

Lucerne University of
Applied Sciences and Arts

**HOCHSCHULE
LUZERN**

Business

Master of Science in

Business Administration with a Major in Online Business and Marketing

www.hslu.ch/en/master-obm

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Preface

Design the digital markets of tomorrow!

The Internet has conquered all spheres of life. Our smartphones and tablets keep us permanently online, changing our consumer habits and influencing the way we process information and communicate. Demand for skilled specialists with the know-how and abilities to successfully face the challenges of this digital world is growing exponentially. **Our Major Online Business and Marketing conveys the competences required to develop both creative concepts and digital business models, and also market them most expeditiously. Students will acquire strategic planning abilities in online communication and online marketing.**

Foundation: The modules of these four semesters are divided into two extensive, closely-linked thematic sections. In the first academic year, students will participate in a joint course portfolio, together with all other Majors of the Master of Science in Business Administration. They will benefit from exciting exchanges in interdisciplinary teams and acquire valuable Service Management, Change Management and Customer Relationship Management know-how.

Consolidation: Successful Customer Integration entails huge challenges faced by organisations. The module of the same name therefore teaches students both how to promote creativity and customer engagement and how these can be harnessed from a business viewpoint. The technical foundations required are covered in the Online Platforms and Interfaces module. Knowledge of how to creatively develop and implement digital business models is one of the abilities crucial for every modern SME – whether involved in manufacturing or web marketing. With the interdisciplinary knowledge acquired, our graduates will realise complex online projects, operating at the interface between strategic planning and operational implementation.

Our Master of Science in Business Administration, with a Major in Online Business and Marketing, will pave the way for attractive development and advancement opportunities in a fast-growing industry – both in Switzerland and internationally.



Douglas MacKevett
Head of Major Online Business
and Marketing
Lucerne University of Applied Sciences
and Arts, School of Business

“Our degree focuses on Online Business and Marketing models from the beginning. Together with our network of experts and industry partners, students provide data-driven solutions to business problems in hands-on, interactive settings.”

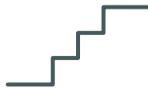
The degree course at a glance



These studies build on a Bachelor degree in Business Economics, Economic Sciences or Commercial Law. Students with a degree in related disciplines are also accepted.



They offer scientifically sound and at the same time practice-orientated professional and management training.



The Master of Science (MSc) in Business Administration with a Major in Online Business and Marketing is of interdisciplinary orientation and modular design. Graduates are being prepared for a career in the online world in a practical and action-orientated manner. Their knowledge and competences will allow them to quickly familiarise themselves with issues concerning online marketing, e-commerce and digital business processes, as well as the management of projects or teams.



During their last semester, students will write up their Master thesis on a problem definition from practice.



This study course usually runs over four semesters and comprises 90 ECTS.



Student workload amounts to some 2,700 hours.

Students graduate with a Master of Science (MSc) in Business Administration, an internationally recognised title.



Graduates will be qualified to perform demanding specialised and project tasks in the online communication and online marketing sector. Their economic training is complemented by various other disciplines. Their competence in grasping complex problem definition and their context, and ability to develop successful solutions also offer optimum conditions for a successful career in many other industry sectors.



Students will be allowed to follow an occupation or care for their families for 50% of their time while completing their degree.



There is an option to study at a university abroad for one semester.

Consecutive Master: The second level of university studies

The Bologna Reform 2008 ensures students graduate from universities and universities of applied sciences with the same internationally recognised title of Bachelor or Master.

What is a consecutive Master, and what are the benefits?

Consecutive Master studies are those building on a Bachelor's degree (Lat. *consecutio* = consequence, effect). They are generally directed at Bachelor graduates who are extraordinarily competent and ambitious and seeking a higher academic qualification. The minimum requirement for participation in a consecutive Master program is a Bachelor degree or equivalent qualification. Consecutive Master studies at universities of applied sciences usually comprise 90 ECTS (European Credit Transfer and Accumulation System). This corresponds to some 2,700 hours of work - usually spread across four semesters.

Consecutive Master studies build on competences acquired during students' Bachelor studies. They offer a professional consolidation with a focus on scientific competence, while simultaneously concentrating on practical application. They promote students' analytical and reflective competences and open up new middle

and upper management perspectives to graduates. Many Master programs offer the option to follow an occupation while studying. Students therefore benefit from a direct transfer of knowledge and can set out on or continue their professional career development without any interruption while studying. Thanks to the Bologna system, consecutive Master titles are acknowledged internationally, enabling graduates to also work outside of Switzerland.

A Master of Science is not the same as a Master of Advanced Studies

A consecutive Master is a secondary level of education, not to be mistaken for a Master of Advanced Studies MAS or an Executive Master of Business Administration EMBA. Both MAS and EMBA are professional development study courses, which assume participants have several years of practical experience under their belt. With consecutive Masters, there is a greater workload, and scientific standards are higher.



LUKAS STUBER

**MAJOR ONLINE BUSINESS AND MARKETING
LECTURER, DEPT AGENCY MANAGING PARTNER**

“The online world develops at increasing speed – and online marketing with it. This means that the demand for people with relevant know-how in the Swiss market is also increasing, and unchecked at that. But it is exactly these people who are still rare. That’s why the Swiss workplace urgently needs graduates of this Lucerne University of Applied Sciences and Arts Major.”

Why a Master of Science in Business Administration with a Major in Online Business and Marketing?

Would you like to develop your professional and vocational career? Are you looking for a practice-orientated and simultaneously scientifically founded education to open up interesting career advancement options in the economic sector? Would you like to find out more about digital business models and adequate product and services marketing on the Internet? Would you like to learn how to expediently integrate online customers into business processes? Do you require know-how of the web platform required to reach customers and stakeholders both quickly and directly? Then the extra-occupational Master of Science in Business Administration with a Major in Online Business and Marketing is just the thing for you - a study course which conveys all relevant competences of the online marketing world.

A degree much in demand

A demand analysis undertaken with numerous Swiss organisations has shown that there is a high demand for qualified business economists. Our consecutive Master in Business Administration is future-orientated, and its study contents perfectly address the needs and expectations of organisations in a digital world which is constantly changing. There is an exceptional demand for action-orientated specialists in the online and digital sectors. The knowledge acquired during their Major Online Business and Marketing studies enables graduates to react to the latest trends in the online communication and online marketing sectors and to manage demanding projects.

A valuable degree offering interesting perspectives

This Master is a scientifically founded and simultaneously practice-orientated advanced professional and management training course with an international dimension. It offers essential preconditions for a successful professional career in the online business and marketing sector. Graduates can expect especially promising professional development and career opportunities in the long term. Thus, they have every opportunity to follow exciting career pathways on an operational and strategic level inside the digital world. The Major Online Business and Marketing will also enable them to take on demanding professional and management roles and to realise complex online projects at the interface of strategic planning and operational implementation.

Potential fields of activity provided by an MSc Major Online Business and Marketing

Graduates can take on key functions as project managers, communication specialists or communication managers with an online focus, in skilled staff work (strategic planning), in business development or as a social media manager. This includes a wide variety of tasks, for instance online communication and marketing consultancy, online marketing management or e-commerce management. Master graduates have also proven themselves excellent start-up founders and business people – what kind of innovative ideas will we see in the future?



MARTINA BÜHLER

**MAJOR ONLINE BUSINESS AND MARKETING
GRADUATE, HEAD MARKETING & COMMUNICATIONS
OF LOANBOOX, CO-FOUNDER ARTIAZZA**

“Even today, I still benefit daily from the content learned in Major OBM. I particularly liked the overview of the various fields of application and the practical exchange with lecturers and fellow students.”

The success factors of the Lucerne University of Applied Sciences and Arts

You will acquire the knowledge and competences you will need today, as well as access to a well-maintained network.

High-quality studies in a personal atmosphere

Our small focussed study groups, our personal support and the direct exchange with our lecturers and external practice partners enable us to offer high-quality studies in a personal atmosphere.

Practical relevance

Our program is characterized by its closeness to corporate practice. Next to processing current and relevant questions on online-related issues, guest speakers from the management sector of leading organisations will enhance everyday studies. To ensure that scientific character and practice orientation relate to each other in a meaningful manner, the lecturers teaching at Master level both have solid scientific and current practical experience. All modules are conveyed using the Problem-Based Learning approach, i.e. subject matter will always be based on concrete practice cases.

Cutting-edge and effectively networked

Both our Lucerne School of Business lectures and guest speakers directly introduce their valuable practical and research experience into lessons. This also facilitates the acquisition of scientific practice projects and Master theses. Students therefore benefit directly from a mutual

transfer of knowledge between science and economy as well as from a broad, extensive and well-maintained network.

The Lucerne campus

Lessons take place at a central location in Lucerne. Our classrooms can be reached from Lucerne station in a matter of minutes. In addition, our location in Lucerne offers a wide variety of links to agencies, organisations and experts from the communication and marketing sectors of central Switzerland.

Diverse career pathways in online communication and online marketing

Our graduates acquire the prerequisites for a successful professional development. They can now be found working in national and international agencies, SMEs and large corporations, amongst others in the online and performance marketing, business development, e-commerce, business analytics or social media campaigning sectors.

Contributions to the study course

Beyond the management of their own studies, students have a large variety of options to participate in the design of their study course. Amongst others, these options

include contributing to lessons or to electronic learning platforms themselves, for instance in the shape of questions and discussions, blog contributions or event organisation, as well as suggestions for current excursions and the subjects of term papers, project reports or Master's theses.

Working while completing your degree

Due to our compact timetable, studying time spread evenly across all four semesters and specific block teaching, it is possible to participate in studies and course-related vocational activities (max. 50 %) at the same time. This enables students to enhance their practical experience during their studies. The Lucerne School of Business also offers outstanding students a limited number of fixed-term contracts as research associates.

Studies also possible spread across six semesters

In coordination with their Head of Studies, there is an option to complete their Master within 6 semesters for students aiming to work simultaneously for 60–70 % of their time while studying.

Facts & Figures

STUDENTS



AVERAGE SALARY

Average salary in CHF (one year after graduation in 2016) of students of the MSc in Business Administration.
Source: Swiss Federal Statistical Office.



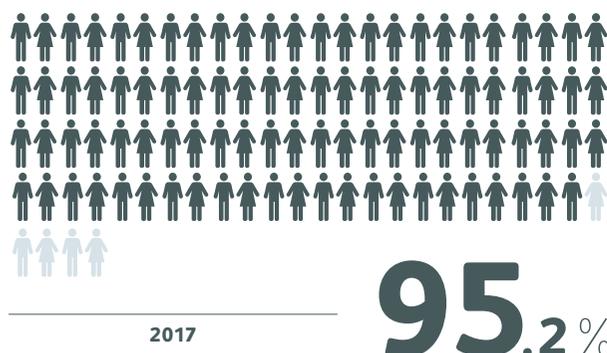
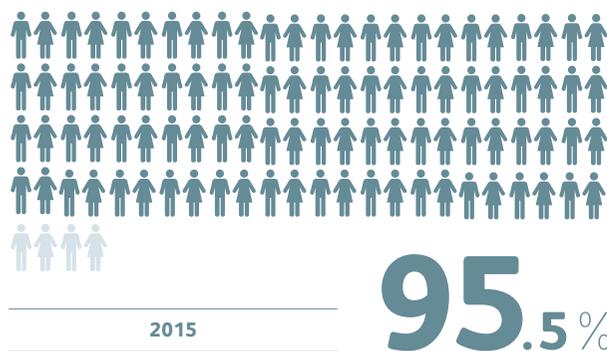
MANAGEMENT POSITIONS

The following proportion of graduates has achieved a management position six month after finishing their Master degree.



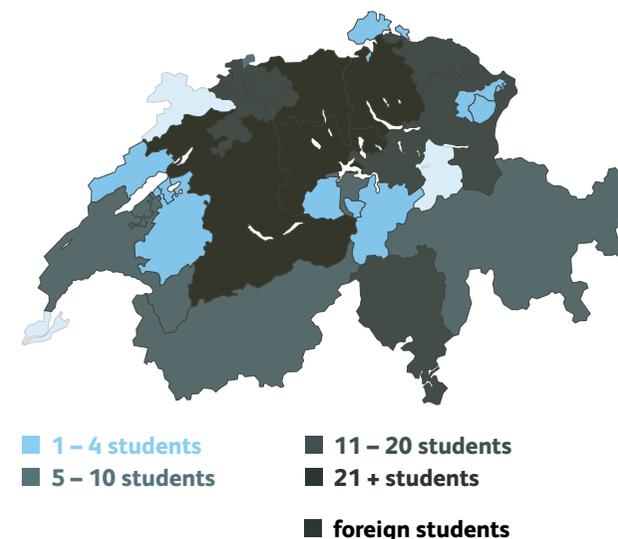
RECRUITMENT RATIO

The following proportion of graduates looking for employment was recruited within one year. This recruitment ratio is calculated based on the International Labour Organization definition (ILO).



ORIGIN

Origin of Master of Science students commencing their studies in 2019.



The study course – your competence profile

A Major in Online Business and Marketing helps you devise and market digital business models, sell products and services online, integrate customers into your own value creation and strategically plan your online communication and marketing.

A Master of Science in Business Administration with a Major in Online Business and Marketing provides graduates with the following competences:

Online business and marketing expertise

- Solid expertise of digital business models and resultant technical processes and requirements.
- Knowledge concerning consumer habits online and the means of analysing such habits.
- Knowledge as to means of integrating customers into business processes.

Project management and organisational competence

- Steering competences with regard to inter- and multidisciplinary projects where strategic planning and implementation interface
- The ability to coordinate discussions and decision-making processes between marketing and IT-specialists
- Knowledge as to project group processes and dynamics

Applied research competence

- Collection, analysis and target audience-friendly presentation of research project data; taking into consideration scientific principles on the one hand and ensuring direct practical benefits on the other.

- Competences as to web-specific data preparation and analysis.

Analysis and problem-solving competence

- Analysing complex questions and problem definitions when managing online projects and organisations.
- Identification of solution variants and successful implementation of concrete problem-solving strategies.

Expressive and presentation competence

- Ability to adequately and comprehensibly communicate both orally and in writing.
- Ability to convincingly explain and represent complex subject content in front of audiences such as customers and expert panels in a target audience-friendly manner.

Reflection and evaluation competence

- Conscientious and self-critical reflection of your own actions.
- Profitable deployment of knowledge gained when processing questions encountered in everyday practice.



ROY MÜLLER

**MAJOR ONLINE BUSINESS AND MARKETING
GRADUATE AND ASSOCIATE CONSULTANT
DIGITAL & STARTUP COMMUNICATION WITH
FARNER CONSULTING AG**

“I now benefit from deciding upon a Master which is both demanding content-wise and useful. An added bonus is the good contacts I was able to establish.”

The study course – building blocks for success

Science and practice

Students develop their competences with scientific work, undertake practice-orientated research and write up a scientific Master thesis on a practical question, realising both their research projects and their Master thesis jointly with business partners.

We find it vital that all scientific competences imparted are geared towards actual practicality in occupational routines. Students can already apply many scientific methods and tools in professional practice during studies. The methods learned can be used to analyse and reflect on digital customer habits. etc. The knowledge acquired is immediately consolidated by collaborating in concrete projects and practical applications, ensuring a sustained student competence development.

Teaching methods

Contact studies, supported self-studies and independent learning are perfectly combined. To ensure scientific character and practice orientation relate to each other properly, Master level lecturers have both solid scientific and current practical experience, conveying all modules using the Problem Based Learning approach, with subject matter always based on concrete practice cases.

Your profile

Our Master study course primarily targets those holding a business university or Bachelor degree qualifying them for their profession. People with different university or Bachelor degrees can also be admitted if they have acquired the necessary economic admission criteria elsewhere, or catch up on them over the first two semesters.

For those holding an old-style university of applied sciences diploma, there are certain options to have these credited.

Lecturers

Lessons are given by Lucerne School of Business lecturers, with the additional involvement of selected experts from companies, consultancies or other organisations, ensuring a maximum degree of professional competence and practical relevance for all studies.



EUGENIE NICOUD

**MAJOR ONLINE BUSINESS AND MARKETING
GRADUATE, HEAD OF SOCIAL MEDIA &
MARKETING WITH CONFISERIE BACHMANN,
CO-FOUNDER OF SEDIMENTUM**

“The consistent combination of theory and practice provided me with online marketing know-how both greatly valuable and relevant to my profession. I also appreciate the HSLU alumni network for professional exchange.”

The study course – subject matters

A MSc in Business Administration with Major Online Business and Marketing consists of a foundation conveying general management content focused on service management, and an overview of the diversity and application range of online media.

On this basis, we offer our modules “Online Marketing and CRM”, “Online Platforms and Interfaces”, “Online Customer Integration” and “Online Business Strategy”,

where participants learn about digital marketing mix tools and engage with different types of online customer integration in marketing and communication, etc. They can also expect extensive insights into development and marketing of digital business models.

So we can usefully link and practically apply module content, we always use case studies – this is how underlying economic, sociological and psychological contexts

are demonstrated. We also convey success and impact control techniques across modules, e. g. on digital analytics, conversion optimisation or usability and user experience methods.



Credits = ECTS Credits (1 Credit = 30 hours workload for students)

The study course – modules & courses

Module

Network Management

This module deals with strategic management in network contexts. Building on the strategic management process inside organisations, students will engage with particularities of management in a network context. In the process, they will analyse the fluent boundaries between an organisation, the network surrounding it and the market, and will discover both design options and barriers in the process. To a large extent, the traditional contradictions between “co-operation” and “competition” or “market” and “hierarchy” are dissolving. Legal control mechanisms and those supported by norms are therefore becoming noticeably more important.

6 credits, 1st semester

Module

Organisational Transformation and Change

With the Organisational Transformation and Change module, students look at intersections between organisations and markets from a dynamic and development-orientated perspective. In the process, changes are considered a source of innovative technologies, services or processes and thus as a precondition for ensuring the long-term ability of organisations to survive. It is important to recognise the need for change and to plan, support, control and evaluate change processes.

6 credits, 2nd semester

Module

Customer Relationship Management

Customer Relationship Management is a holistic management approach, placing customers at the centre of all business activities. Customer-orientated management is a central, cross-industry leitmotif for companies both small and large. Customer Relationship Management has proven itself a viable approach in this, trying to ensure profitable customer relations in the long run by coordinating strategies, processes and measures across functions. With project-orientated implementation, operational method knowledge is conveyed to support Customer Relationship Management projects on an intra-organisational level.

6 credits, 1st semester

Module

Web Literacy

The diversity of online media and their broad range of application require enhanced knowledge about their modes of action. Participants will learn about the various online media in the context of activation, conversion, live communication and community communication, collecting first experience in their application. They will be able to implement the web literacy elements of exploring, building and connecting in a purposeful manner.

6 credits, 2nd semester

Module

Online Marketing and CRM

Students will learn to successfully implement the different tools of digital marketing in practice. Next to the technical principles (HTML, CSS, Content Management & Shop systems) and specialist principles of online marketing and web design as well as search engine marketing (SEA & SEO), e-mail marketing and digital analytics, topics discussed will be digital marketing concepts, contents and central strategies. These will enable students to implement a goal-orientated Internet presence, run digital campaigns and actively design digital transformation.

9 credits, 3rd semester

The study course – modules & courses

Module

Online Platforms and Interfaces

The central issue is the importance of IT management and a clear definition of the requirements with regard to technical solutions and the option to assess IT projects from an economic perspective. IT management conveys analytical skills so to be able to critically assess current trends in the IT sector. Project management focuses on preparation, planning, control and implementation of projects, taking into account modern and dynamic requirements.

9 credits, 3rd semester

Module

Online Customer Integration

Internet and smartphone technologies, psychological and sociological factors as well as a dynamic economy are what drive customer integration. Participants in this module will learn the principles of customer integration and extend their knowledge with the help of a case study. Some of the priority areas are Community Management, Social Media, Big Data as well as psychological and sociological principles.

6 credits, 4th semester

Module

Online Business Strategy

This module provides students with enhanced knowledge of online-based business and revenue models. They will learn how customers or other partners of an organisation benefit from increased online interaction. This module focuses on building competences in various areas, from Internet-based distance trade right up to marketing purely digital or virtual goods. This not only conveys how to create new business models, but also how existing business models can be evaluated and developed further online

6 credits, 4th semester

Modules

Scientific work I + II

Students will enhance their methodology and tools for scientific manners of working based on concrete problem definitions from the subject areas of service management and innovation.

12 credits, 1st/ 2nd semester

Module

Scientific Practice project

Applying scientific work methodology in the correct manner with the help of concrete case studies. Methodology exercises on in-depth problem definitions from modules 1 and 2.

9 credits, 2nd semester

Module

Preliminary Master thesis study

The preliminary Master thesis study represents the first part of the Master thesis project and the basis of the actual Master thesis. With their Master thesis project, students will provide proof of their ability to process a problem definition from practice inside a given time-frame in an independent, appropriate and solution-orientated manner.

3 credits, 3rd semester

Module

Master-Thesis

In the context of their Master thesis, students independently work on a research question, linking their specialist, methodological and scientific competences acquired with each other in the process. The Master thesis is the final dissertation of your Master studies.

12 credits, 4th semester

Application, admission and contact

The study course management will decide on acceptance into the MSc in Business Administration study course with the help of a certain admission procedure. Applicants will have to fulfil all of the following criteria:

- University of Applied Sciences Bachelor or equivalent university degree in business administration or business economics, economic sciences, business IT or a related discipline or equivalent degree
- Proof of their ability to actively participate in English language lessons at university level: CEFR C1
- Exceptional levels of motivation and efficiency
- Positive result of admission interview

In case the required admission criteria are not present when studies commence, applicants can be admitted to the study course as necessary on condition that they catch up with any admission criteria they lack during their first year of studies.

Applications can be submitted via our application portal up to mid-May or mid-October. For students from non-EU countries, the deadlines are beginning of April and September, respectively.

Later applications might be considered if there are any free spaces available. Admission interviews will be held from the end of January onwards; an admission confirmation will be issued. It is recommended to apply early, since university places are allocated in the order applications have been received.

Application portal
onlineanmeldung.hslu.ch

Information on our consecutive Master program and our Major Online Business and Marketing degree
www.hslu.ch/en/master-obm

Contact
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6002 Lucerne, Switzerland

+41 41 228 41 30
master.wirtschaft@hslu.ch

For information and advice, please contact the Head of Studies. Douglas MacKevett can be contacted under douglas.mackevett@hslu.ch



STEPHANIE GYGAX

MAJOR ONLINE BUSINESS AND MARKETING

GRADUATE AND JUNIOR CONSULTANT

WITH SIR MARY AG

“My fascination for platform-based business models and the digital transformation in companies was awakened in the OBM Master. The comprehensive curriculum, from digital marketing to the development of digital business models, as well as the practical teaching of the content enabled me to start my career in a start-up.”

A Profile of the Lucerne School of Business

Our Major Online Business and Marketing degree: From university straight into communication, marketing and digital management.

Lucerne School of Business

Lucerne School of Business is part of the University of Lucerne. A Central Switzerland centre of excellence for advanced management training and with its teachings, research and consultancy services, Lucerne School of Business makes an important contribution to the development of a knowledge society. The school trains specialist and executive staff and assists organisations and institutions in finding solutions to business and economic problems. Next to Bachelor studies in Business Administration with several fields of study, a consecutive Master program is also on offer. Amongst Swiss Universities of Applied Science, this institution is the largest provider of professional development programs (MAS/DAS/CAS). Lucerne School of Business maintains links to other universities both at home and abroad, and with partners from industry and government. The school's four institutes are centres of excellence with national and even international appeal.

Institut für Kommunikation und Marketing IKM

Providing professional development courses, application-orientated research and consultancy, our Institut für Kommunikation und Marketing IKM has been adding value for organisations in all sectors and specialists in communications, marketing and sales management for over ten years now.

The IKM is part of Lucerne School of Business. It represents the competence areas of communication and marketing at the University of Lucerne, continuously developing these sectors further. Particular attention is paid to the requirements arising from a digitalised market environment. IKM lecturers are recognised experts in their subject areas, and as members of the professoriate support our teachings, undertake research and also provide a considerable contribution to the development of young talent.

The Institut für Kommunikation und Marketing IKM:

- Bears content responsibility for both the Major Communication and Major Marketing of the Bachelor of Science in Business Administration and the consecutive Master of Science in Business Administration – Major Online Business and Marketing consolidation modules,
- Offers professional development courses at Master and Certification level plus seminars and symposiums,
- Undertakes application-orientated research and development into communication and marketing,
- Advises companies, authorities and other organisations as to communication and marketing issues, and
- Ensures knowledge is transferred between applied research, teaching and practice.

Further information can be found here:
www.hslu.ch/en/ikm



ROBIN BARRACLOUGH
EXECUTIVE VICE PRESIDENT EUROPE OF
EMMI MANAGEMENT AG, LUCERNE SCHOOL
OF BUSINESS, ADVISORY COUNCIL

“Digitalization presents organisations with new opportunities as well as challenges. More and more digital know-how and a corresponding agility in daily work is required, especially in communication and marketing. The Major OBM prepares students ideally to shape the organizations and digital business models of tomorrow.”

About the degree programme

Study Dates

The MSc in Business Administration course of studies commences in mid-September of each year and usually takes two years. It is possible to commence studies in mid-February.

Days of class

Lessons are held every Monday and Tuesday. Block seminars and core events which take place on other days are announced well in advance. This enables students to work or look after a family at the same time.

Study Locations

Lessons take place at a central location in Lucerne. The Lucerne university site offers modern and well-equipped classrooms.

Tuition Fees

Tuition fees per semester amount to CHF 800.–. In addition, there are expenses for educational materials, trips abroad, seminars, etc.

Notebook

All new students must have a notebook of their own.

Smart-up – Start-up support

With their “Smart-up” program, the university supports students who would like to run or are already running their own business. This involves services such as coaching, infrastructure, networks etc.

www.hslu.ch/smart-up

Lucerne University campus, university sports and accommodation

The universities and other renowned educational institutions of the Central Switzerland region are involved in the Lucerne campus. Our sports program can be used by all students and employees of these institutions free of charge. There is no need to register. Guided training and courses are offered for fitness, wellness, games, outdoor sports and water sports. In addition, the University of Lucerne offers accommodation for students and exchange students.

www.hslu.ch/en/campus

Careers Service

The University of Lucerne offer a Careers Service to prepare students for the time after they graduate in an optimum manner. Our Careers Service is the interface between the university and the world of employment. It offers practical services to enter employment (e. g. individual advice, courses and workshops for additional key qualifications) and establishes contacts with employers, companies and institutions.

www.hslu.ch/en/careers

Alumni Hochschule Luzern

The “Alumni Hochschule Luzern” is the alumni organisation of the whole of the University of Lucerne, with currently 5.800 members. It enables its members to participate in targeted networking, organises events, informs about current events at the University of Lucerne and offers numerous perks. It is a member of the FH SCHWEIZ governing body.

www.alumnihslu.ch

Legal Notice

Concept and editorial

Lucerne School of Business

Design

University of Lucerne

Information and contact

www.hslu.ch/en/master-obm

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