



School of
Management and Law



Facts & Figures

The ZHAW School of
Management and Law

2023/2024 Edition



Building Competence. Crossing Borders.

Innovative Education – Excellent Research

The ZHAW School of Management and Law (SML), with its 9,200 students in degree and continuing education programs, is one of the largest business schools in Switzerland. It is also represented in the renowned rankings of the Financial Times and to meet the high standards of the Association to Advance Collegiate Schools of Business (AACSB). The SML recently became a member of the Global Business School Network (GBSN), one of the world's most prestigious networks of business schools. As part of Zurich University of Applied Sciences (ZHAW), the SML also benefits from strong interdisciplinary relationships.

We offer internationally recognized Bachelor's and Master's degree programs, cooperative PhD programs, and a wide range of continuing education programs and courses, which are scientifically sound, interdisciplinary, and practice-oriented. With them, we contribute to solving economic and societal challenges. Our guiding principle "Building Competence. Crossing Borders." stands for high-quality academic education and training, research, and an international reach. SML maintains numerous partnerships with over 190 selected universities worldwide.



The SML has been accredited by the Association to Advance Collegiate Schools of Business (AACSB) since 2015. In 2020, the AACSB extended this accreditation for another five years. Only about six percent of business schools worldwide have been awarded this seal of quality by the leading accrediting body.



The SML features in three of the renowned Financial Times rankings: It is one of the best European Business Schools, a top school worldwide in terms of Executive Education, and its Master of Science in International Business is one of the world's best Masters in Management programs.



The SML has been a member of the Global Business School Network (GBSN) since 2022. GBSN is a leader in promoting management education, which is seen as a critical component of successful international development strategies. Its 150 members include the business schools of Columbia, MIT, and Oxford.

5 Bachelor's programs (BSc)

9 specialization options
1 program in English

7

Master's programs (MSc)

5 specialization options, 3 programs in English

cooperative PhD programs

in cooperation with Swiss universities in:
business administration, public administration, public health sciences,
and data science

4

171 continuing education programs

2 MBA/20 MAS/1 Executive Master/8 DAS/140 CAS

students **9,153**
in degree programs and continuing education

>29,000

graduates

since 1968; in BSc/MSc programs and continuing education

349 EU, SNF, and
Innosuisse
projects

since 2008

7,118

publication
projects since 2010

Focused on the Future

STRATEGIC POSITIONING

The ZHAW School of Management and Law (ZHAW SML) has the following strategic focus areas, making it a national leader with an international standing:

- Banking, Finance, Insurance
- General Management
- International Business
 - Law
 - Public Sector

QUALITY AND EMPLOYEES

The ZHAW SML is a leading business school and meets the world's highest quality standards. The ZHAW SML creates an environment that allows it to attract, develop, and retain qualified, motivated, and performance-oriented employees.

TEACHING AND LEARNING

The ZHAW SML offers Bachelor's, Master's, and cooperative PhD programs with both a national and international focus that are challenging, performance-oriented, and geared towards practical application. It promotes holistic and critical thinking among students and empowers them to assume responsibility.

RESEARCH AND DEVELOPMENT

The ZHAW SML is recognized within the scientific community as an excellent business school and a competent partner for applied research and development at an internationally competitive level.

CONTINUING EDUCATION AND SERVICES

The ZHAW SML positions itself as a successful national, and in some areas also international, provider of innovative and customer-oriented continuing education and services.

SOCIAL RESPONSIBILITY

The ZHAW SML positions itself as a responsible business school and contributes to the sustainable development of society.

NETWORKS AND COOPERATION

The ZHAW SML is closely involved with civil society, business, and science, fosters national and international networks, and cooperates with strategic partners.

Research With Impact

The SML develops innovative, scientifically sound solutions for the challenges faced by the private and public sectors. Research is conducted at a high international level with researchers interacting closely with organizational practitioners.

PUBLICATIONS IN 2022

276



- 133** articles in peer-reviewed journals
- 8** books and monographs
- 76** chapters
- 59** conference papers

ONGOING RESEARCH PROJECTS 2022

3

European Union
funding programs

8

Swiss National Science
Foundation (SNF)

57

Innosuisse –
Swiss Innovation
Agency

RESEARCH ACTIVITIES 2022

58

professors

11.8

revenue in million CHF from
third-party customers (56%) and
public promotion agencies (44%)

Educational Excellence

SML study programs are scientifically sound, interdisciplinary, and geared towards practical needs. This is the perfect foundation for anyone ready to assume a demanding professional role in a company or organization with national and international business interests.

413

instructors
at the SML

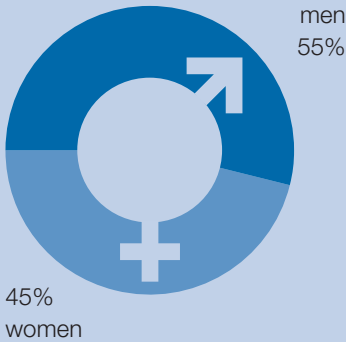
200

classes
at the SML

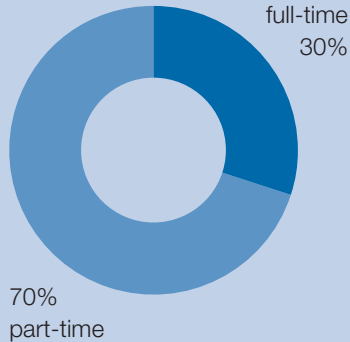
37%

modules taught
in English

GENDER



STUDY MODE



“The ZHAW School of Management and Law is a highly valued global partner for UC Davis. Our faculty and students have enjoyed and benefited from this unique educational relationship.”

Prof. H. Rao Unnava, Dean, University of California Davis

> 100

student, career,
and alumni events
annually

AVERAGE AGE

24

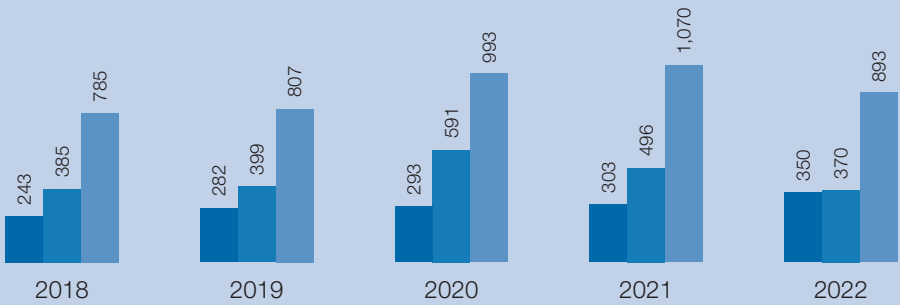
BSc
students

28

MSc
students

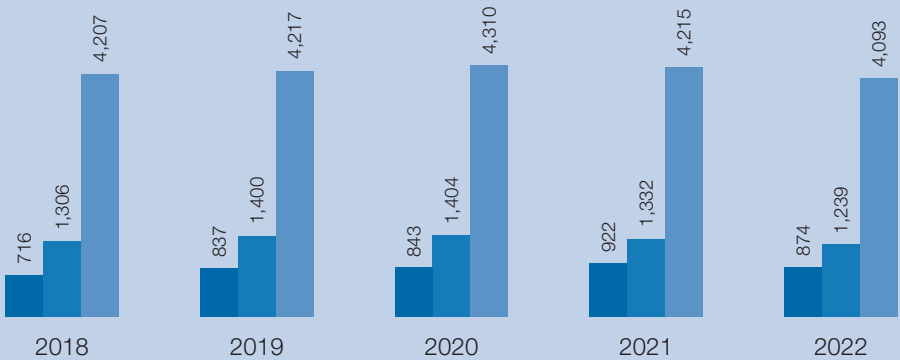
MSC

■ Graduates ■ New students ■ All students



BSC

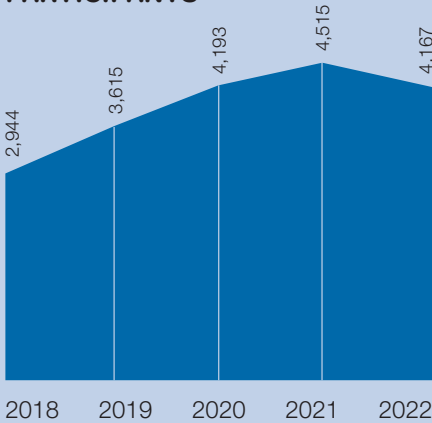
■ Graduates ■ New students ■ All students



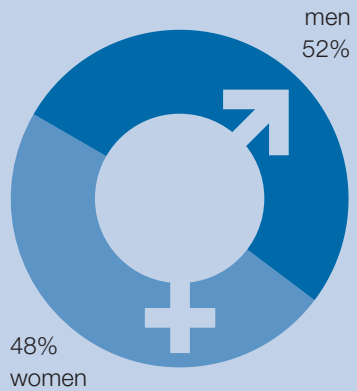
Career Prospects With Continuing Education

High practical relevance and a strong scientific foundation characterize the continuing education programs offered at the SML. They cover a broad spectrum and lead to recognized qualifications which increase the career options of graduates significantly.

PARTICIPANTS

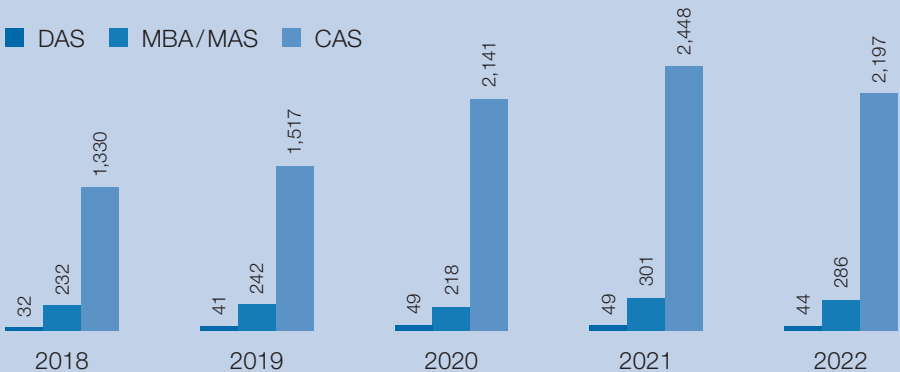


GENDER OF PARTICIPANTS



GRADUATES

■ DAS ■ MBA/MAS ■ CAS

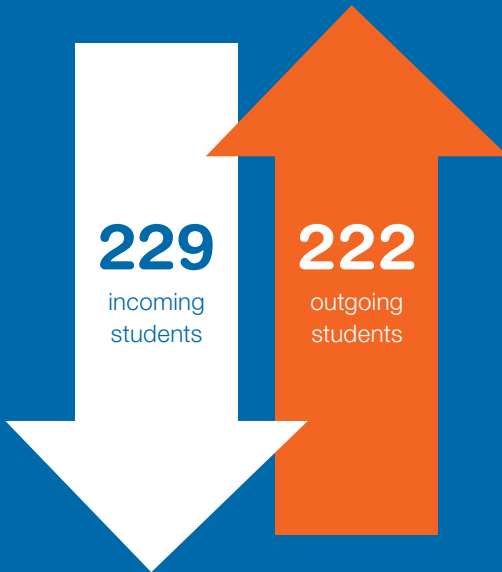


International Orientation

Teaching and research at the SML have an international orientation. We support the mobility of our students and staff and encourage our faculty to participate in international research and development projects.

STUDENT EXCHANGE

academic year 2021/2022



ORIGIN OF INCOMING STUDENTS

EUROPE



NORTH AND LATIN AMERICA



ASIA, PACIFIC REGION, AND AUSTRALIA

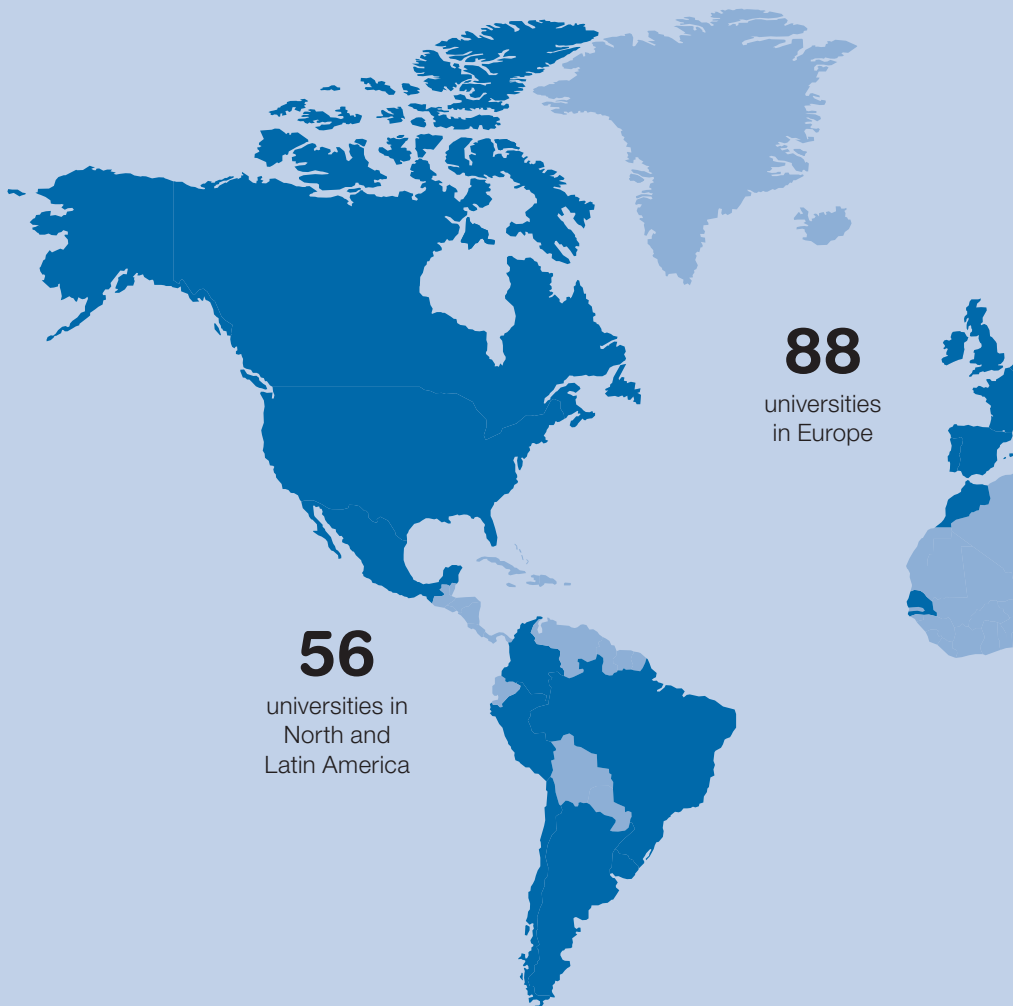


AFRICA AND MIDDLE EAST



Partner Universities Around the World

The SML cooperates with universities, companies, government agencies, and non-profit organizations around the globe. We cultivate partnerships with carefully chosen key partners to ensure inspiring knowledge exchange and fruitful collaboration.

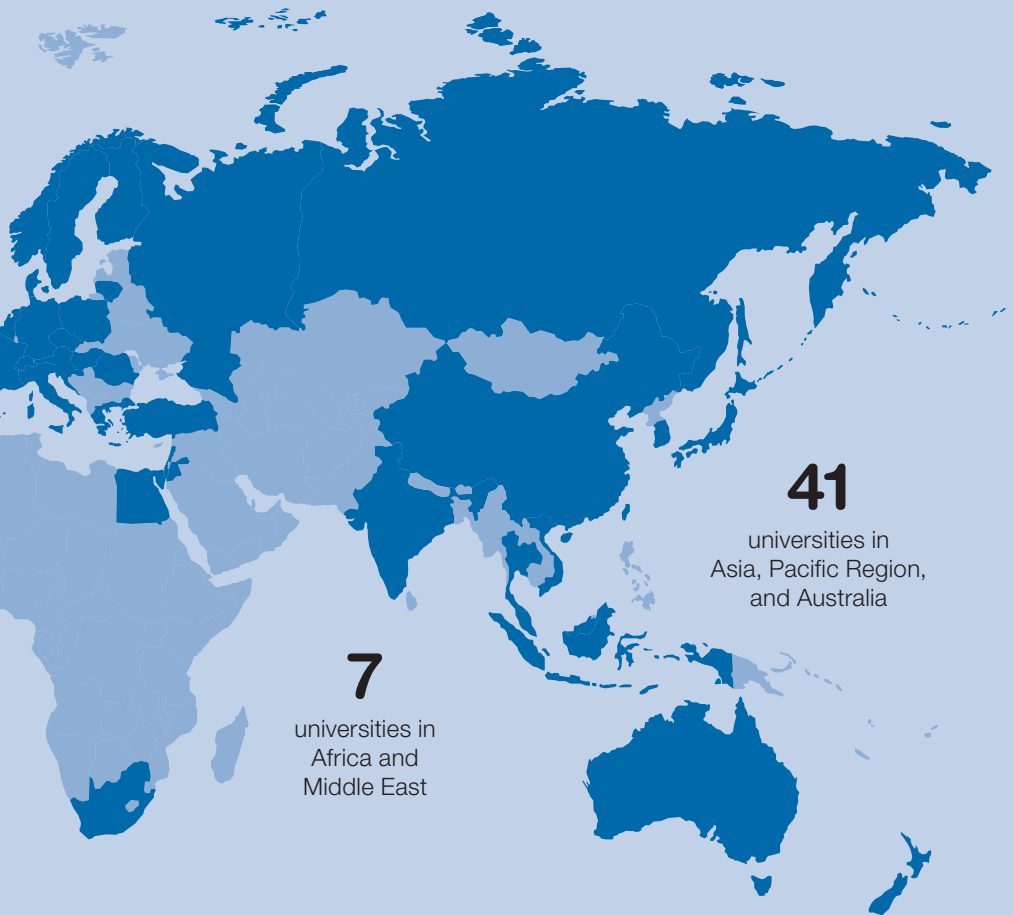


80

nations are
represented by
SML students

>190

partner universities
in 51 countries



7

universities in
Africa and
Middle East

41

universities in
Asia, Pacific Region,
and Australia

International Advisory Board

The international Advisory Board advises and supports the ZHAW School of Management and Law in developing and implementing strategy. It is composed of leading representatives from the worlds of business, academia, government, and civil society.

Martin Hirzel (Chairman), President Swissmem and Vice President economiesuisse, Switzerland

Christoph Aeschlimann, CEO, Swisscom AG, Switzerland

Markus Binkert, Chief Financial Officer and Member of the Management Board, Swiss International Air Lines AG, Switzerland

Prof. Luiz Artur Ledur Brito, Dean at Escola de Administração de Empresas de São Paulo, FGV, Brazil

Prof. Bert De Reyck, Dean at Lee Kong Chian School of Business, Singapore Management University, Singapore

Petra Dreyfus, Co-CEO and Joint Owner, Wirz Communications AG, Switzerland

Claudia Fässler, Chief Human Resources Officer, Maxon International Ltd., Switzerland

Lukas Gähwiler, Vice Chairman of the Board of Directors, UBS Group AG, Switzerland

Armando Kraenzlin, Regional Vice President and General Manager, Four Seasons Resort Maldives at Landaa Giraavaru, Republic of Maldives

Nadja Lang, CEO, ZFV-Unternehmungen, Switzerland

Dr. Karin Schwab, Vice President, Deputy General Counsel, Global Product and Technology, Ebay Inc., USA

Andreas Staubli, CEO, PwC Switzerland, Switzerland

Prof. Dr. Nils Stieglitz, President and CEO, Frankfurt School of Finance & Management, Germany

Prof. H. Rao Unnava, Dean at Graduate School of Management, University of California Davis, USA

Dr. iur. Beat Walti, Attorney at law, Wenger Vieli AG, Member of the National Council, Switzerland

Prof. Dr. Reto Steiner (ex officio), Dean, ZHAW School of Management and Law, Switzerland



Professional Partnerships

The SML maintains close ties to leading corporations, government organizations, and professional associations to ensure a continuous exchange of knowledge between the professional world and the university.

Such partnerships generate a broad knowledge base that our experts can use to supplement their own considerable practical experience in advising companies on business management issues, conducting market research on their behalf, and helping them accomplish organizational and managerial tasks effectively. Partners benefit from our international orientation and close geographic proximity to the Zurich economic region.



29

service projects
in 2022



>2,500

media articles on SML projects
in 2022

“The research conducted at the ZHAW School of Management and Law helps make private and public sector companies and organizations more successful.”

Dr. Karin Schwab, Vice President, Ebay Inc.

A Wide Variety of Skills and Expertise

GENERAL MANAGEMENT

- Institute of Marketing Management
- Institute of Business Information Technology
- Institute of Innovation and Entrepreneurship
- Institute for Organizational Viability

BANKING, FINANCE, INSURANCE

- Institute of Wealth & Asset Management
- Institute for Financial Management
- Institute for Risk & Insurance

PUBLIC SECTOR

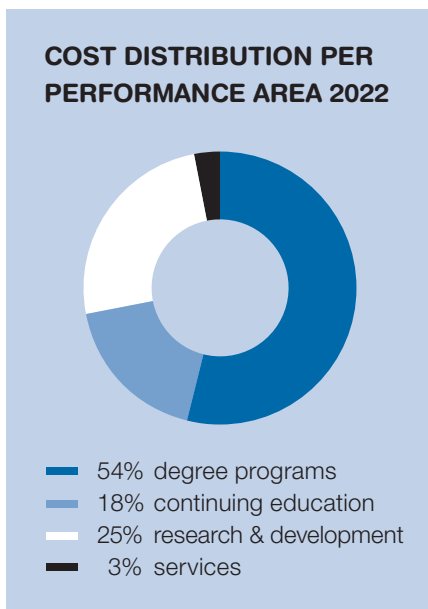
- Institute of Public Management
- Winterthur Institute of Health Economics
- Center for Arts Management
- Center for Energy and the Environment
- Center for Economic Policy

BUSINESS LAW

- Center for Regulation and Competition
- Center for Enterprise Law
- Center for Commercial Law

INTERNATIONAL BUSINESS

- International Management Institute
- Center for Corporate Responsibility



BACHELOR'S DEGREE PROGRAMS

- Business Administration
 - Banking and Finance
 - Behavioral Design
 - Economics and Politics
 - Financial Management
 - General Management
 - Marketing
 - Risk and Insurance
- International Management
- Business Information Technology
 - Business Information Systems
 - Data Science
- Business Law
- Applied Law

COOPERATIVE PHD PROGRAMS

Cooperative PhD programs in three disciplines:

- Public Administration
(partner: University of Lausanne)
- Public Health Sciences
(partner: Swiss School of Public Health)
- Data Science
(partners: Universities of Zurich and Neuchâtel)

International PhD cooperations:

- University of Economics Prague (VSE)
- University of Strathclyde
(School of Business)

MASTER'S DEGREE PROGRAMS

- Accounting and Controlling
- Banking and Finance
- Business Administration
 - Health Economics and Healthcare
 - Innovation and Entrepreneurship
 - Marketing
 - Public and Nonprofit
 - Enterprise Development
- Circular Economy
- International Business
- Management and Law
- Business Information Technology

CONTINUING EDUCATION

Over 150 programs in the following areas:

- Accounting and controlling
- Banking, finance, and insurance
- Business information technology
- Business law
- Corporate responsibility
- Didactics and methodology
- Digital transformation
- Health care management
- Human capital management
- International business
- Climate policy and strategies/energy
- Arts management
- Management and leadership
- Marketing
- Operations management
- Public management

Zurich University
of Applied Sciences

School of Management and Law

St.-Georgen-Platz 2
P.O. Box
8401 Winterthur
Switzerland

www.zhaw.ch/sml



swissuniversities

