

Lucerne University of  
Applied Sciences and Arts

**HOCHSCHULE  
LUZERN**

FH Zentralschweiz

# INTERNATIONAL BACHELOR DEGREE PROGRAMMES

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Recognised for excellence  
5 star - 2015

# WELCOME TO LUCERNE UNIVERSITY OF APPLIED SCIENCES AND ARTS

Lucerne University of Applied Sciences and Arts is committed to providing high quality education and research services in central Switzerland through its schools of Engineering and Architecture, Business, Information Technology, Social Work, Art and Design, and Music. These schools prepare students for a professional career by helping them gain the expertise they will need for succeeding in an environment where innovation, creativity and entrepreneurship are rapidly gaining importance. It also uses a strong, practice-based and interdisciplinary approach that enables them to meet the challenges of the twenty first century. Although it is firmly anchored in the region, the university continues to develop its strong international network, not only for the benefit of students and lecturers but also by serving the interests of the business community and society. I hope that you, too, will soon join our community.

Learn more about our university and its Bachelor programmes in this brochure.

I look forward to welcoming you soon to Lucerne University of Applied Sciences and Arts.



A handwritten signature in black ink that reads "Markus Hodel". The signature is written in a cursive, flowing style.

**Markus Hodel**

President Lucerne University of Applied Sciences and Arts

# ABOUT THE **LUCERNE UNIVERSITY OF APPLIED SCIENCES AND ARTS**

**Lucerne University of Applied Sciences and Arts offers academic and practice-based learning programmes to help students reach their career goals. It also features state-of-the-art facilities and a comfortable learning environment in a beautiful city.**

Our students benefit from a personal learning environment – in the form of seminars, tutorials, or longer-term projects – where they have direct contact with experts and receive immediate feedback on their work. This enables teaching staff to develop applied tasks and increase our students' motivation and confidence. With the direct support of experienced lecturers, our students can be sure to get the help they need to succeed in their studies.

Students gain initial practical experience during their studies through integrated modules that include study trips (e.g. the International Campus Experience programme) and applied studies in collaboration with industry partners.

Lucerne University of Applied Sciences and Arts is affiliated with the University of Lucerne and the University of Teacher Education Lucerne (UTE) as a way of providing a truly interdisciplinary learning environment. Its programmes cover a wide range of cultural, economic, technical, legal, political and ethical subjects.

Lucerne University of Applied Sciences and Arts was the first university of its kind in Switzerland and Germany to receive the *Recognised for Excellence 5 Star* award.

While the university is located in Lucerne, a small city in the middle of German-speaking Switzerland, many of its academic programmes have a strong international orientation.



# BACHELOR OF SCIENCE IN ENERGY SYSTEMS ENGINEERING

## Take part in shaping the future

The international community stands firm behind the Paris agreement to combat climate change while in Switzerland the population has also voted in favor of the Energy Strategy 2050. To contribute to a sustainable solution yourselves, earn a bachelor's degree in Energy Systems Engineering in the heart of Switzerland.

## Is this programme for me?

The bachelor's programme is open to students from both Switzerland and abroad, learning together in group projects and hands-on experiments via interdisciplinary studies. The programme enables students as well as international experts and lecturers to contribute global perspectives and experiences.

## Content

Students develop system skills, enabling the integration of acquired know-how in electrical energy, mechanical and thermal energy, in business administration, as well as social and environmental science. Personal interest is accommodated by many electives and by the option to specialize in either Technology and Environment or/and in Business Application.



*"This programme is particularly valuable to me, due to its inter-disciplinary and practical approach in applying the Material, Energy and Business Sciences in combination through project oriented curricula."*

**Robert Beaufait, USA**



### Learning goals

- The ability to evaluate conventional and renewable energy sources from an environmental perspective over the entire life cycle (from cradle to grave).
- A comprehensive perspective of the energy systems' operating efficiency, availability and safety in an appropriate way.
- Insights of innovation processes and business models to be applied to either existing industrial companies, commercial firms, public sectors, or into own start-ups.
- The know-how to contribute to the services offered by companies who are active in the areas of energy trading, energy policy, energy planning and energy consulting.
- Understand the mechanisms of economic policy and to know the principle of ethics in the world of business.

### What comes after graduation?

Graduates have been granted employment with utility companies and consulting offices as: Business Analyst, Project Engineer, Product Manager; and in the academic field as Research Assistant on the topics of Heat Storage and of Energy Management. They are well prepared for master's degree programmes in either Engineering, Environmental Science, or in Business Administration.

### Contact

#### Lucerne School of Engineering and Architecture

Bachelor's and Master's Secretariat  
Technikumstrasse 21  
CH-6048 Horw  
T +41 41 349 34 27  
energy-systems@hslu.ch  
[www.hslu.ch/energy-systems](http://www.hslu.ch/energy-systems)



**Prof Uwe W Schulz**  
Head of Programme  
[uwe.schulz@hslu.ch](mailto:uwe.schulz@hslu.ch)

# BACHELOR OF SCIENCE IN INTERNATIONAL BUSINESS ADMINISTRATION

## Is a degree in business right for you, if so, which one?

Are you curious about the world of business? Would you like to pursue an international career? Does the chance to travel for work sound appealing? Want to improve your critical thinking and problem-solving skills? Yes. A degree in business may be right for you.

## Programme content

The Lucerne Business School offers a comprehensive higher education programme with 3 majors – International Management & Economics, Accounting, Finance & Banking, and Tourism. This professional qualification meets the demands of a challenging work environment.

## Major in International Management & Economics (IM&E)

IM&E focuses on the competencies required by today's knowledge workers to plan, coordinate, and enjoy the benefits of working in a global organization, it is ideal for students with a global mind-set and international aspirations. Core modules include Project Management, Intercultural Management, Managerial Economics, International Economics and Policy & Global Value Chain. Suitable for candidates interested in not only management and economics but also critical thinking skills, business and economic analysis, intercultural communication and problem solving.



*“What I like best about the major is the emphasis on intercultural awareness in a management context which helped me broaden my horizons. The experience gained on my exchange semester in Sweden not only increased my self-confidence but my personal sensitivity towards others. I believe this programme is perfect for open-minded future world managers, who want to work in an international environment.”*

**Maryam Boghdadi (IM&E student)**

→ Maryam tells more at

[www.hslu.ch/bachelor-international-mgt](http://www.hslu.ch/bachelor-international-mgt)

### **Major Accounting, Finance & Banking (AFB)**

AFB is targeted on students who seek to develop strong financial competencies. These include the recording, presentation and analysis of a company's financial performance as well as its controlling mechanisms and strategic possibilities. Students will gather know-how about tools, concepts and procedures to be provided within a company, thereby contributing to the implementation of its strategy. The curriculum includes the principles of corporate finance, corporate valuation and investments and Swiss and international banking.

### **Major Tourism & Hospitality Management**

The major focus is on the business and management principals of the travel and tourism industry, including sustainable business practices. Suitable for those interested in tourism destination management, hotel management, or product development in tourism. The courses also include hospitality & event management, digital tourism, sustainable tourism, sports & health tourism, and tour operating with a special focus on international markets.

### **Bachelor of Science in International Business Administration – then what?**

This degree will qualify you to position yourself favourably in a variety of business areas including profit and not-for-profit international companies and organisations. Or, alternatively, to do a Master's Degree anywhere in the world.

### **Contact**

#### **The Lucerne School of Business**

Zentralstrasse 9  
P.O. Box 2940  
CH-6002 Lucerne  
T +41 41 228 41 54  
bachelor-business@hslu.ch  
www.hslu.ch/bachelor-business



#### **Prof Pius Muff**

Head of Bachelor of Science in  
International Business Administration







# BACHELOR DESIGN MANAGEMENT, INTERNATIONAL (DMI)

## Why design management?

Design is not just about making things look good but includes key aspects relating to processes, operations and strategy. Design is essential for organisations that seek to optimise value, and the DMI programme is therefore dedicated to helping students understand not only the business of design but also the role of design in business.

## Is this programme for me?

Are you interested in design but do not necessarily want to become a designer? Are you someone who likes getting things done and enjoys managing projects and working with people? And do you like thinking about processes and developing strategies?

If so, why not consider a future as a design manager.

## Our programme

The DMI programme offers two specialisation tracks in product and communication design management that share the same core curriculum of the three-year Bachelors' programme.

### FIRST YEAR: EXPERIENCING DESIGN

- Foundation in design management and design skills
- Design and business, international communication



*“Dynamic course, diverse students, undergraduate design management at its best!”*

**Kathryn Best (Author, speaker, consultant)**

### SECOND YEAR: COMPREHENDING DESIGN

- Design and organisation, persuasive communication
- Product and communication development
- Design and ecosystems, service design

### THIRD YEAR: MANAGING DESIGN

- Design and market
- Marketing communication, brand innovation
- Product innovation
- Design and strategy

## Learning goals

Graduates of the DMI programme have a broad understanding of the common ground in design and business. They know how to develop a business plan and can lead by applying the design process. Furthermore, they are keen team players, can persuade others of a shared vision, and are eager to reach their goals. In short, they are well versed in using design as a way of mediating and creating business value.

## What comes after graduation?

Design management is an emerging field with many promising job opportunities. While some graduates are in demand as project managers in design teams or as service design developers, others start their careers as product managers, marketers, or event managers. Or they successfully start their own company.



## Contact

**Lucerne School of Art and Design**  
Design Management, International  
Baselstrasse 61b  
CH-6003 Lucerne  
dmi@hslu.ch  
T +41 41 248 64 64



## Jan-Erik Baars

Co-direction  
jan-erik.baars@hslu.ch

## Learn more

[www.hslu.ch/designmanagement](http://www.hslu.ch/designmanagement)  
[www.facebook.com/DMILuzern](https://www.facebook.com/DMILuzern)  
[twitter.com/designmgmtintl](https://twitter.com/designmgmtintl)  
[blog.hslu.ch/designmanagementintl/](http://blog.hslu.ch/designmanagementintl/)

## DMI Alumni

[dmialumni.tumblr.com](https://dmialumni.tumblr.com)

# BACHELOR OF SCIENCE IN INTERNATIONAL IT MANAGEMENT

## THE BUSINESS OF TOMORROW IS DIGITAL, INTERDISCIPLINARY, INTER- CULTURAL AND INTERNATIONAL

The Bachelor of Science in International IT Management combines education and international exchange in a way that is unique in Switzerland. This new English-language degree programme teaches young professionals how to successfully manage IT projects in an international, interdisciplinary and intercultural environment.

### Is this programme for me?

This bachelor's programme is open to students who have gained practical experience through projects in Switzerland and abroad in order to shape the digital future.

### Content

The programme consists of a generalist component combined with a major in business or technology. In the generalist component, students acquire foundational management, IT, project management and intercultural skills. The major modules will be completed during the two mandatory exchange semesters at partner universities of the Lucerne School of Information Technology. The first semester abroad will take place during the third semester in the Anglo-Saxon region. The second semester abroad will take place during the sixth semester in an Asian country.



*“The bachelor’s degree in International IT Management is a very interesting option. ICT is evolving into different, highly specialized units that have the highest possible level of expertise in their branch. As an individual department, company or person, it is not possible to cover all areas. This makes it even more important to be able to work together with different partners. These partners are often not based in your home country. Instead, they are increasingly located in Asian countries such as China, Vietnam and India, or in Eastern Europe. Contractual negotiations with people from China are absolutely opposite to those carried out in western countries. Communication must take place in other languages and be supported with suitable tools. All this requires a degree programme that goes far beyond that seen in ‘normal’ IT studies.”*

getAbstract AG, Dr. Patrick Brigger, Co-Founder & CTO

## Learning goals

- Competencies in business software development, computer architectures, web & communications technologies and information security, as well as practical skills in business intelligence, artificial intelligence and big data management.
- In-depth skills in the application of agile methods in project and process management.
- International experiences and intercultural skills in different cultures (Asia, English-speaking countries) through semesters abroad.
- Practical skills in digital business models, business and supply chain management, ERP systems, accounting, international law, operational and strategic management.

## What comes after graduation?

In the course of digitisation and globalisation, the graduates will be highly sought after in the following fields of activity:

- Implementation of international IT projects, leading international teams
- IT management in an international environment



- Planning and implementation of IT systems and applications in foreign subsidiaries
- Technical IT consulting in an international context

Moreover, graduates can apply for one of the following master's programmes at the Lucerne School of Information Technology and the Lucerne School of Business:

- Master of Science in Engineering
- Master of Science in Business Information Technology
- Master of Science in Business Administration

## Contact

### Lucerne School of Information Technology

Campus Zug-Rotkreuz

Suurstoffi 41b CH-6343 Rotkreuz

T +41 41 757 68 11

[informatik@hslu.ch](mailto:informatik@hslu.ch)

[www.hslu.ch/bachelor-iim](http://www.hslu.ch/bachelor-iim)



### Peter H. Wullschleger

Head of Degree Programme

[peter.wullschleger@hslu.ch](mailto:peter.wullschleger@hslu.ch)

# THIS IS HOW OUR INTERNATIONAL STUDENTS SEE SWITZERLAND



Daniel Gomez "Masana\_Go all the way"



Saga Ahltin "Sandberg"



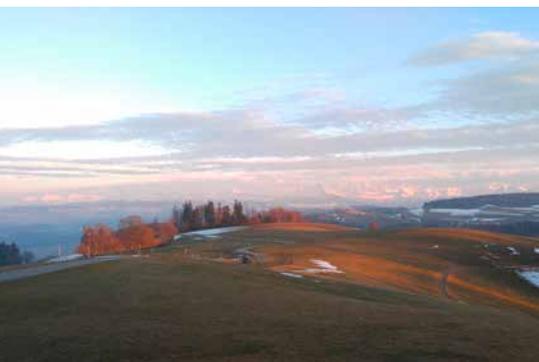
Gabriela González "Shine on me"



Jami Forslin "Sky full of Water"



Mathew Giesbrecht "Kayaking"



Kai Ho Wong "Typical Switzerland"



Chi Kueng "Best of Blue in Lucerne"

### **Lucerne School of Engineering and Architecture**

Technikumstrasse 21

CH-6048 Horw

T +41 41 349 33 11

[www.hslu.ch/engineering-architecture](http://www.hslu.ch/engineering-architecture)

### **Lucerne School of Business**

Zentralstrasse 9

CH-6002 Luzern

T +41 41 228 41 11

[www.hslu.ch/business](http://www.hslu.ch/business)

### **Lucerne School of Art and Design**

745 Viscosistadt

Nylsuisseplatz 1

CH-6020 Emmenbrücke

T +41 41 248 64 64

[www.hslu.ch/art-design](http://www.hslu.ch/art-design)

### **Lucerne School of Information Technology**

Campus Zug-Rotkreuz

Suurstoffi 41b

CH-6343 Rotkreuz

T +41 41 757 68 11

[www.hslu.ch/bachelor-iim](http://www.hslu.ch/bachelor-iim)