



University of Applied Sciences and Arts Northwestern Switzerland  
School of Business

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- School of Architecture, Civil Engineering and Geomatics
- Academy of Art and Design
- School of Life Sciences
- Academy of Music
- School of Teacher Education
- School of Social Work
- School of Engineering
- **School of Business**

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Swiss – Asian MBA FHNW  
2023/2024



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Welcome!	2
Swiss-Asian MBA FHNW	4
Programme	5
Course Structure	6
Master Thesis	7
At a Glance	8
Benefits for Companies	9
School of Business FHNW	10
Addresses and Contact Information	13





## Transform Yourself Into A Global Leader

Get your Master's degree from an accredited Swiss Public University

Build your international network between Europe and Asia

Enjoy the combination of interactive e-learning and residential weeks

Benefit from the flexible programme

Start at any time with the Swiss-Asian MBA

## Welcome!

Dear Executive and Experts,

Join the Swiss-Asian MBA programme and become a global leader! Traditional MBA programmes are usually held at one university. Our programme, however, takes place at four leading universities in Switzerland and Asia. It is the first programme of excellence that combines Swiss innovation, Asian dynamics and a global mindset. By investing in this programme, you will become part of an international network of executives.

Switzerland has an excellent reputation for its many innovative companies, for its quality products and services as well as its educational system. The University of Applied Sciences and Arts Northwestern Switzerland (FHNW) has launched this flexible MBA programme in 2019, for European and Asian executives and experts interested in doing business in Asia and aiming to become global leaders.

The Swiss-Asian MBA is tailor-made for innovative European and Asian managers, entrepreneurs and experts aspiring to obtain an official Swiss Master's degree – and with a keen interest in European and Asian business and business culture. The regional focus is reflected in the respective case studies. The programme is designed as a blended format. Online modules, allowing participants to study at their own pace whenever and wherever they may be, are combined with four residential weeks in different locations, where participants will meet in person. Our rolling intake concept allows you to join the programme at any time.

Start your transformation to becoming a global leader now!

Wishing you all the best.



Dr. Andreas Hinz  
Programme Manager  
Swiss-Asian MBA FHNW

### Introducing the Swiss-Asian MBA FHNW

The Swiss-Asian MBA is based on the existing MBA programme of FHNW (90 ECTS; European Credit Transfer System), but set-up as a blended learning MBA. The MBA programme at FHNW has been conducted since 1992 with several intakes per year. Our rolling intake concept allows you to join the course at any time.

This programme, which includes webinars and virtual classrooms, is conducted in English. During the four residential weeks – one week in Switzerland (Basel) and three weeks in Southeast Asia and East Asia – there will be a keen focus on actual business case studies and company visits.



### Programme Description

We deliver knowledge online. Subsequently four residential weeks are being organized where participants are exposed to other cultures, interact, and get to know each other. These residential weeks consist of company visits, real-life case studies and teamwork. Residential weeks are held at renowned universities in Switzerland (Basel), Southeast Asia and East Asia.

The programme duration is usually 18 months, plus six months for the master thesis; a faster completion is possible. Our concept allows maximum flexibility due to its module structure and the rolling intake. About 70% of the contents are delivered online, 30% during residential weeks. Our faculty is very diverse, around 50% of our professors are from Switzerland, 25% are Western professors teaching in Asia and 25% are Asians. All our professors have a proven academic track record as well as practical experience in their respective fields; they practice what they preach. Our curriculum is customer-oriented and allows the execution of company projects as part of the study programme and the assessments.

Each unit starts with an introduction of the participants followed by an online module with webinars, virtual classroom discussions, exercises, textbook and other reading materials, self-evaluation tests, etc. The module is followed by a residential week with examinations related to courses from previous units, case studies and discussions, company visits, team building and networking events. The residential weeks will take place every 3 to 4 months – one full week at FHNW in Switzerland (Basel) and five days each (Thursday evening to Monday noon) in Southeast Asia and East Asia.

## Course Structure

### Unit 1 – Methods and Leadership

- Fundamentals of Management
- Qualitative and Quantitative Research Methods
- Problem Solving and Decision Making
- Leading Employees
- Human Resource Management
- Communication and Conflict Management

### Unit 2 – Finance and Economics

- Financial Accounting
- Management Accounting
- Corporate Finance
- Economics
- Company Simulation Game

### Unit 3 – Management

- Organisation and Change Management
- IT-Management and Digitalization
- Business Ethics and Sustainability
- Strategic Management
- Supply Chain Management and Logistics
- Special Course Digital Transformation

### Unit 4 – Marketing and Internationalization

- Internationalization Strategies
- Cross-Cultural Management
- Corporate Culture
- Marketing

Unit 4 includes an in-depth special course on Globalisation, Innovation and Entrepreneurship / Intrapreneurship highlighting the relevance of modern technologies such as Industry 4.0, Blockchain Technologies, Big Data Analytics and Artificial Intelligence including Deep Learning for companies and enterprises operating in a global environment.

### Unit 5 – Residential Weeks, Management Practice

- Company Visits and Case Studies
- Foundations of Leadership
- Management Assessment

### Unit 6 – MBA Thesis

- Closely related to a business case of the participant.

## Master Thesis

«In theory, theory and practice are one. In practice, they are not.»  
Albert Einstein

Although Albert Einstein may be right, the core of the pedagogical concept of FHNW is to build bridges between theory and practice. Executives are frequently required to carry out in-depth studies of any given issue or a series of interrelated business problems. This requires a research-based approach. We involve our students in business research and provide a platform to have them systematically transfer their results, knowledge and skills gained to our taught modules.

As a preparation for the master thesis, students attend a workshop in research methodology. They are invited to identify appropriate methodologies for their problem-solving strategies, including data collection, data analysis and evaluation of relevant literature, to reach evidence-based conclusions. The research skill module equips students to get started with the subsequent master thesis.

All Swiss-Asian MBA students have to write a master thesis at the end of their study programme. The thesis is usually reflective of the outcome of a major business project with an international company. The students themselves choose the company and the topic of their thesis and formulate the research questions. It is the purpose of the master thesis to develop our students' ability to relate objectives, evidence, and conclusions in a coherent and professional manner. Students will apply academic frameworks and methods to their business case study. The work on the master thesis is calculated as 20 ECTS; with one ECTS being about 25 working hours, this corresponds to six months part-time study.

Each student will be assigned to a research supervisor for advice and discussion of challenges that may arise during the research period. A second person evaluates the thesis to ensure a fair assessment thereof. A practitioner with related business experience may also be involved.



## At a Glance

### Target Group

The Swiss-Asian MBA is tailor-made for innovative European and Asian managers, entrepreneurs and experts aspiring to obtain an official Swiss Master's degree – and with a keen interest in European and Asian business and business culture. The regional focus is reflected in the respective case studies.

The programme is designed in a blended format. Online modules are combined with four residential weeks in different locations in Switzerland, Southeast Asia and East Asia, where participants can meet in person.

### Starting Dates

Any time (rolling intakes). You may register online via our website.

### Admission

As a rule, an undergraduate degree (bachelor's degree) or an equivalent qualification from a recognized academic institution is required, the previous subject of study is irrelevant. A minimum of three years of relevant work experience is expected, and a good command of English (IELTS 6.0 or equivalent). An entry interview is compulsory.

### Participation Fees

CHF 23,800.00 – excluding the travel costs for the four residential weeks.

### Language of Tuition

All courses of the Swiss-Asian MBA are taught in English.

## Benefits for Companies

### Companies can benefit from various advantages:

Companies sponsoring two or more employees are entitled to discounts.

A close alignment between Corporate Affairs and/or HR and the study programme is possible by discussing company challenges even on a weekly basis.

The solution to a complex company issue can be subject to a master thesis; a company mentor is welcome to join the supervising team.

The company may save consulting and training costs by entering into a cooperation agreement with the Swiss-Asian MBA.

Part of the cooperation agreement are regular meetings (at least 2 per year, virtual or in person) with the FHNW Programme Manager to ensure continuous adaptation to the company's needs.

Company-specific elective courses are possible, subject to a certain minimum number of students.



# School of Business FHNW

## School of Business

The FHNW School of Business is an educational institution for future decision-makers in business and society. Our offers are geared to both practice and research at an international level. Our students' degrees and diplomas are internationally recognized. Our graduates are highly employable in the job market and ready to put their learning into practice in the business world. We foster exchanges with over 150 partner universities worldwide. Our university is a member of the AACSB (Association to Advance Collegiate Schools of Business). We generate knowledge in collaboration with partners from industry and public administrations. Our research addresses market needs and is very client-focused. We take on the role of the transfer partner in generating and applying knowledge.

## High-Quality International Exchange

The School of Business at FHNW has been delivering international education programmes and cooperating with partners around the globe for many years, maintaining a special regional focus on Asia. Internationalisation is a core strategy of the School of Business at FHNW, at home as well as abroad. This ensures an intensive exchange of lecturers and students. In comparison with other Swiss universities, our students are given the most international exposure. With the highest market share in the continuous education sector in management, the School of Business is aiming to transfer its knowledge to foreign markets.

## Swiss Innovation Challenge

The School of Business at FHNW established the Swiss Innovation Challenge in 2014, the first innovation competition in Switzerland with an embedded promotion package and considerable prize money. The Swiss Innovation Challenge has established itself as the biggest innovation competition in Switzerland. The Challenge attracts more than 100 innovative projects every year. Based on its success we have launched the Swiss Innovation Challenge Asia in 2017, providing a great international network. Certainly, our students are most welcome to join the Challenge!

More at our website:

<http://www.fhnw.ch/innovationchallenge>

## Focused Competence

The School of Business at FHNW ensures that current know-how is accessible, broadly disseminated and applied. The entire spectrum of business topics is covered: Management and Leadership, Non-Profit Management and Public Administration, Corporate Communications, Human Resource Management, Consulting and Coaching, Finance and Controlling, Entrepreneurship and Innovation, Business Processes, Business Information Systems and E-Business.

## Certified, Internationally Accredited Degrees

The study programmes of the School of Business at FHNW are in compliance with both national and international accreditation standards. FHNW is a public university and member of "swiss universities", a label provided by the Swiss Government to officially recognised and accredited Swiss universities.

The School of Business at FHNW is also AACSB (Association to Advance Collegiate Schools of Business) accredited. AACSB International is an independent accreditation body for schools of business administration. AACSB Accreditation is known worldwide as the most widely recognised and advanced form of accreditation an institution can earn.

## Addresses and Contact Information



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