

Lucerne University of  
Applied Sciences and Arts

**HOCHSCHULE  
LUZERN**

Business

FH Zentralschweiz



**Bachelor of Science**  
in International Business  
Administration

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

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

# What people say about the programme

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*“The International Business Administration degree programme prepares students to work in a challenging international environment. The learning climate is informal but professional and the setting in Lucerne is beautiful. All combine to make the Lucerne School of Business experience a unique and thoroughly enjoyable educational opportunity.*

*It is a privilege and a pleasure to contribute to this outstanding programme.”*

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## **Christina Neylan**

Coordinator Major International Management & Economics, Lucerne



*“The International Management & Economics programme has been crucial in my career to date, as it has prepared me well to work in a high-pressure environment where I need to deliver meaningful strategic solutions within tight time frames. The international environment paired with the holistic programme content has given me a solid framework to build upon. If you*

*want to pursue a career in an international high performing company, the IM&E programme will help you achieve your goal.”*

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## **Karin Meier**

Organisation Design & HC Transformations Specialist at PwC, Zurich



*“The International Management & Economics programme is an excellent choice for anyone aspiring to a career in a multicultural work environment. The programme is highly competitive and provides academically sound yet practice relevant education. As a Lucerne born local, the opportunity to study alongside students from all over the world was a big*

*plus. It made me sensitive to different cultures and equipped me with the skills needed to work efficiently in an international setting.”*

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## **Michael Waser**

Office of the Under-Secretary-General for Management, United Nations, New York

Are you interested in a business degree programme with an international focus that is tailored to your needs, taught in English and designed to help you achieve your goals at home and abroad? Then you have come to the right place.

Studying for a degree at the Lucerne University of Applied Sciences and Arts has a lasting impact. Forge great memories and experience a unique, sustainable programme that gives you all the necessary tools for a successful career.

This brochure provides an overview of the innovative study concept of the Lucerne School of Business.

- **trendsetting and cutting-edge**
- **focussed on practical application and innovation**
- **personal and flexible**

The Lucerne University of Applied Sciences and Arts is diverse, firmly established in the region, and enjoys an excellent reputation worldwide. Focused on the labour market, it has equipped business generalists with specialist skills and knowledge for more than 40 years. As a student, you will benefit from a varied and interdisciplinary range of courses, with an above-average rate of graduates who take up a position in a professional environment, and from an international campus atmosphere.

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## Five reasons to select the Lucerne School of Business

### 1. Personal flair

The Lucerne School of Business emphasises individual student attention and personal exchange between students. Therefore, a conscious effort is made to keep teaching groups as small as possible. Lecturers combine their practical professional backgrounds with cutting-edge research activity by directly incorporating their insights into their teaching. By linking current research developments and real-life business problems, they ensure the content remains relevant and up to date.

### 2. Flexible Study programme

The Bachelor's degree programme offers flexible study tracks. You can tailor the curriculum to match your personal circumstances by selecting a full-time, part-time or "work-study" track. All students complete the general part of the programme, which includes relevant business and management principles. In addition, you can tailor the programme to your individual interests by selecting individual specialisation in the context of major, minor and specialisations.

### 3. Numerous specialisation options

Design your own study experience – pick and mix the courses required for your future professional career. The Lucerne School of Business offers three diverse and interesting majors (specialisations) as well as 20 minors (minor specialisations) taught completely in English. By combining the major and minors of your choice, you will be able to create your

distinct personal profile. Refer to page 15 for more information about further possibilities, such as spending a semester at one of our partner universities.

#### 4. The perfect start to a career

Ultimately, a business degree is the path to a successful career – graduates of the Lucerne University of Applied Sciences and Arts enjoy the benefit of their alma mater's excellent reputation. Among other things, the latter is based on the extensive experience of the university and its lecturers and the consistent practice-oriented focus of the courses. When applying for a job, graduates can count on the support of the School as well as benefit from the strength of the School's business and research networks.

#### 5. Social Life

Join a large and diverse community of roughly 6,200 students from around the world. There is more to the appeal of student life at the Lucerne School of Business than its central location and spectacular surroundings. Lucerne is a fascinating city. While small enough for everyone to know everyone and everything to be within walking distance, it is big enough to offer everything you need.

#### Course benefits at a glance

- extensive business management programme with three majors and a broad range of minors (see pages 13 and 14)
- a programme which gives graduates an edge in the job market: practical and applicable in a professional context
- a solid basis and scientific foundation for postgraduate studies at universities in Switzerland and abroad
- an internationally renowned and recognised degree
- flexibility in terms of content and time with full-time or part-time study tracks (with or without relevant professional activity)
- varied, cutting-edge and effective teaching and learning methods
- possibility of integrating a semester abroad (see pages 15 and 16)

# Design your own bachelor degree programme

The Bachelor's degree offered by the Lucerne School of Business is a comprehensive and up-to-the-minute higher education programme taught in English. With its proven combination of practical and academic relevance, the programme will immerse you in new ways of thinking and offer new perspectives that will catapult your career straight into the world of business. The Lucerne School of Business offers you a

full time (six semesters) or part time (eight semesters) work-study track. In addition, we offer the possibility of a bespoke curriculum for exceptional life circumstances which might include caring responsibilities, engagement in competitive sport or a political mandate.

The degree programme comprises a foundation and a main course:

Foundation Course	<b>Assessment Level</b> (39 ECTS credits)		general	compulsory
Main Course	<b>Intermediate Level</b> (75 ECTS credits)		general	compulsory
	<b>Specialisation</b> (66 ECTS credits)	Electives (12 ECTS credits)	general or specialised	elective
		Major (42 ECTS credits) and Minor (12 ECTS credits)	specialised	elective

The compulsory general studies part of the programme will provide you with key management skills and fundamental business principles and processes. It is subdivided into an assessment and an intermediate level, both of which offer wide-ranging insights into the various disciplines of business (see foldout on next page). These stages of the programme serve as a basis to discover your personal preferences and competencies and help you make an informed choice when selecting your major, minor and electives in the main programme.

Your personal combination of major, minor and electives provides the foundation on which to build your individual specialisation profile. You will be able to select one of the three majors offered in the English-language programme and acquire specialist knowledge by complementing your major with a suitable minor and electives of your choice. Three majors are:

- International Management and Economics
- Accounting, Finance & Banking
- Tourism & Hospitality Management

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**The Lucerne School of Business also offers the following bachelor programmes in German**

**Bachelor of Science in Business Administration (in German)**

The Bachelor of Science in Business Administration at the Lucerne School of Business is also available in German.  
[www.hslu.ch/bachelor-wirtschaft](http://www.hslu.ch/bachelor-wirtschaft)

**Bachelor of Science in Business Psychology (in German)**

This degree programme offers the related skills and knowledge in the areas of business management and psychology.  
[www.hslu.ch/business-psychology](http://www.hslu.ch/business-psychology)

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## Some important facts & figures

### Application form and information

T +41 41 228 41 30

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

[bachelor.business@hslu.ch](mailto:bachelor.business@hslu.ch)

### Application deadline

30 April

### Start of the programme

Mid-September (calendar week 38)

### Language of instruction

English

### Tuition fee

CHF 800 per semester

### Duration of the course

- Full-time study track: 6 semesters (all specialisations)
- "Work-study" track: 8 semesters (all specialisations)
- Part-time study track without relevant professional activity (time to degree to be defined individually)

### Degree

Federally recognised and protected title: Bachelor of Science, Lucerne University of Applied Sciences and Arts/FHZ, in International Business Administration, specialisation in International Management and Economics/Accounting, Finance and Banking/ Tourism & Hospitality Management. 180 ECTS credits.

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## Entry requirements

- higher secondary education certificate qualifying the holder for studies at university level in his or her country of origin (Swiss students: 'Berufsmatura' or 'Gymnasiale Matura')
- minimum of one year's work experience in a business-related area (Swiss students: persons with a 'Kaufmännische Berufsmatura in Verbindung mit einer abgeschlossenen kaufmännischen Grundausbildung' fulfil this requirement)
- proven knowledge in financial accounting and mathematics
- non-native speakers of English: evidence of English proficiency corresponding at least to Level C1 of the Common European Framework of Reference
- willingness to attend an interview either personally or by telephone



# Bachelor of Science in International Business Administration

## Key figures

Version from October 2018

### STUDENTS



**56%**

Percentage of women in the bachelor's programmes

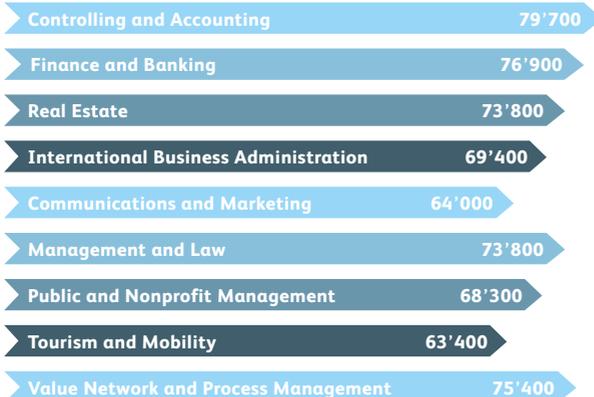


**44%**

Percentage of men in the bachelor's programmes

### AVERAGE SALARY

Graduates' average salary in CHF (six months after graduation).  
Figures taken from the 2018 Alumni survey in which graduates from the class of 2017 were questioned.



### SUCCESS RATE

96% of students who have passed the assessment level go on to successfully complete their degree programme.

**96%**

**22.8**  
YEARS

Average age of full-time students

**23.9**  
YEARS

Average age of students on the "work-study" track

## CAREER PROSPECTS

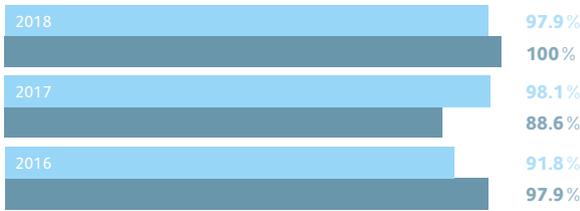
Six months after completing their bachelor's programme, one-fifth of graduates already hold a managerial position.



## DURATION OF STUDY

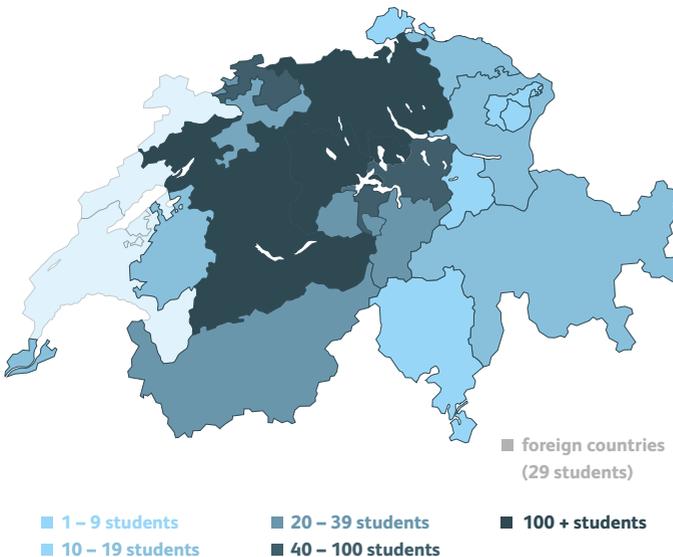
Percentage of students who graduated within the intended period of three years (full time) or four years ("work-study" track).

### FULL TIME TRACK "WORK-STUDY" TRACK



## ORIGIN

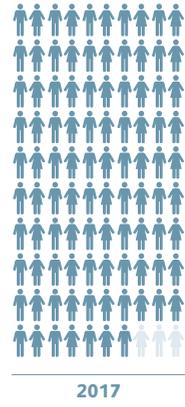
The places of origin of the current bachelor's students are shown on the map of Switzerland.



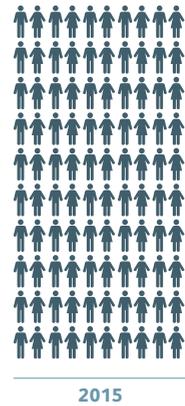
## EMPLOYMENT RATE

Percentage of students who looked for and found employment within a year after graduation. The employment rate is determined according to the definition of the International Labour Organisation (ILO).

# 96.7%



# 100%







On the following two pages, you will find an overview of the programme structure, which in this form is unique in Switzerland, showing all compulsory and elective modules. You will be able to customise a third of your curriculum to suit your individual preferences.

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## Modules explained

Modules are the building blocks of the degree programmes. Modules are built around specific topics, issues, and run over one semester. Each module stands for a component part of the degree qualification and includes an assessed assignment. You will be awarded a certain number of ECTS credits for the successful completion of each module.

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## What are ECTS credits?

So-called ECTS credits are used across Europe to document academic achievement. This “currency” facilitates national and cross-border student mobility and the recognition of degrees and academic achievement on an international level.

Select one of three majors and acquire specialist knowledge pertaining to a specific industry, corporate function, or a combination of the two. By judiciously combining majors and minors, and by picking appropriate specialisation or diversification modules from the range of electives available, you can create a unique and personal profile and ensure the specialist skills and knowledge you acquire give you an edge in a competitive job market. In this particular respect, the Lucerne School of Business ranks among the top universities in Switzerland.

## Major International Management & Economics

This major focuses on the competencies required by today's knowledge workers to plan, coordinate, and enjoy the benefits of working in a global organisation, it is ideal for students with a global mind-set and international aspirations. The aim of the major is to introduce key management and economic theories and concepts in the business domain – core topics include Project & Intercultural Management, Managerial Economics, International Economics and Global Value Chain Management. The major offers the opportunity to develop critical thinking skills, apply business and economic analysis, intercultural communication and problem-solving skills to contemporary business cases.

## Major Accounting, Finance & Banking

This major is tailored to students looking for a future career in international financial management, the financial industry or as a certified public accountant (CPA). The account-

ing part focuses on concepts and instruments enabling effective management information and tools to be provided in a company, contributing to the implementation of strategic targets. Students know about the principles of finance and investments, including calculation of present value, corporate valuation, derivatives, securities and risk management. This major aims to provide you with the fundamental knowledge in the area of financial intermediation, the economics of banking, the Swiss financial market as well as trends and developments in the financial services sector.

## Major Tourism & Hospitality Management

This major focuses on the business and management principles that apply to the travel and tourism industry and includes topics relating to digital tourism, ecotourism, and sustainability. It is especially suited for those interested in destination, hotel, or tour operator management. The course covers topics such as hospitality management, health tourism, sport and destination management, tourism product development, and international tourism markets.

## Minor International Management & Economics

The International Economics and Policy module focuses on international trade, globalization, and the impact of international monetary policy and implication of monetary and fiscal policy on the business environment. Managerial Economics examines the role of strategic thinking in business by using game theory, transaction cost economics and industrial economics.

### Minor Finance & Banking

These modules focus on the competencies required for the financial function of a corporation as well as for the financial services industry. Students apply the concepts of finance and get a solid background in the Swiss and international banking sector.

### Minor Accounting & Management Control

These modules enable students to comprehend a globalized corporation's accounting system. Accounting focuses on recording, presentation and analysis of a company's financial performance. Management Control applies the core concepts and tools to prepare management teams to focus on the most effective and efficient courses of action.

### Minor Tourism & Hospitality Management

These modules deal with topics including "Tourism System & Destination Development" and "Hospitality & Event Management".

### International Business Administration

Students may choose minors from the German-language programme provided they have the required language proficiency. The German-language Minor range includes the following modules:

- Minor Controlling
- Minor Accounting
- Minor Corporate Finance
- Minor Banking
- Minor Employee Life Cycle & Psychology
- Minor Organisational & People Development
- Minor Immobilien
- Minor Kommunikation
- Minor Marketing
- Minor Digital Business & Law
- Minor Corporate Management & Law
- Minor Public Management
- Minor NGO Management
- Minor Tourismus
- Minor Mobilität
- Minor Business Process Management

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## Stay in the loop

If you want to stay informed about what is going on at the Lucerne Business School, we recommend our blog, which provides valuable information and interesting insights into student life.

[wirtschaft-experience.hslu.ch](http://wirtschaft-experience.hslu.ch)

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## Broaden your horizon

### Semester abroad

We are happy to inform you about our 80 partner universities around the globe, where you can spend a fully accredited semester abroad at a reasonable cost.

[www.hslu.ch/w-exchanges](http://www.hslu.ch/w-exchanges)

### Interdisciplinary Module Programme

The Interdisciplinary Module Programme is open for students of the Lucerne University of Applied Sciences and Arts, the University of Teacher Education Lucerne and the University of Lucerne. Extend your knowledge beyond your specialisation by selecting interdisciplinary courses from a wide range of topics; from the history of architecture to culture and event management to sustainable leadership.

[www.isa-campus.ch](http://www.isa-campus.ch)

### Language Centre at the Lucerne University of Applied Sciences and Arts

Languages are a gateway to the world. The Language Centre can help you obtain a qualification and/or improve your language level required for international and intercultural tasks and overseas exchange.

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

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## Support from all sides

### Student Council

The Student Council (STUDIRAT) represents the interests of the students, it organises events, as well as offering a range of services and support.

[www.studirat.ch](http://www.studirat.ch)

### Careers Service

If you need practical support for starting and/or planning your career, the Careers Service is here to help. The Service collaborates with a number of partners to offer a variety of services tailored to your needs, such as mentoring and buddy programmes, job application events and contact interviews.

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

### Smart-Up

If you wish to pursue your own business idea, the “Smart-up” mentoring programme will help you start your business by offering, among other things, advice, infrastructure and networking events.

[www.hslu.ch/smart-up](http://www.hslu.ch/smart-up)

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## We value diversity and equal opportunities

### Grants and student loans

Make sure to enquire in advance if you are eligible for a public grant or student loan. You are entitled to public grants during the course of your studies if you or your parents - if they are obliged to support you – have insufficient funds to cover your education and living costs. Grants are non-refundable. Student loans are

paid out to complement or act as an alternative to grants and must be paid back within a specified period after the last instalment. Applications for individual funding must be submitted to the grants office of your canton of residence.

### Campus crèche

The Kita campus crèche offers professional, high-quality affordable childcare for those wishing to balance raising children with their career development.

[www.kita-campus.ch](http://www.kita-campus.ch)

### Student accommodation

If you are looking for a suitable flat, the student housing association StuWo can help you find affordable accommodation.

[www.stuwo-luzern.ch](http://www.stuwo-luzern.ch)

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### Canteen Oase

The Oase Lounge and canteen is located on the 5th floor with a beautiful rooftop terrace overlooking Mount Pilatus. There are a number of vending machines in the recess areas, plus microwaves at your disposal at various locations within the main building.

[www.hslu.ch/oase-lounge](http://www.hslu.ch/oase-lounge)

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### Hobbies for busy students

#### Lucerne Campus

Beyond the rigorous curriculum, students are encouraged to take full advantage of the University Sports Campus facilities, with multiple exercise and sports classes per week.

[www.hscl.ch](http://www.hscl.ch)

#### Campus-Orchestra

If you would like to hone your musical skills and perhaps even play in front of an audience, the Lucerne Campus-Orchestra might just be the platform for you.

[www.campusorchester.ch](http://www.campusorchester.ch)

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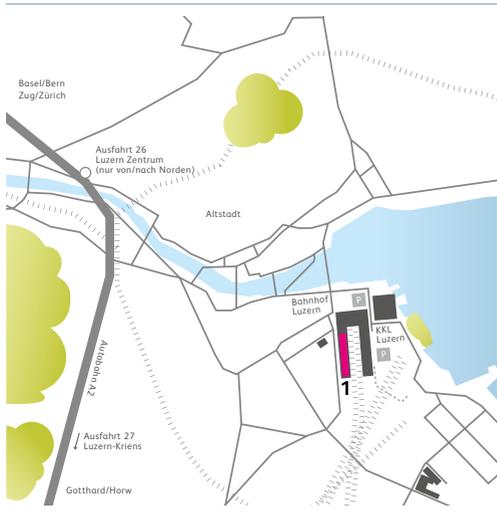
### Join our networks

#### Lucerne Business School Alumni

Join an extensive alumni network and stay in the loop about recent developments at the Lucerne University of Applied Sciences and Arts. Visit one of the network's many events and meet Swiss business leaders face to face. Enjoy the many perks offered by the Dachverband FH Schweiz (umbrella association of Swiss universities of applied sciences and arts graduates) membership. Note that you can apply for passive membership as an active student.

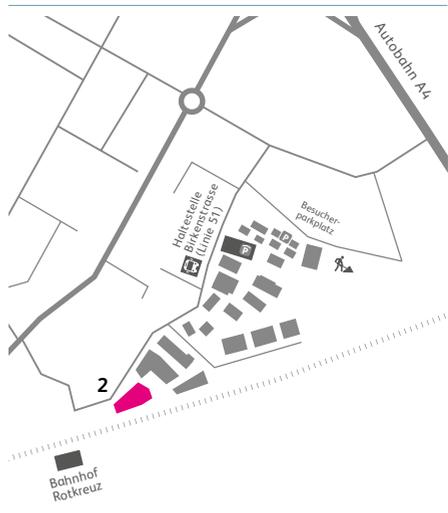
[www.alumnihslu.ch](http://www.alumnihslu.ch)

# Location & Contact



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**2**  
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**IFZ**  
Campus Zug-Rotkreuz  
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CH-6343 Rotkreuz



Recognised for excellence  
5 star - 2015



## Contact

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[wirtschaft-experience.hslu.ch](http://wirtschaft-experience.hslu.ch)