

Facts & Figures

School of Management



Building Competence. Crossing Borders.

The Fundamentals

The ZHW School of Management (SoM) was founded in 1968 as the Zurich School of Economics and Business Administration. Today it is part of Zurich University of Applied Sciences and is based in Winterthur, Switzerland. SoM is a community of people whose Institutes and Centers are greater than the whole. Yet the success of each unit depends largely on the spirit of cooperation both within the entire School and with third parties.

Mission

Through the direct participation of our students and partners in industry, we aim to provide an outstanding education, promote the exchange of knowledge and develop state-of-the-art applications and processes in the broad areas of management, economics and business law.

Core competencies

By actively involving our business partners and other University departments/schools in developing solutions, we gain an in-depth understanding of all the underlying issues. This allows us to provide the best possible service to our customers.

Moreover, the knowledge and experience thus gained is systematically re-introduced into the wide range of business and management courses we develop at the undergraduate and executive level.

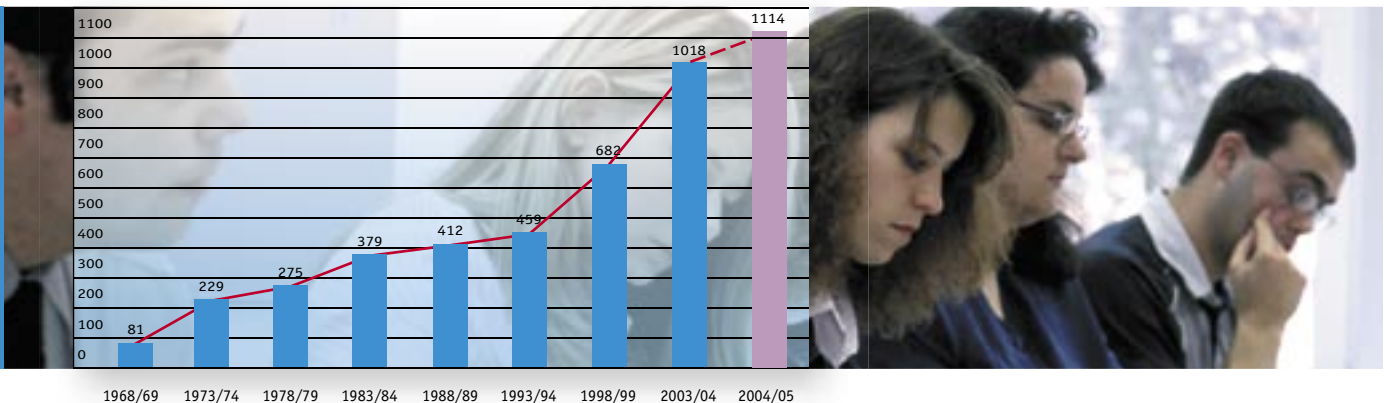
Undergraduate programs

- A bachelor of science degree in one of the following disciplines:
 - Business Administration
 - Banking
 - Finance
 - Business Informatics
- A bachelor of Business Law
- A four-year European Studies in Business Management (ESBM) program. Students studying for this degree course complete one or two semesters at a foreign university and in addition to an ESBM degree, they are awarded a bachelor of science in the area of specialization they have chosen from the list above.

Graduate program

A master of business administration is currently under development and is expected to be launched in the academic year 2005.

Annual student matriculation at SoM since 1968



SoM's strengths

- Directly involves students in consulting work
- Maintains close ties to industry and government
- Qualifications are recognized by European and US universities
- State-of-the-art IT infrastructure
- Undergraduate and executive master programs are internationally accredited (FIBAA)
- Offers multicultural learning environment
- Interdisciplinary work with other ZHW schools and departments
- Very active student representative council

Executive master programs

SoM offers a wide range of executive master programs, including:

- Business Administration (EMBA)
- Customer Relationship Management
- Financial Consulting
- Arts Management
- Public Management
- Managed Health Care
- Human Systems Engineering

Diploma and continuing education courses

SoM also runs in the region of 30 diploma and other continuing education courses, covering all areas of business and management-related disciplines, such as paralegal training and enterprise resource management.

R&D and consulting

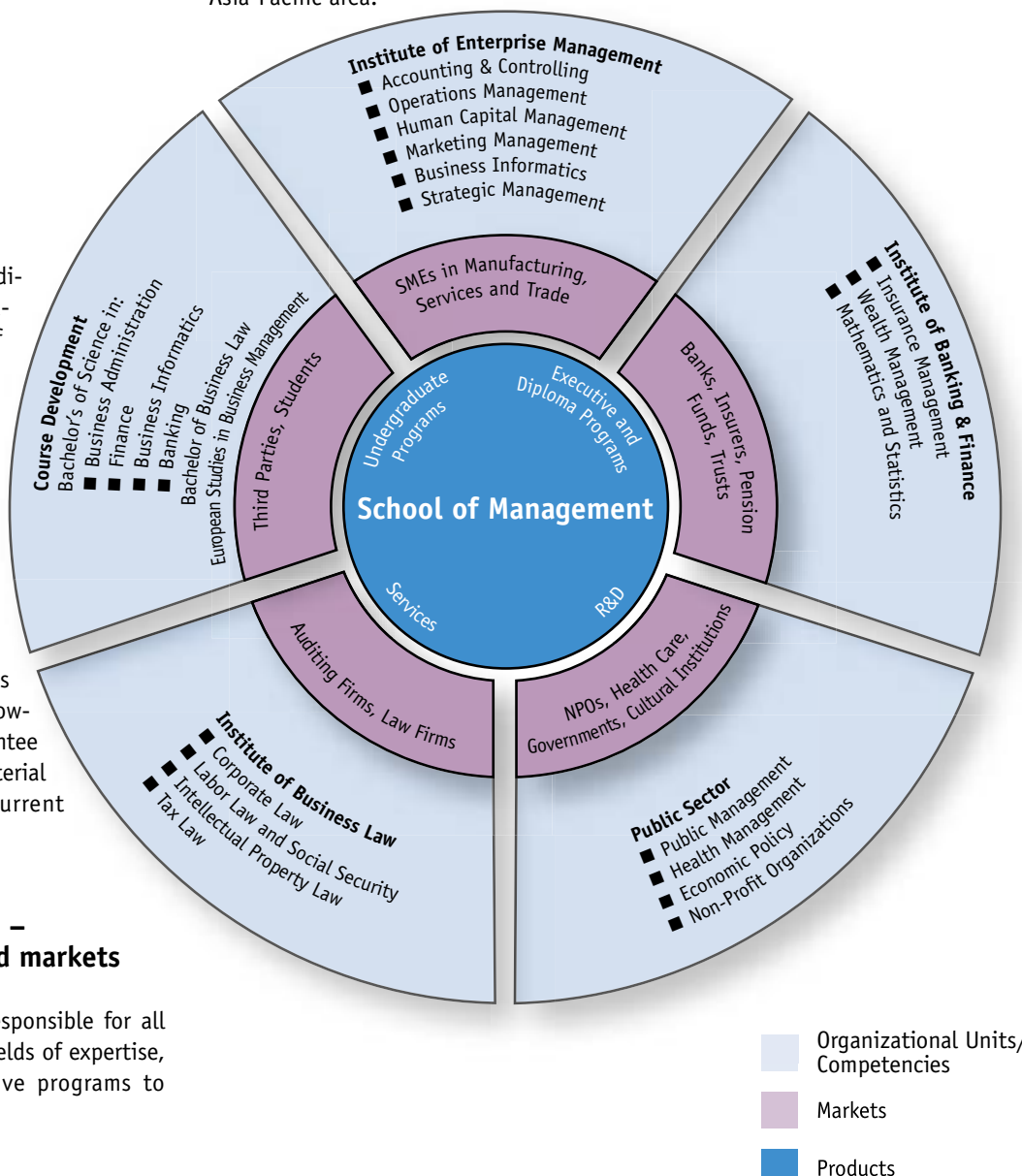
Through their R&D efforts, the SoM Institutes and Centers establish important links to industry. This ensures a regular exchange of knowledge and provides the only guarantee that the work and the course material they develop is in line with current standards.

SoM Institutes and Centers – their products, services and markets

SoM Institutes and Centers are responsible for all product lines in their respective fields of expertise, from undergraduate and executive programs to research and consulting.

The international dimension

SoM's international outlook is reflected in its active participation in global networks, its international exchange programs and the broad geographical range of its 30 plus partner institutions in Continental Europe, the UK, North America and in the Asia-Pacific area.



SoM sales according to activities (in CHF thousands)

	2000	2001	2002	2003
Undergraduate Programs	12,534	11,675	11,629	13,243
Executive and Diploma Programs	3,236	3,630	5,198	5,484
R&D	486	862	866	815
Services	66	1,042	616	698
Total	16,322	17,209	18,309	20,240

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«I am pleased to announce that in addition to our bachelor degrees, we now have four executive master programs accredited. The FIBAA accreditation underscores our international reputation as an outstanding institution of higher learning.»



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- 2 Jägerstrasse 2
- 3 St. Georgenstrasse 70