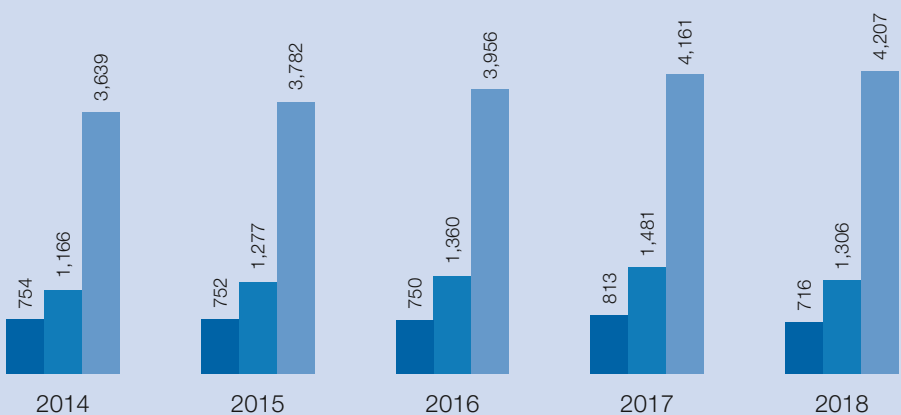
MSc

■ Graduates ■ First-semester students ■ Students



BSc

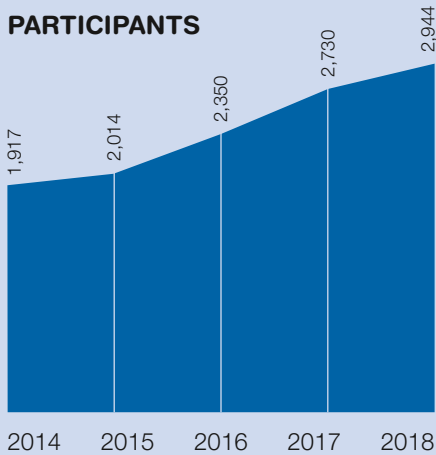
■ Graduates ■ First-semester students ■ Students



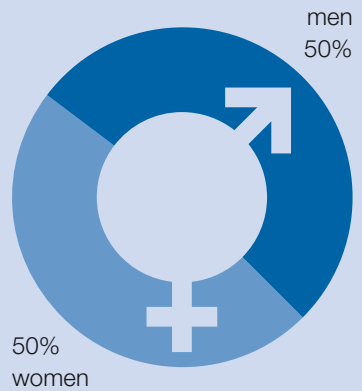
Career Prospects with Continuing Education

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.

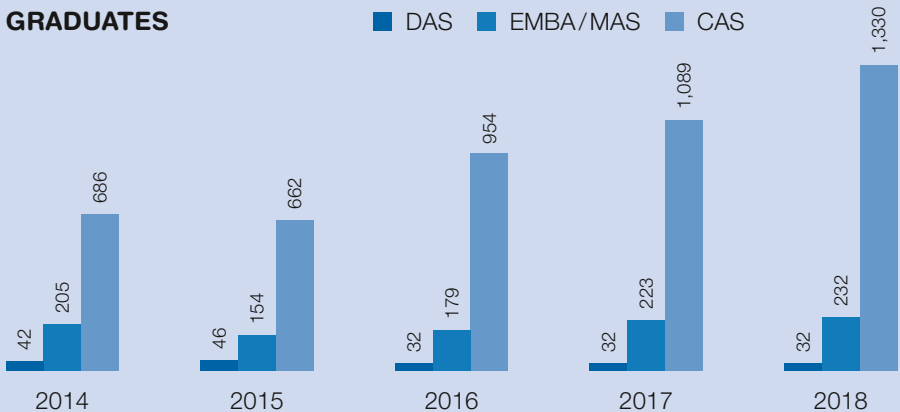
PARTICIPANTS



GENDER OF PARTICIPANTS



GRADUATES

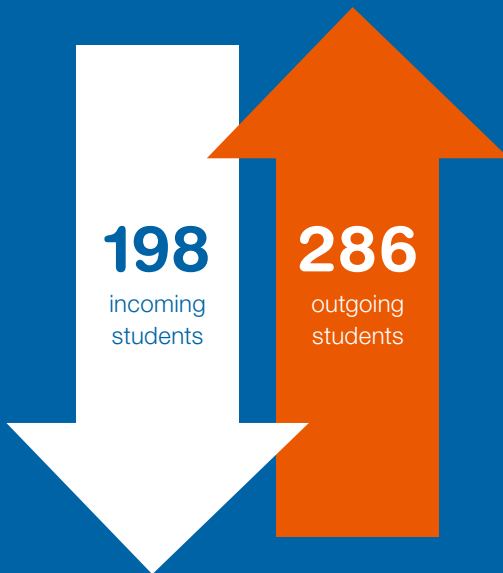


International Orientation

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



ORIGIN OF INCOMING STUDENTS

EUROPE



ASIA, PACIFIC REGION, AND AUSTRALIA

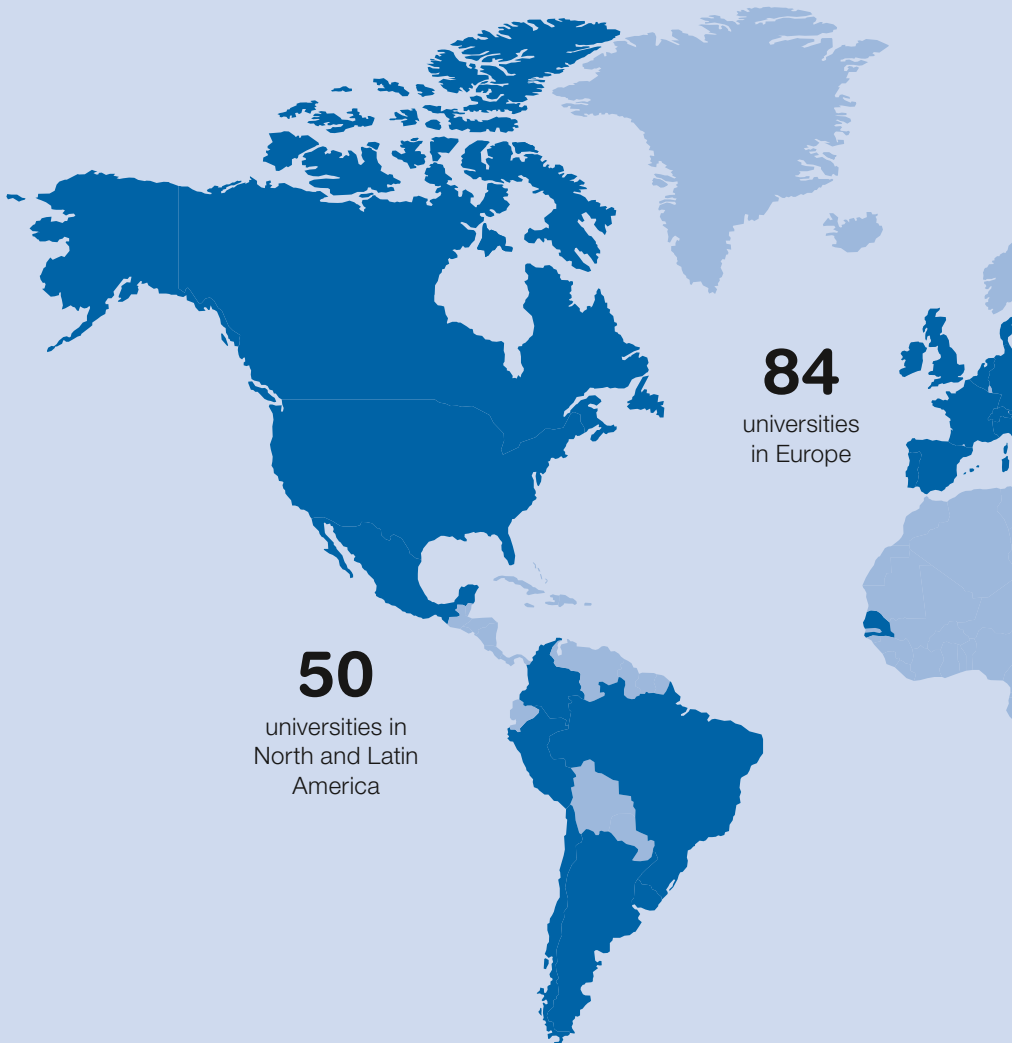


NORTH AND LATIN AMERICA



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.

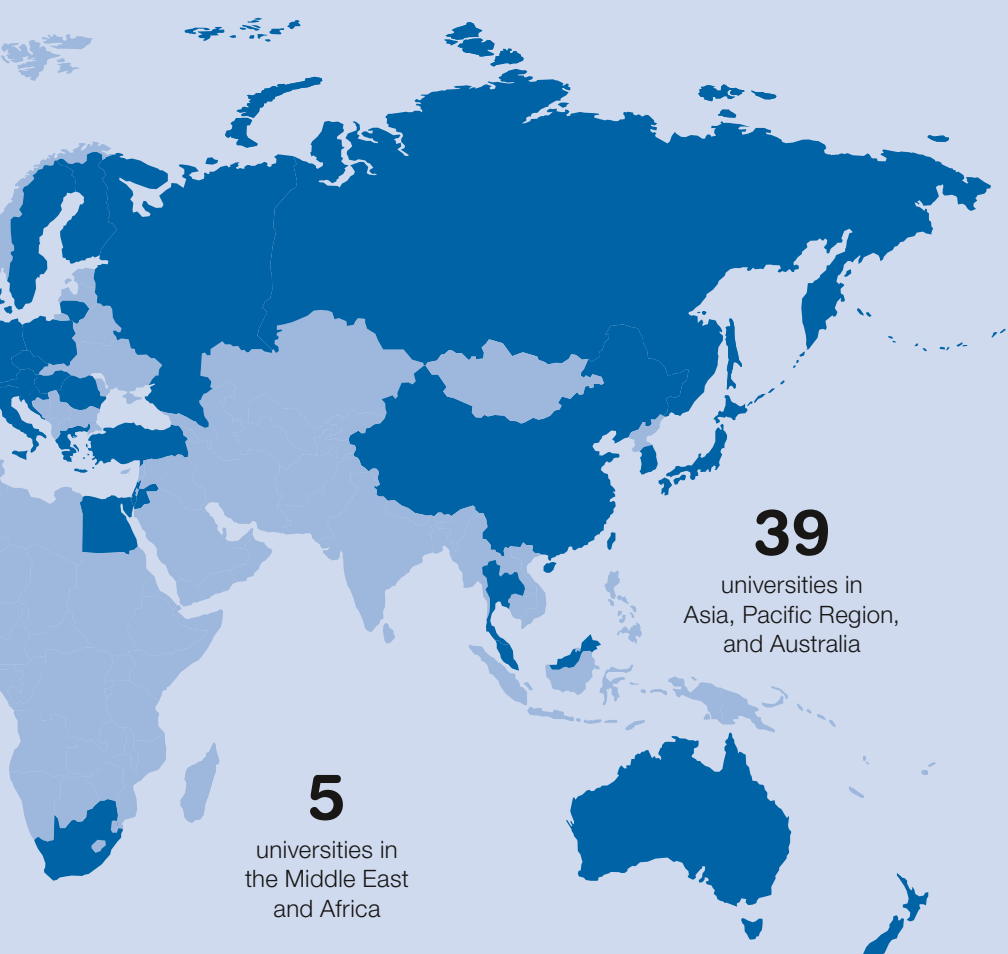


76

nations are
represented by
SML students

178

partner universities
in 51 countries



39

universities in
Asia, Pacific Region,
and Australia

5

universities in
the Middle East
and Africa

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), CEO, Autoneum Holding Ltd., Switzerland

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

Markus Binkert, CCO/Senior Vice President Marketing Communication LH Group Airlines, Deutsche Lufthansa AG, Germany

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

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

Claudia Fässler, Head of HR Solids, Novartis Technical Operations, Switzerland

Lukas Gähwiler, Chairman, UBS Switzerland, Switzerland

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

Urs Hofmann, Executive Advisor Learning and Development, 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, Board of Directors, Die Schweizerische Post AG, Switzerland

Urs Schaeppi, CEO, Swisscom AG, Switzerland

Andreas Staubli, CEO, PwC Switzerland, Switzerland

Dr. Karin Schwab, Vice President, Deputy General Counsel, Head of Legal Americas and Global Product and Technology, Ebay Inc., USA

Prof. Rao Hanumantha 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.



80

service projects
in 2018



>2000

media articles on SML projects
in 2018

“The ZHAW School of Management and Law advises companies on how to promote sustainable development and corporate responsibility most effectively.”

Martin Hirzel, CEO, Autoneum Holding Ltd.

Competence in 19 Disciplines

GENERAL MANAGEMENT

- Institute of Marketing Management
- Institute of Business Information Technology
- Institute for Innovation & Entrepreneurship
- Center for Human Capital Management
- Center for Corporate Development

BANKING, FINANCE, INSURANCE

- Institute of Wealth & Asset Management
- Institute of Financial Management
- Center 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

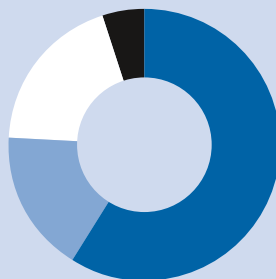
- Center for Public Commercial Law
- Center for Social Law
- Center for Competition and Commercial Law
- Center for Corporate and Tax Law

INTERNATIONAL BUSINESS

- International Management Institute
- Center for Corporate Responsibility



COST DISTRIBUTION PER PERFORMANCE AREA



- 59% Degree programs
- 17% Continuing education
- 19% Research & development
- 5% Services

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 100 programs (EMBA, MBA, MAS, DAS, CAS) in the following areas:

- Accounting and controlling
- Banking, finance, and insurance
- Business law
- Didactics and methodology
- Health care management
- Human capital management
- Information and operations management
- International business
- Arts management
- Management and leadership
- Marketing
- Public management

MASTER'S DEGREE PROGRAMS

- Accounting and Controlling
- Banking and Finance
- Business Administration
 - Health Economics and Healthcare
 - 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 Prague (VSE)
- University of Strathclyde (School of Business)

Zurich University
of Applied Sciences

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www.zhaw.ch/sml



swissuniversities