

BUSINESS ADMINISTRATION

BACHELOR of Science in Business Administration



Program in English:

- **General Management**
- **Banking & Finance**

**START YOUR
BUSINESS ENGINE.**



KEY ASSETS FOR YOUR FUTURE

Experience higher education and advance in your career.

To combine your experience as a business professional with a university education, choose to study while you build a career.

Start a highly relevant, business-oriented degree course in Business Administration at the HWZ, which will let you be employed up to 80% throughout your studies. Our central location in the heart of Zurich (a three-minute walk from Zurich Main Station) helps you stay flexible.

Our Bachelor course gives you a sound general knowledge in Management, HRM Marketing, Accounting, Economics, Information Technology, Statistics, and Law, along with leadership skills. The Bachelor program is designed in line with the most recent insights from the worlds of science and business and is based on the Bologna model recognized throughout Europe.

Choose from one of the major subjects offered at degree level. They amount to about 30% of your overall studies and help you acquire expertise and sector-specific knowledge in the following fields:

(a) in English

- General Management
- Banking & Finance

(b) in German

- General Management
- Banking & Finance
- Accounting & Controlling
- Marketing
- Treuhand & Revision

Graduates earn the degree of “**Bachelor of Science ZFH in Business Administration (BBA)**,” recognized both internationally and by the Swiss Federal Government. This academic degree provides an excellent basis for your next career step – taking on responsibilities in executive positions.

Job Prospects

Typical areas of employment for graduates of Business Administration: middle and top management positions in banking, insurance, consulting, business, trade, public administration, and NGOs. Top specialist positions in accounting and controlling, banking and finance, marketing, public management, and many more.

Prospective Students

The Bachelor course in Business Administration is based on some prior knowledge in business management. In fact, it targets individuals who wish to broaden their knowledge of business management and who aspire to executive and top management positions. Having a feeling for economic and financial processes as well as for leading people is a definite plus.

Admissions

Course admission is contingent on educational background:

(a) Admission to 1st Semester

- High school diploma (of an accredited high school) or equivalent plus one year of work experience in a study-related profession
- Cantonal or State Baccalaureate (gymnasiale Matura) or commercial school diploma (Kantonales Handelsdiplom) plus one year of work experience in a related profession
- Completed apprenticeship (Lehrabschluss) followed by an entrance examination
- Selected higher Technical Schools (e.g. Technikerschule TS)

(b) Admission to 4th Semester

- After having passed the Assessment Exam (Vordiplom) of an accredited University of Applied Sciences (FH) or University in Switzerland or abroad
- Diploma from a College of Business Administration (HFW)

PROGRAM OF STUDIES

The degree course is divided into eight semesters. The first three semesters form the foundation studies, and the main study program starts in the fourth semester. The Bachelor thesis and the Bachelor examination at the end of the eighth semester conclude your Bachelor degree program.

The course in Business Administration at the HWZ is structured as follows:

The Assessment Program (1st to 3rd semester) teaches the foundations of business administration, prepares for the degree program and is completed by an Assessment Exam. Subjects of the first three semesters may be waived for students with proof of equivalent prior knowledge obtained at university level.

In addition to the general subjects in basic business administration, **the Degree Program** (4th to 8th semester) offers General Management and Banking & Finance as Majors and International Management as a Minor, which leads to a business-specific expertise (approx. 30% of overall studies).

Further specializations (Minors) are available in German if you have mastered the language: Human Resource Management, Marketing, Corporate Communications, and Banking & Finance.

English/German

Non-native German-speaking students are required to take classes in German as a second language. Native German-speaking students have to attend the regular courses of the module "Deutsch."

One-Week Seminar

The degree program includes a one-week out-of-house seminar, one each on team management, project management, and a specific business project as a part of the Minor studies.

Bachelor Thesis

The Bachelor thesis (Diplomarbeit) begins in the 7th semester under the guidance of a personal thesis advisor. The topic can be chosen freely, though an in-house project (one related to the student's own company) is recommended.

Bachelor Exam

The Bachelor exam taken at the end of the 8th semester completes the Bachelor program.



“This degree course in English is opening up exciting job opportunities for me in the international arena.”

Amanda Grospietsch, graduate of Business Administration

Structure of Studies

Assessment Program

1 st sem.	2 nd sem.	3 rd sem.
Accounting		
Business Management		
	Economics	
Research Methodology		
Mathematics		
English/German		
Law		
Information Technology		

Assessment Exam

Degree Program

4 th sem.	5 th sem.	6 th sem.	7 th sem.	8 th sem.
Accounting & Controlling				
Management Organisation, Human Resource Management, Marketing, Entrepreneurial Skills			Strategic Management	
Economics			International Management (Minor)	
Social Sciences				
Statistics			Bachelor Thesis	
English/German				
			Law: Special Area of Expertise	
One-Week Seminar Team Management		One-Week Seminar Project Management		One-Week Seminar International Management

Bachelor Exam

180 ECTS

Bachelor in General Management

Your Career Aspirations?

“In your team, prepare a professional business plan for a start-up company. Conduct a thorough interview with your employees. Assess the relevance of an IT project. Develop and see through a change process for your division. Design the pricing and calculate the profitability of a product.” If you are interested in these varied responsibilities, the General Management stream is just for you – in particular if you are aiming for a middle or top management position.

The General Management Major

You want to know more about business administration, but you do not necessarily want to specialize in a particular subject. Starting from the 7th semester, we offer additional Minors in Human Resource Management, International Management, Marketing, Public Management, NGO, and Corporate Communications.

Title

Students who successfully complete this degree course at the HWZ will be conferred the degree of “**Bachelor of Science ZFH in Business Administration with a Major in General Management,**” which is recognized by the Swiss Federal Government under the Bologna declaration.

Assessment Program

1 st sem.	2 nd sem.	3 rd sem.
Accounting		
Business Management		
	Economics	
Research Methodology		
Mathematics		
Information Technology		
English		
Law		
German		

Assessment Exam

Degree Program

4 th sem.	5 th sem.	6 th sem.	7 th sem.	8 th sem.
Accounting & Controlling				
Management Organisation, Human Resource Management, Marketing, Entrepreneurial Skills		Strategic Management, Corporate Governance		Law: Special Area of Expertise
Economics				
Social Sciences				
Statistics		Bachelor Thesis		
English				
One-Week Seminar: Team Management		One-Week Seminar: Project Management	One-Week Seminar: International Management	

Major

Focus: Organisational Behaviour	Focus: Arts and Culture	CRM	Minors (Focus): Human Resource Management, International Management, Marketing, Public Management, NGO, Corporate Communications
Business Reengineering / Management Game	Focus: Marketing	Supply Chain Management	Strategic Management / Management Game
	Focus: HRM	Focus: Applied Economics	Stakeholder Management
		Focus: Intercultural Management	Focus: Corporate Governance

Bachelor Exam

180 ECTS

Bachelor in Banking & Finance

Your Career Aspirations?

Are you already working, or do you wish to acquire specialist knowledge in banking & finance? This degree enables you to qualify for a leading role in banking, asset management and corporate consulting. Is banking & finance your industry? Then this course, which is designed along the recommendations of the Swiss Bankers Association, is the right choice for you!

The Banking & Finance Major

Students can expect an in-depth insight into financial economics, corporate finance, asset management, alternative investment strategies, wealth management, financial planning, risk management, value creation and process management of financial services providers as well as structural challenges in banking management. The Major together with the Bachelor Thesis account for around one-third of the degree.

Title

Students who successfully complete this degree course at the HWZ will be conferred the degree of “**Bachelor of Science ZFH in Business Administration with a Major in Banking & Finance,**” which is recognized by the Swiss Federal Government.

The BBA with the major in Banking & Finance is officially recognized by the Swiss Bankers Association since November 28, 2008.

Assessment Program

1 st sem.	2 nd sem.	3 rd sem.
Accounting		
Business Management		
	Economics	
Research Methodology		
Mathematics		
Information Technology		
English		
Law		
German		

Assessment Exam

Degree Program

4 th sem.	5 th sem.	6 th sem.	7 th sem.	8 th sem.
Accounting & Controlling				
Management Organisation, Human Resource Management, Marketing, Entrepreneurial Skills		Strategic Management, Corporate Governance		Law: Special Area of Expertise
Economics				
Social Sciences				
Statistics		Bachelor Thesis		
English				
One-Week Seminar: Team Management		One-Week Seminar: Project Management		One-Week Seminar: Banking & Finance

Major

Corporate Finance 1: Assessments	Corporate Finance 2: Financial Instruments	Corporate Finance 3: Derivatives	Corporate Finance 4: Real Estate Management	Corporate Finance 5: Mergers & Acquisitions
PM 1: Economics of Financial Markets	PM 2: Portfolio Management	PM 3: Models, Design and Performance	PM 4: Collective Investment Vehicles and Qualified Investors	PM 5: Behavioural Finance and Alternative Investment Strategies
Credit Management 1	Credit Management 2	Credit Management 3	Financial Planning 1	Financial Planning 2
	Regulations 1	Regulations 2	Regulations 3	Regulations 4
		Pension Funds 1	Pension Funds 2	Bank Management Sector Strategies
			Risk Management 1	Risk Management 2
		Current Issue 1	Current Issue 2	Current Issue 3

Bachelor Exam

180 ECTS



SYSTEM FORM REGIME

COURSE INFORMATION

The HWZ Zurich with its twenty years of experience as a part-time university ensures that you can achieve high returns on your studies.

Accreditation

Graduates of the Bachelor program at the HWZ earn the academic degree of “**Bachelor of Science ZFH in Business Administration with Major in [subject of choice],**” recognized by the Swiss Federal Government.

The Bachelor in Business Administration is accredited by the Swiss Federal Government and the Canton of Zurich. It is valued at 180 credit points (ECTS). ECTS stands for “European Credit Transfer System” and facilitates international comparability of study programs. One ECTS Unit compares to a workload of approximately 30 hours.

International recognition extends beyond the EU. The recognition of diplomas for further education in other countries (academic recognition) is based on the many bilateral agreements of Switzerland with individual governments. Within the EU, mutual recognition of educational diplomas is fully guaranteed. Moreover, Bachelor diplomas are regarded as university diplomas in the EU and are accepted on the European job market as a result of the bilateral agreements on the free movement of people (job-market-related recognition).

Useful Information

- Period of study:
8 semesters over 4 years
- Length of semester: 19 weeks
- Start of semester: week 38
- Lessons per week:
1 whole day of 9 lessons (08.15–16.45)
1 evening of 5 or 4 lessons (17.15/18.15–21.30), alternating between
1 evening (17.15/18.15–21.30) or
Saturday morning (08.15–11.30/12.30)
- Class size: max. 34 students
- Language of instruction: English
- Course structure: modular
- Learning: interactive, with project oriented living cases, coached independent study
- Employment: min. 50% required, max. 80% recommended
- Mobility: studies abroad possible
- Tuition fee: CHF 4980.– per semester
- Extra charges for examination fees, course books, and out-of-house seminars

Faculty/Administration

Our faculty body consists of professionals distinguished in business and research whose active involvement ensures that teaching is up-to-date, hands-on, and geared to practical solutions. Our body of professors and professionals from various fields of knowledge and business serves the needs of students and the market alike.



Prof. Dr. Jacques F. Bischoff,
President



Prof. Dr. oec. HSG Urs Dürsteler,
Dean of Business Administration/
Deputy President



Research at the HWZ

The research undertaken at the HWZ provides the basis for developing and specializing the HWZ's core competences. The research outcomes are used in practice as well as at the Bachelor, Master and Doctorate teaching levels. Two institutes and eight centres are involved in research and ensure the transfer of knowledge into the teaching:

- Institute for Strategic Management/ Stakeholder View
- Swiss Real Estate Institute
- Center for Accounting & Controlling
- Center for Business Engineering
- Center for Communications
- Center for Corporate Social Responsibility
- Center for Financial Studies
- Center for Health Care Management
- Center for Human Resources Management & Leadership
- Center for Marketing

The head of the Institute for Strategic Management/Stakeholder View, Prof. Dr. Sybille Sachs, is responsible for this research at the HWZ. The institute continues to receive national and international commendation from both science and business. The Institute for Strategic Management/Stakeholder View is engaged in different applied research projects.

Student Exchange Programs

The HWZ assists students wishing to study abroad with partner universities or other host institutions.

Partner Universities

- UCSD University of California San Diego, USA
- BUU Beijing Union University, China
- HAAGA-HELIA Helsinki, Finland
- USQ University of Southern Queensland, Australia
- Darden School of Business/ University of Virginia, USA
- and many more

Further Academic Qualifications

The Bachelor of Science degree in Business Administration enables students to apply for admission to university Master programs (e.g. Master of Business Administration), and this can lead to a doctorate/DBA (Doctor of Business Administration). Likewise graduates are eligible for admission to all MAS (Master of Advanced Studies) and Executive MBA programs. The entire course of studies at the HWZ is outlined in this brochure and can be downloaded from www.fh-hwz.ch.

ABOUT THE HWZ

Degree Courses

The HWZ is Switzerland's distinguished university of applied sciences, exclusively offering part-time educational programs in business studies. Accredited as a university of applied sciences by the Swiss Federal Government, the HWZ is a member of the Zurich University of Applied Sciences (Zürcher Fachhochschule, ZFH). With a body of over 1800 students and around 300 lecturers, the HWZ is the largest university of applied sciences in Switzerland offering part-time educational programs.

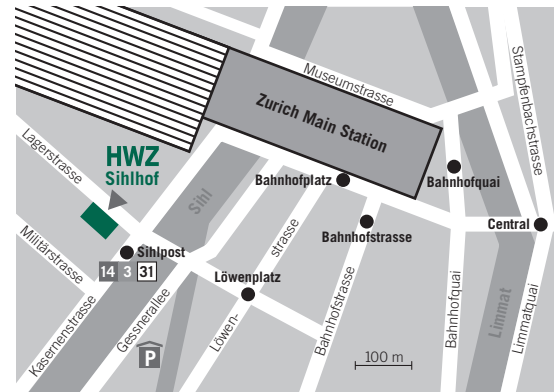
Bachelor Programs

- Bachelor of Science in Business Administration General Management*
- Bachelor of Science in Banking & Finance*
- Bachelor of Science in Accounting & Controlling
- Bachelor of Science in Treuhand & Revision
- Bachelor of Science in Marketing
- Bachelor in Business Communications
- Bachelor in Business Information Technology

Master Programs

- MSc Master of Science in Business Administration
- MAS Master of Advanced Studies in Accounting & Finance
- MAS Master of Advanced Studies in Controlling
- MAS Master of Advanced Studies in Business Analysis and Information Engineering
- MAS Master of Advanced Studies in Business Communications
- MAS Master of Advanced Studies in Business Consulting
- MAS Master of Advanced Studies in Business Engineering
- MAS Master of Advanced Studies in Health Care Management
- MAS Master of Advanced Studies in Human Resources Leadership
- MAS Master of Advanced Studies in Live Communication
- MAS Master of Advanced Studies in Project Management
- MAS Master of Advanced Studies in Quality Leadership
- MAS Master of Advanced Studies in Real Estate Management
- Executive MBA – Marketing
- Executive MBA – General Management
- Executive MBA & MBA – International Business; Double Degree EMBA-MBA (USQ)*
- DBA Doctor of Business Administration (USQ)*

*Programs also in English



Information and Application

General information on the HWZ can be obtained from the address below. For your application please use the enclosed form (it can also be downloaded from www.fh-hwz.ch).

HWZ Hochschule für Wirtschaft Zürich University of Applied Sciences in Business Administration Zurich

Bachelor Office
Sihlhof, Lagerstrasse 5
PO Box
CH-8021 Zurich

Phone +41 (0)43 322 26 00
sekretariat@fh-hwz.ch
www.fh-hwz.ch

For further questions on the program, please contact the Dean of Business Administration:

Prof. Dr. oec HSG Urs Dürsteler

Phone +41 (0)43 322 26 41
BO@fh-hwz.ch

Location

The HWZ University of Applied Sciences in Business Administration Zurich is located in the Sihlhof, Lagerstrasse 5, right next to Zurich Main Station. The HWZ University building is of an architecturally very interesting design and equipped with the latest infrastructure. Car parking is available only a few minutes' walk away at the Parkhaus Gessnerallee.

Member of Zurich Universities
of Applied Sciences and Arts

HWZ | University of Applied Sciences
in Business Administration Zurich

Lagerstrasse 5 | P.O. Box | CH-8021 Zürich | P +41 43 322 26 00 | F +41 43 322 26 01 | sekretariat@fh-hwz.ch | www.fh-hwz.ch