



**University of
Zurich** UZH

Faculty of Business,
Economics and Informatics

**Executive
Education**



European and Asian Business Management

Advanced Study Programs



Table of Contents

2

Message from the Director	3
University of Zurich	4
Why choose MAS in European and Asian Business Management?	5
Why choose University of Zurich?	5
Our Study Programs	6
Meet our Lecturers	8
MAS European and Asian Business Management	10
Overview	10
MAS Curriculum	12
Corporate Project / Internship	13
Electives	14
DAS European and Asian Business Management	16
Overview	16
CAS Chinese Business Management	17
Overview	17
CAS European Business Management	18
Overview	18
Key Features	19
Voices from our Graduates	20
Our Students	21
Application Requirements	22
Studying and Living in Switzerland	23
Contact us	24
Follow us	25



Message from the Director



The European and Asian Business Management programs at the University of Zurich aim to equip students with knowledge to address the emerging challenges of the 21st century, and in particular, improve students' understanding of the opportunities arising from Asia's growing importance in the global stage. Hence, I would like to encourage you to apply for one of our programs.

The University of Zurich has a tradition of excellence in conducting cutting-edge research and providing top-notch education. Many of our graduates have gone on to become world-class academics as well as successful business leaders all over the world. We don't rest on our laurels though, and are committed to innovation in advanced studies in a number of different subject areas. In our European and Asian Business Management programs, we strive for a proper balance between state-of-the-art management theories and hands-on experience. I hope you will seize the opportunity to study with us and further explore your leadership potential. I am sure you will find the time spent at the University of Zurich to be a valuable experience in your life.

3

Prof. Dr. Xinhua Wittmann
Director
European and Asian Business Management

University of Zurich

University of Zurich was founded in 1833 as a public university. It has more than 27,500 students (largest in Switzerland), seven faculties covering more than 100 different subject areas. The University offers Bachelor's, Master's, PhD programs, and a wide variety of continuing education programs.

As a member of the «League of European Research Universities» (LERU), the University of Zurich belongs to Europe's most prestigious research institutions. To date, the Nobel Prize has been conferred on twelve UZH scholars.

4



Why choose MAS in European and Asian Business Management?

With increasing ties between Europe and Asia, and the greater need for managerial professionals from both continents to work together, it is crucial for executive education programs to provide intercultural and interdisciplinary training in order for future managers to succeed in their cross-border business affairs. The MAS in European and Asian Business Management is designed to achieve these goals. In this program, students are not only learning the foundations of business management through the taught courses in the classroom but simultaneously get to experience living and working in an international environment.

Personal development happens by stepping outside of your comfort zone, which is why we are dedicated to challenge but also support our students on their path of personal growth. The European and Asian Business Management program could be the start of the journey you have been looking for to explore and develop your potential.

5

Why choose University of Zurich?

University of Zurich is ranked in the top 75 universities worldwide. It is accredited by EQUIS and AACSB, institutions with the highest standards of quality in business education at global level.



Our Study Programs

MAS European and Asian Business Management

We believe that intercultural competence is a skill which cannot be learned solely from books – it must be experienced. This unique program will provide you with deep insights and help you gain the skills necessary in cross border business management in the European and Asian context.

DAS European and Asian Business Management

This DAS is designed for professionals who wish to update their managerial knowledge in the context of European and Asian business through attending taught courses and case study sessions.

CAS Chinese Business Management

This CAS is defined by its clear China focus. You will acquire specialized management knowledge applied to the Chinese market and understand the implications of cross-cultural challenges. You will gain management competencies and the ability to keep pace with the fast-changing Chinese business environment.

CAS European Business Management

This CAS focuses on European markets and Swiss competitiveness. Family businesses and large corporations are studied within the context of European governments and societies. Lectures from academics and business professionals, company visits, case studies and class discussions create a broad learning experience.



What is an MAS?

A Master of Advanced Studies (MAS) is an advanced academic degree. MAS programs are usually non-consecutive studies for post-graduates tailored for specific subjects with well-defined requirements for practical applications. The MAS European and Asian Business Management from the University of Zurich requires a minimum of 70 ECTS credits to graduate.

What is an DAS?

A Diploma of Advanced Studies (DAS) is a post-graduate academic diploma. It is designed for professionals who seek to deepen theoretical knowledge and applied experiences in selected business topics from our MAS European and Asian Business Management program. Students shall earn 11 ECTS credits from the Fundamentals in Management on Master Level module and take the 2 CAS market-specific modules. The DAS European and Asian Business Management from the University of Zurich requires a minimum of 35 ECTS credits to graduate.

7

What is a CAS?

A Certificate of Advanced Studies (CAS) is a post-graduate academic certificate. It is designed for work professionals who seek a continuing education study in a specified subject to advance their professional qualifications. The CAS Chinese Business Management and the CAS European Business Management from the University of Zurich require a minimum of 12 ECTS credits respectively to graduate.



Meet our Lecturers

All of our faculty members are specialists in their field. A selection of the professors together with some of the faculty who have taught in our programs is listed below. The faculty is subject to change.



Prof. Dr. Olga Annushkina

SDA Bocconi School of Management

Management of European Multinational Corporations

8



Prof. Dr. Parissa Haghirian

Sophia University, Tokyo

Asian Business Series: Japan



Prof. Dr. Christian Ruff

University of Zurich

Neuromanagement



Prof. Dr. Jan-Egbert Sturm

Swiss Federal Institute of Technology, ETH Zurich

Swiss Competitiveness



Prof. Dr. Alexander F. Wagner

University of Zurich

Corporate Finance



Prof. Dr. Thomas Zellweger

University of St. Gallen

Swiss Family Business



Prof. Dr. Mimi Zou

University of Exeter and University of Oxford

The Ecosystem of Chinese Enterprises

Prof. Dr. René Algesheimer, University of Zurich | **Prof. Dr. Shazhad Ansari**, University of Cambridge | **Prof. Dr. Marleen Dieleman**, National University Singapore | **Prof. Dr. Wei Li**, Cheung Kong Graduate School of Business | **Prof. Dr. Yang Li**, Cheung Kong Graduate School of Business | **Prof. Dr. Jochen Menges**, University of Zurich | **Prof. Dr. Michel Phan**, Emylon Business School | **Dr. Matthias Schaub**, University of Zurich | **Prof. Dr. David Stadelmann**, University of Bayreuth | **Prof. Dr. Xinhua Wittmann**, University of Zurich | **Prof. Dr. Jack Yan**, Zhejiang University.



My goal is to provide students with an engaging course that is based on interaction. These study programs give students a great opportunity to foster intellectual curiosity as well as to build international connections.

Prof. Dr. David Oesch, University of Zurich
Financial Accounting



MAS European and Asian Business Management

Overview

Duration	3 Semesters Full-Time 4 to 5 Semesters Part-Time
Venue	Switzerland
Costs	CHF 38 500 (application fee CHF 200 excluded)
ECTS	70 ECTS Credits

10

Awarded Certificate Master of Advanced Studies UZH
in European and Asian Business Management

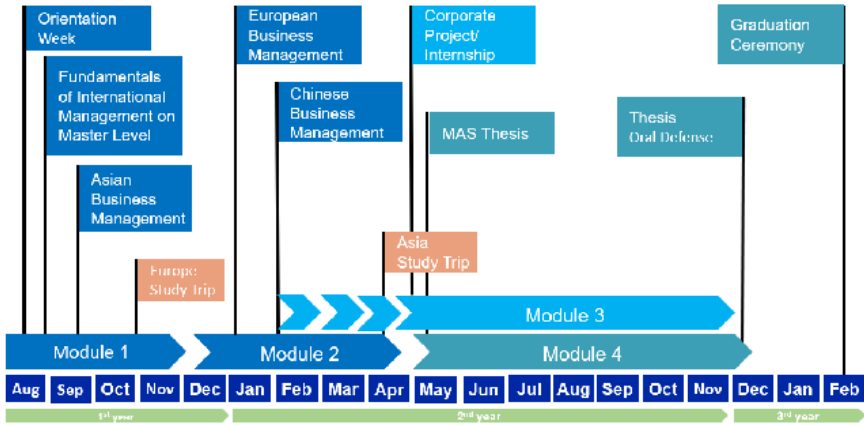
Course Language English

Modules

1. Fundamentals of International Management on Master Level
2. Asian Business Management
3. European Business Management
4. Chinese Business Management
5. Corporate Project / Internship
6. MAS Thesis

Electives

1. Foreign language course: German or Asian language courses are offered during the first module.
2. Mentoring program
3. Company visits and evening seminars
4. Field Study Trip:
 - 1 week in Europe (additional fees required)
 - 2 weeks in Asia (additional fees required)



Exams Every module consists of several courses and each course is tested individually.

11

Corporate Project/ Internship

The Corporate Project/Internship forms an integral part of this MAS program. The required time is 6-8 months of full-time work. Participants are responsible for finding an internship position individually. The program offers support through various initiatives.

MAS Thesis

The MAS Thesis is written in groups of 2-3 students and is supervised by a program instructor. It is required to have an oral defense of the MAS Thesis.



I made so many great friends and we are still in contact today. The courses covered many topics and the professors made it dynamic and comprehensible. Active discussions were encouraged and I always felt motivated and taken seriously.

Xiongwei about his MAS Studies

MAS Curriculum

Fundamentals in International Management on Master Level*

Applied Business Ethics

Asian Business Series

- Focus India
- Focus Japan
- Focus South Korea
- Focus Singapore / ASEAN
- Focus Indonesia

12

Corporate Finance

Financial Accounting

Innovation Management

Leadership and HR Management

Macroeconomics

Marketing in the Era of Digitization

Neuromanagement

Research Methodology

Strategic Management

Supply Chain Management

European Business Management*

Case Studies on Cross-Border Business -
Focus Europe

European Business Environment,
Government and Society

European HR Management and Strategies

International Negotiation: The Art of Swiss
Mediation

Luxury Brand Management

Management of European Multinational
Corporations

Swiss Family Business

Swiss Competitiveness

Strategic Branding and Retailing (elective)

Chinese Business Management*

Case Studies on Cross-Border Business -
Focus China

Chinese Culture and Enterprise Management

Chinese Banking System

Chinese Digital Business: e-Commerce,
Marketing and Entrepreneurship

Innovation in China

The Ecosystem of Chinese Enterprises

The Emergence of Chinese Global Business
Leaders

Corporate Project / Internship

The Corporate Project is an integral part of the MAS program and is conducted in the second and third semesters. Depending on personal interests and career ambitions, students can choose elective courses from a range of subject areas and undertake either applied research project (real-life consulting project, case study, own start-up, sector- or country-specific analytics) or an internship in a company.

The management team of the program and MAS mentors offer support, advice and guidance that is tailored to the students' own specific needs. Over the years we have established a broad network with organizations for practical projects. Here are a few examples:



Electives

Selected elective courses are available to help you deepen your understanding of specific topics, expanding the core-syllabus. Company visits, tours of their production lines and back offices are planned each year.

Evening Seminars

Guest speakers from various different industries share their insights into experiences, challenges and successes in their field of expertise. The open discussion offers practical insights into various fields and industries - this is the perfect occasion to network.

Career Development Instrutions

To further support our students to be ready for the international job market, we organize personal branding workshops to develop the students curriculum. Interview preparation and presentation skills will be topics we will be focusing on as well. These tools will be useful for the students throughout their careers.

Language Course

A free language course will be offered to MAS students. German language course is required for Asian students. Asian language courses available at the Language Center of UZH and ETHZ will be offered to Western students. The language courses will take place from September to December.

Field Study Trips

To round up our students' business insights of specific market knowledge, we offer at additional cost a 1-week study trip to Europe and a 2-week study trip to Asia. Students will be visiting different companies, partner universities, institutions and build international network.

14





MAS Mentors

The MAS mentoring program pairs our MAS students with entrepreneurs and industry leaders in Switzerland. This program has been extremely effective for our students, enabling them to come in direct contact with seasoned executives, get support for finding an internship and connect with the right people for their future career.

Student Sport

The Academic Sports Association Zurich (ASVZ) offers courses in more than 120 disciplines from Aikido and Afro Dance to Yoga and Zumba. Over 30 locations in and outside of Zurich set the stage for your experience.

15

As an EABM MAS mentor, I'm proud to support talented young professionals with their career development. It gives me great pleasure to share my experience and, by actively working together with the students, I hope to reduce their learning curve. I am inspired to guide candidates during the program in a variety of cross-cultural environments and amazed to see how fast they accomplish their goals in a short period of time.



Ewald about his role as an MAS Mentor

DAS Chinese Business Management Overview

Duration 2 Semesters, held on Friday, Saturday and Monday

Venue Switzerland

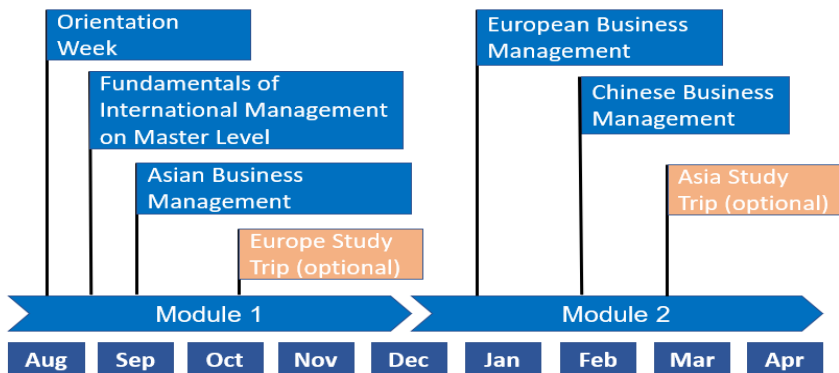
Costs CHF 23 000

ECTS 35 ECTS Credits

Awarded Certificate Diploma of Advanced Studies UZH
in European and Asian Business Management

Course Language English

- Modules**
1. Fundamentals of International Management on Master Level (must take 11 ECTS credits from this module)
 2. Asian Business Management
 3. European Business Management
 4. Chinese Business Management



CAS European Business Management

Overview

Duration 4 Weeks, held on Monday, Friday and Saturday

Venue Switzerland

Costs CHF 8 000

ECTS 12 ECTS Credits

17

Awarded Certificate Certificate of Advanced Studies UZH
in European Business Management

Course Language English

CAS European Business Management *

- Case Studies on Cross-Border Business – Focus Europe
- European Business Environment, Government and Society
- European HR Management and Strategies
- International Negotiation: The Art of Swiss Mediation
- Luxury Brand Management
- Management of European Multinational Corporations
- Swiss Family Business
- Swiss Competitiveness
- *Strategic Branding and Retailing (elective)*

Module 2

Jan

Feb

CAS Chinese Business Management Overview

Duration 4 Weeks, held on Monday, Friday and Saturday

Venue Switzerland

Costs CHF 8 000

ECTS 12 ECTS Credits

Awarded Certificate Certificate of Advanced Studies UZH
in Chinese Business Management

Course Language English

CAS Chinese Business Management *

- Case Studies on Cross-Border Business – Focus China
- Chinese Culture and Enterprise Management
- Chinese Digital Business: e-Commerce, Marketing and Entrepreneurship
- Chinese Banking System
- Innovation in China
- The Ecosystem of Chinese Enterprises
- The Emergence of Chinese Global Business Leaders

- Company visit (elective)

*Subject to change

Module 2

Feb

Mar

Key Features



Specialised Curriculum

Our advanced courses in international business management as well as in-depth study of European and Asian markets are taught from an institutional, economic and cultural perspective. Students in our programs are trained to become managers at

Internationalized Learning

The international faculty, featuring professors from top universities around the world, offers students a unique opportunity to interact with lecturers from Oxford or Tsinghua while studying at the campus of the University of Zurich. The scholarly output is supplemented with diverse guest lectures from the business world, as well as with group work with students from various backgrounds.



19



Applied Knowledge and Skills

The combination of classroom learning and practical project/internship experience enables students to master a range of skills and research methods applicable to business situations. Graduates of this program are distinguished in particular by their ability to complete a practical project in a fully independent manner.

Long-Lasting Network

The bonds in this course are not only formed between students but also with faculty members, company representatives, as well as supervisors and mentors. These connections open doors to the future and create a long-lasting network.



Voices from our Graduates



In the friendly and international environment at Swarovski your hard work is appreciated. For my future career I will profit from the communication skills, strategical analysis and detail-oriented mindset I have learned in class and during my internship. This program taught me practical application of theories.

Sarah about her MAS Internship



20



During my job interview at Google I was asked about intercultural competence and communication. These topics were extensively dealt with in class and this is what got me hired.



Ali about his Job Application Experience



The MAS was a fantastic experience of cultural sharing and contextual learning. The amazing mix of personalities and backgrounds created a strong learning culture and it has helped me every day in my career since.

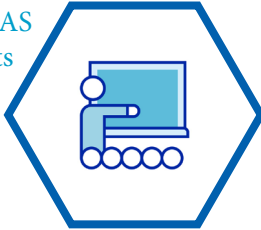
Reyyan about the MAS Experience



Our Students

Figures based on the past 5 cohorts.

Max. 45 MAS
students
Class Size



69 %
Female Students



26.1
Average Age
at Entry



20+
Nationalities



2.6
Average Years
of Work
Experience



Application Requirements

Requirements

To be eligible to apply to our MAS or CAS programs you need to have:

- Master's or Bachelor's degree from an accredited university.
- At least 1 year of work experience without interruption or 1.5 years accumulated.
- Proof of English language skills : IELTS 6.5 (no section lower than 6.0), TOEFL iBT 80 or equivalent

22

How to apply

Our application process is very simple. Prepare the documents (see below) and upload them at:

<https://www.eabm.uzh.ch/static/application/#/booking/eabm?lang=en>

You will hear from us within a week.

Documents needed

- CV
- Motivation letter with details about your current position, achievements and personal objectives (one A4 page)
- Copy of Bachelor's or Master's diploma
- Transcript of academic record
- English language certificate or equivalent proof of English skills

This QR code brings you directly to the application page on our website.



Studying in Switzerland

Welcome to Zurich, one of the most vibrant economic hot-spots in Europe, world-famous for its high quality of life and strong innovation culture.

The excellent public transportation system is only one of the aspects which contributes to the high standard of living. The clean air, the closeness to nature and the mountains as well as the safe environment are other qualities that make a stay in Zurich worthwhile. The biggest city in Switzerland offers plenty of indoor and outdoor activities in both winter and summer.



Contact us

We look forward to hearing from you by phone or by email, or arrange a visit to our office.

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