



Swiss – International MBA FHNW

We educate innovative, responsible specialists
and managers for an interconnected and
ever-changing world.

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«Short online seminars on weekends allowed me to apply what I had learned to my businesses the following Monday. My businesses definitely would not have grown to what they are today without this programme.»

Terry Tan



Welcome!

Join the Swiss-International MBA programme and unleash your potential in the international business world. Start whenever you like and study wherever you are. Our blended-learning approach provides all the flexibility you need while you earn your MBA title with 90 ECTS:

- Virtual class-room: Courses are delivered as short online seminars you can attend, no matter where you are.
- International Study Trips: You join in person at selected locations around the world, interact with your peers, experience how business is done and expand your international network across cultures.

Based on our school's long track-record of MBA training, the Swiss-International MBA is a unique programme of excellence that builds bridges between Switzerland/Europe and key business regions around the world.

The Swiss-International MBA programme enables you to choose your regional focus and become a global leader. Whether you are a manager, expert or entrepreneur, whether you to climb the ladder at your current employer, seek to explore alternative options or alter the course of your career path altogether, the programme will open doors.

Get ready for your transformative journey at the international level.

We are curious to get to know you.

Prof. Dr. Andreas Hinz
Programme Manager Swiss-International MBA FHNW



Transform yourself into a global leader



Study part-time and get your MBA degree with 90 ECTS from an AACSB-accredited Swiss public university.



Build your international network across world regions you are interested in.



Enjoy the combination of interactive e-learning and exciting International Study Trips.



Benefit from great flexibility to account for personal preferences.



Start your international MBA journey at any time.

Swiss-International MBA FHNW

The Swiss-International MBA is based on a long track record of MBA programmes at FHNW (90 ECTS; European Credit Transfer System), but set-up as a blended learning MBA. MBA programmes at FHNW have successfully shaped leaders since 1992 with several intakes per year.

Teaching takes place in the virtual classroom. You participate in three International Study Trips where you interact with your peers and key decision-makers and work on business case studies. You get deep insights into the local business ecosystem while visiting enterprises from small to large, start-ups, (non-)governmental bodies, supranational agencies, partner universities and other organisations.

Given a rolling intake, you can join any time.
Programme language is English.

«Opting for this international MBA programme has significantly expanded my career horizons, offering a dynamic blend of Swiss/European, and Asian market insights. The flexible format fits seamlessly into my global lifestyle, providing an attractive and enriching educational experience.»

Kriss Redrico

Programme

Programme Description

We deliver knowledge online. This takes the form of short live seminars by our lecturers on Saturdays followed by online assignments the following week to foster collaboration among students. To ensure close personal interactions among peers, lecturers and key decision-makers in the international business ecosystem, you participate in three International Study Trips:

- Switzerland
- Two other locations of your choice (subject to schedule, may include Europe, Asia, Latin America, Middle East and Africa)

Examples of focus destinations include Switzerland/Europe, China, Colombia, Indonesia, Malaysia, Singapore, Thailand, Uganda, United Arab Emirates and Vietnam.

If you wish to focus on specific regions, you have the following options in terms of MBA designation (special rules apply):

- Swiss-Asian MBA
- Other options may be possible subject to schedule

During these trips, you get to know each other and experience how business is done at a given location while at the same time being exposed to other cultures. These trips focus on actual business case studies and visits to enterprises from small to large, start-ups, (non-)governmental bodies, supranational agencies, partner universities and others.

Completion of compulsory courses takes around 16 months, upon which you enter the master thesis phase of 6 months. Depending on personal preferences and study progress, the programme can be completed faster. The programme format provides maximum flexibility due to module structure and rolling intake. About 70% of content is delivered online, 30% on site during International Study Trips.

Our accomplished faculty features highly diverse expertise and backgrounds and a wealth of international experience. All professors have a proven academic track record as well as practical experience in their respective fields. They really practice what they preach. Our curriculum allows the integration of company-specific projects as part of the study programme and assessments.

The Swiss-International MBA includes the following six units:

1. Methods and Leadership
2. Finance and Economics
3. Management
4. Marketing and Internationalisation
5. International Study Trips and Management Practice
6. Master Thesis

Each unit begins with an introduction followed by online modules including webinars, virtual classroom discussions, individual and group exercises, case studies, self-evaluation checks, etc.

«The programme offers me the greatest possible flexibility to complete valuable further education alongside my job and family, which prepares me for the next step in my career. Both the content and the exciting residential weeks are very enriching for me personally and pro-fessionally and have broadened my horizons.»

Matthias Annaheim

International Study Trips

International Study Trips are a great opportunity to meet peers and lecturers at dynamic business locations around the world. Interactions with key decision-makers in the local ecosystem provide highly valuable insights into how business is done. Building an international network and embracing local cultures included.

The school's impressive international network with partner universities and respective business ecosystems provides direct access to top echelons at host organisations. The programme usually features a rich blend of visits to enterprises from small to large in different industries, start-ups, (non-)governmental bodies, embassies, supranational agencies, partner universities and others.

This ensures a wide range of insights into different types of organisations in the local ecosystem and how they operate. Special emphasis is laid on opportunities and challenges, often at the example of relevant case studies.

International Study Trips take place regularly and last for around six days. Travel is usually possible on weekends so that everything can be accommodated within one week.

So far, the impressive list of destinations includes Switzerland/Europe, Asia, Latin America, Africa and the Middle East.

«While considering different MBA offerings, I was looking for a program which had all the MBA elements, was online, and most importantly, had a special focus. The program has provided me this and, in large part to the international Residential Weeks, is truly a unique flavour of MBA. Through group assignments, I have had the opportunity to collaborate and network with other internationally-minded students from a wide range of professional backgrounds. As a result, I have been able to gain new insights, exchange ideas and broaden my perspective.»

Elizabeth Geier

«Two years of MBA studies have taught me knowledge and enabled me to build valuable friendships. I will stay connected with fellow classmates globally and feel fully equipped to face any challenge anytime and anywhere. Choose this MBA programme and good things are bound to happen.»

Eric Zhai

«I have met great classmates. We are a diverse group of students, many of whom are corporate managers and company founders. In addition to inputs from professors, I learned a lot from interactions with my classmates. The programme has a strong focus on innovation, which is important to keep track of new technologies in the industry and be prepared for new trends.»

Terry Tan

Master Thesis

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

Albert Einstein

Although Albert Einstein may be right, the programme concept seeks to build bridges between theory and practice. Managers are frequently required to carry out in-depth analyses of various issues and obtain a holistic understanding of the situation. This often requires systematic research-based approaches that promise relevant practical solutions. Students have the opportunity to work on exactly that during the master thesis process and transfer their findings into the practical context. The master thesis represents a chance for students to position themselves in their current work environment or explore a new career path.

A course in research methodology prepares students for the master thesis phase. They are encouraged to review the relevant literature and identify and select appropriate methodologies to address the chosen thesis focus. This includes data collection and analysis in order to reach evidence-based conclusions.

The master thesis is usually reflective of the outcome of a major business project with an international company.

Students choose the thesis topic and unit of analysis (e.g., employer, start-up or other organisation/case) and formulate research questions. The master thesis phase represents a great opportunity for students to develop the ability of aligning objectives, evidence and conclusions in a coherent and professional manner. Students learn to apply academic frameworks and knowledge in the context of a chosen business case.

Six months are allocated for the master thesis phase in part-time study mode. A completed thesis is awarded 20 ECTS.

Students are assigned to a research supervisor who gives guidance and acts as sparring partner. The supervisor and a second faculty member evaluate the thesis. Students have the option to involve a practitioner with related business experience.

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 Digitalisation
 - Business Ethics and Sustainability
 - Strategic Management
 - Supply Chain Management and Logistics
 - Special Course
 - Digital Transformation
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Unit 4

Marketing and Internationalisation

- Internationalisation 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 organisations operating in a global environment

Unit 5

International Study Trips, Management Practice

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

Unit 6

MBA Thesis

- Topic / setting of choice
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At a Glance

Target Group

The MBA programme is tailor-made for innovative managers, entrepreneurs and experts with particular interest in Switzerland/Europe and other world regions. The programme helps to build bridges between international regions of choice.

The blended learning approach combines flexible e-learning and personal interactions during International Study Trips to foster international networking among peers, faculty and key decision-makers in chosen regions. Course participation in the virtual classroom is possible from anywhere.

Starting Dates

Any time (rolling intake). Registration via website.

Admission

As a rule, an undergraduate degree (bachelor's degree) or equivalent qualification from a recognised academic institution is required, independent of the field of study. A minimum of three years of work experience and a good command of English (IELTS 6.0 or equivalent) are expected. Admission is subject to an entry interview.

Programme Fees

CHF 24,900 – excluding travel costs (International Study Trips).
Programme fees payable in four tranches.

Programme Language

All courses are taught in English.

FHNW University of Applied Sciences and Arts Northwestern Switzerland

FHNW University of Applied Sciences and Arts Northwestern Switzerland
The FHNW University of Applied Sciences and Arts Northwestern Switzerland is composed of nine Schools covering Applied Psychology, Architecture, Civil Engineering and Geomatics, Art and Design, Life Sciences, Music, Education, Social Work, Engineering and Business. The FHNW campus occupies a number of sites in its four operating cantons, Aargau, Basel-Landschaft, Basel-Stadt and Solothurn.

The FHNW provides education to approximately 13,300 students. Around 1,400 lecturers impart practical and market-oriented knowledge in 31 bachelor's and 20 master's programmes as well as in numerous continuing education courses. The FHNW's graduates are in demand as professionals.

The FHNW School of Business

The FHNW School of Business has an international outlook and is practice-oriented. It educates over 3,100 bachelor's and master's of Science students in Basel, Brugg-Windisch and Olten, and with its broad range of business continuing education opportunities is a leader among the Swiss universities of applied sciences. It has more than 160 cooperation partners around the world and offers international, tailor-made educational programmes. It has strong regional ties and is the point of contact for small and medium-sized companies and (nonprofit) organisations. Since 2021, it has been one of the 6% of all business schools worldwide that are accredited by the AACSB.

Further information at www.fhnw.ch/business



Contact Information

University of Applied Sciences and Arts
Northwestern Switzerland



Programme Coordinator

Sabine Ugazio
+41 61 279 17 02
sabine.ugazio@fhnw.ch



Programme Manager

Prof. Dr. Andreas Hinz
+41 56 202 79 39
andreas.hinz@fhnw.ch

**[www.fhnw.ch/en/continuing-education/business/
swiss-int-mba](http://www.fhnw.ch/en/continuing-education/business/swiss-int-mba)**

«Pursuing an international MBA programme and international career at the same time? This programme makes it possible. I can highly recommend it to anybody looking for an exciting course curriculum including Residential Weeks where everybody gets together. The collaboration with fellow students and lecturers made this MBA programme very special for me.»

Manuel Wendle

The following faculties of the University of Applied Sciences and Arts Northwestern Switzerland offer Master programmes:

- School of Applied Psychology
- 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**

University of Applied Sciences
and Arts Northwestern Switzerland
School of Business
Peter-Merian-Strasse 86
4002 Basel Switzerland

T +41 61 279 17 17
info.business@fhnw.ch



www.fhnw.ch/business



