



University of Applied Sciences and Arts Northwestern Switzerland  
School of Business



# FHNW School of Business

[fhnw.ch/business](https://fhnw.ch/business)

member of  
swissuniversities

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

   @FHNWbusiness

[fhnw.ch/business](https://fhnw.ch/business)

## Our FHNW School of Business

The FHNW School of Business is committed to outstanding education, cutting-edge research and practical solutions. We received accreditation from the Association to Advance Collegiate Schools of Business (AACSB) in 2021 and are thrilled to reveal that 2023 will be a year of vibrant growth. We are expanding our educational portfolio with two new Bachelor of Science degree programmes, in Business Law and Business Artificial Intelligence, accompanied by a wide selection of new executive education programmes and freshly minted modules.

Our primary objective is to equip our graduates with the skills and knowledge required to tackle the demands of an ever-changing, unpredictable global business environment. A key strength of our school is its extensive international reach. We cultivate strong partnerships with renowned universities around the globe, providing numerous opportunities for both our Swiss and international students to enhance their intercultural competencies, gain global experience and establish robust professional networks.

In applied research and development, our research teams collaborate closely with the business community to devise innovative solutions to current and future challenges.

I am thrilled to offer a more in-depth look at our university through this brochure.



Prof. Dr. Regula Altmann-Jöhl  
Director FHNW School of Business



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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 earn degrees and diplomas that hold global recognition, making our graduates highly sought-after in the job market and ready to put their learning into practice in the business world.

We actively foster exchanges with over 200 partner universities worldwide. Our university is AACSB accredited (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.

With our campuses in Basel, Brugg-Windisch and Olten, we are conveniently located to serve our clients with our expertise.

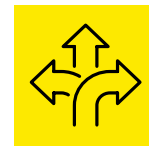


## Our values



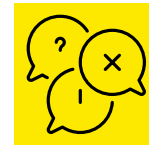
### ■ Responsibility

We are an educational and research institution that promotes a sense of responsibility and a competent approach to change, diversity and sustainability.



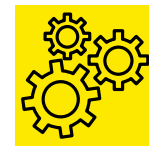
### ■ Liberty

We are committed to the freedom of teaching and research, and we accept the social and cultural responsibilities that are incumbent upon us.



### ■ Dialogue

We promote a culture of open communication. Through the participation of staff and students, we can continue to develop as an organisation.



### ■ Practical orientation

Practical orientation is the core of our performance mandate. We therefore measure our performance in all areas based on the practical added value it delivers.



### ■ Curiosity

We are innovative and actively shape trends and changes. As pioneers, we can impart the necessary skills for achieving economic success.



### ■ Entrepreneurship

We support and promote business, non-profit organisations and administration in their entrepreneurial activities.



# About Universities of Applied Sciences and Arts

Switzerland's diverse and professionally oriented education system has fostered a dynamic economy world-renowned for its quality and excellence. Universities of applied sciences and arts are an integral concept which, in contrast to the academic universities, concentrate on tertiary education for professions and delivering research and consulting for its regional, national and global partners.

There are ten such universities located throughout the country: these are state-accredited, peer reviewed and increasingly popular. Entry to universities of applied sciences and arts are traditionally through vocational and specialist baccalaureates or alternatively through academic baccalaureates with documented practical experience of at least one year.

## FHNW University of Applied Sciences and Arts Northwestern Switzerland

FHNW is one of Switzerland's leading universities of applied sciences and arts and is actively involved in teaching, research, continuing education and service provision – both innovative and practice-oriented. Its broad range of degree programmes, hands-on concept, innovative, application-oriented research and global network make FHNW a diversified and appealing educational institution, a sought-after partner to industry and an attractive employer in northwestern Switzerland.





3169

Students

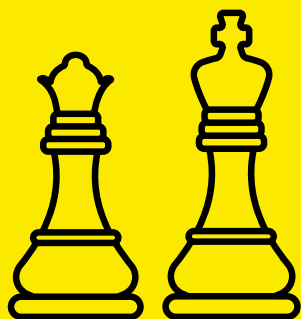
2 766 Bachelor, 403 Master



10

Degree programmes

7 Bachelor, 3 Master



108

Continuing education programmes

MBA, MAS, DAS, CAS



3

Locations

Basel, Brugg-Windisch, Olten



361

Staff members

thereof 87 Professors, 118 Lecturers



58

Million Swiss francs expenditure



189

Partner universities

worldwide



181

Research projects with practice partners

# Studying Business

When students choose to study at the FHNW School of Business, they opt for a university education rooted in practical experience that offers them the most promising opportunities for a successful career launch and ongoing professional development. Our Career Services provide students with practical and professional support as they embark on their careers.

## Our degree programmes



### ■ Bachelor of Science

- Betriebsökonomie German
- Business Administration (International Management) English
- International Business Management (trinational) English, German, French
- Business Artificial Intelligence German
- Wirtschaftsinformatik German
- Business Information Technology English
- Wirtschaftsrecht German



### ■ Master of Science

- Sustainable Business Development (trinational) English, German, French
- International Management English
- Business Information Systems English
- Medical Informatics\* English

\* In cooperation with the School of Life Sciences FHNW

Further info →



*«The Master's programme International Management deepened my understanding of management and leadership in an international context. These learnings and interactions are still of great use and support in my current role.»*

Nathanael Hausmann, President of Läderach North America



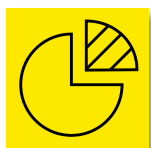
# Our Accreditations

Quality management at the FHNW School of Business makes an important contribution to the continuous optimisation of our core business in undergraduate/graduate and executive education, as well as our research and consultancy services with a proven high impact in practice and research. Our mission and strategy guide our actions.

In July 2021, after a long period of preparation, the FHNW School of Business received initial accreditation from AACSB (Association to Advance Collegiate Schools of Business) – one of the most renowned accreditation organisations for business schools worldwide. The quality label «AACSB accredited» certifies that the school ranks among the top 6 % of the world's business schools.

The FHNW School of Business is a member of swissuniversities. swissuniversities is the common voice of the Swiss universities and promotes cooperation and coordination between universities and the various types of higher education institutions.

## Our labels



member of  
**swissuniversities**



Further info →



ACCREDITATION

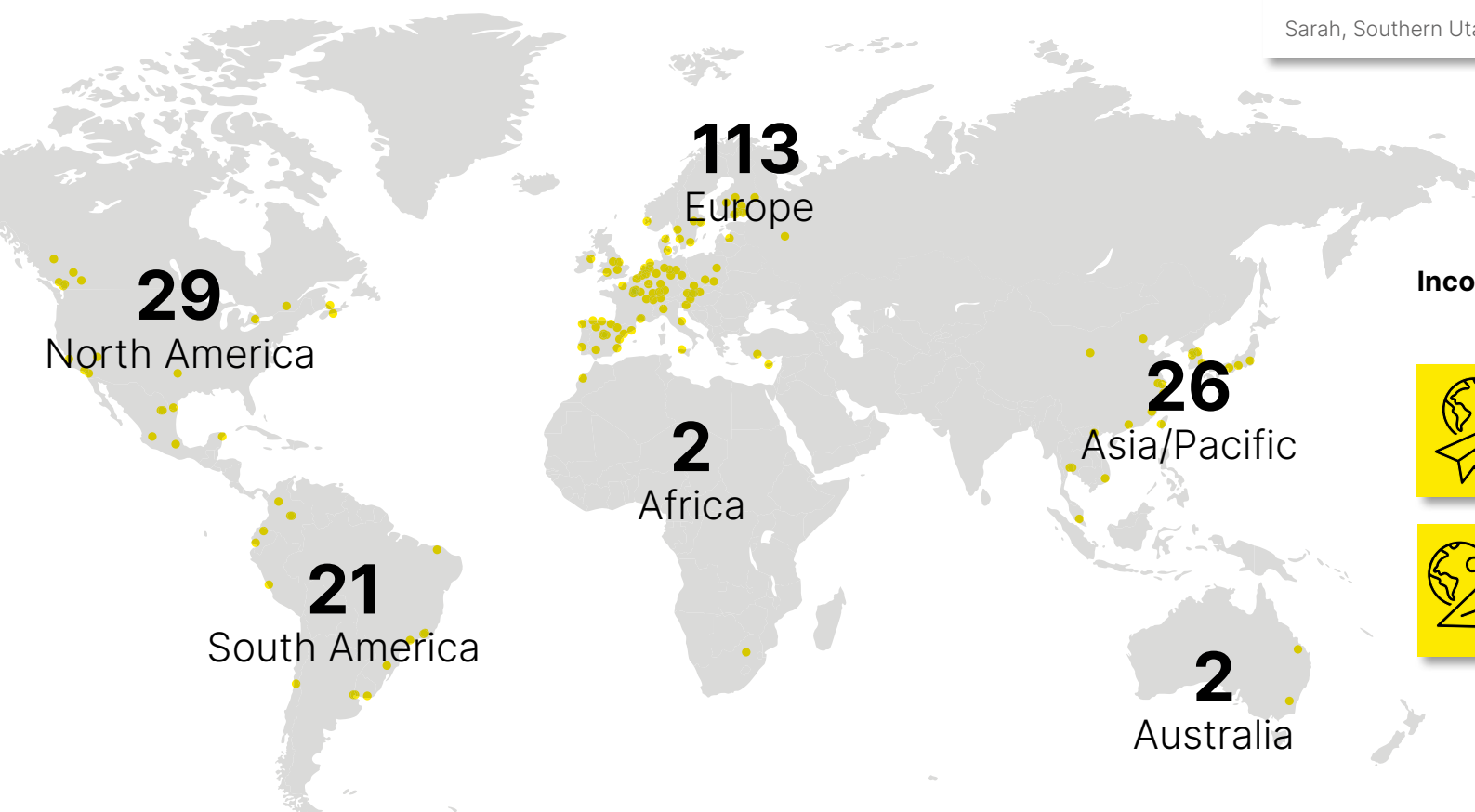


# International Partnerships and Cooperations

The FHNW School of Business maintains partnerships and cooperations with universities, companies and authorities worldwide. The focus is on Europe, Asia / Pacific, North and South America.

*«The International Office, ESN FHNW and my buddy were amazing supports and made my time in Switzerland easy and enjoyable. I gained many lifelong friends and truly unforgettable memories during my stay.»*

Sarah, Southern Utah University (USA)



● Partner universities for students and lecturers (2023)

## Incoming / outgoing students



- **204 Outgoing**  
Student and staff exchanges with a partner university



- **168 Incoming**  
Exchange of students and staff at the FHNW School of Business

Further info →



# International Activities

Internationalisation is the main strategic focus of the FHNW School of Business. We have a solid foundation of over 200 partner universities and offer four degree programmes (bachelor's and master's) that are taught entirely in English.

With almost 20 years of experience and a faculty which is multilingual, interculturally aware and embedded in global networks, we are able to provide both students and clients with the necessary skills and insights to be globally effective.

## Our international activities



- International education programmes taught entirely in English with a transnational focus
- Dual degrees
- Two trinational degrees



- Participation in international research networks and projects
- Hosting of and participation in international conferences and workshops
- Student, lecturer and staff exchanges



- International business educational tours for students/lecturers
- International student seminars/summer schools
- Institutional partnerships with cities, organisations and institutes abroad
- Virtual Exchange
- Collaborate Online International Learning (COIL). Internationalisation@home with teaching and learning collaborations

Further info →



*«My exchange at FHNW in Switzerland will always have a special place in my heart. I got to challenge myself and develop as a person, see beautiful places, and now I have friends for life from all over the world.»*

Zanna, Högskolan i Borås (Sweden)

# Development of Professional and Personal Competences

Through continuing education at the FHNW School of Business, participants acquire current knowledge from application-oriented research and development, and practice. We employ contemporary methods that facilitate reflection and the application of this knowledge in everyday work.

We offer part-time MBA programmes that provide professionals from a wide range of disciplines with the necessary tools in business management, enabling them to perform their tasks as managers responsibly and successfully. The MBA programmes differ in the areas of specialisation, teaching format (online or on campus), language and location.

## Our topics



- Business Informatics



- Marketing and Communication

- Financial Management



- Human Resource Management and Organisation

- Nonprofit and Public Management

- Corporate Management and Leadership



Further info →

*«I am working in Switzerland, but my colleagues and clients are culturally diverse and working all over the world. Therefore, gaining a better understanding and improving cooperation definitely was of utmost importance.»*

Alexander Merz, Industry Technology Specialist, graduate of the MBA FHNW Cross-Cultural Leadership/Edinburgh Business School

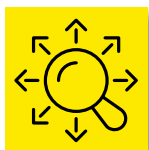


# Research, Development and Services

We conduct applied research projects in collaboration with local Swiss and international businesses as well as academic partners. This approach ensures the effective transfer of knowledge from our institutes and centres of excellence to the business world, resulting in practical and workable solutions for businesses.

Our commitment to maintaining a high standard of continuing education, research and consulting services is founded on our consistently focusing on research and education in the international area.

## Our core competencies



- Compliance and Business Ethics
- Data Analytics and Artificial Intelligence
- Digital Transformation, Digital Business and Digital Trust



- Financial Management
- Innovations and Sustainability in Organisations and Economies



- Intrapreneurship and Entrepreneurship
- Changes in Nonprofit and Public Management
- Marketing and Communication
- HRM and Organisation



Further info →

*«GEIGER is a great way for small businesses to protect themselves against cyber-attacks even without any prior knowledge and with the simplest of tools.»*

Apprentice hairdresser and participant in the GEIGER project (<https://project.cyber-geiger.eu>). GEIGER is a joint research project of the two universities of technology and economics, which helps small businesses to tackle cyber security with ease.

RESEARCH



# Our Locations

Four cantons, one educational region of Northwestern Switzerland – the three sites of FHNW School of Business

## Campus Basel

The FHNW School of Business Campus Basel is located in a modern building conveniently situated near the main railway station and just a short distance from the city centre (old town, shopping and entertainment areas).

## Campus Brugg-Windisch

About 2,000 undergraduates have been studying at the modern Brugg-Windisch campus since the summer of 2013, in the campus building close to the railway station. The FHNW School of Engineering and the FHNW School for Teacher Education are based here as well as a branch of the School of Business. The campus is in close proximity to shopping centres, restaurants, bars, cinemas and the old town of Brugg.

## Campus Olten

Campus Olten comprises three faculties: Business, Social Work and Applied Psychology. From the summer of 2013, the majority of undergraduate and graduate teaching activities have been conducted in the campus building. All campus buildings are located within a 5-minute walk from the main station (see maps) and are also just a short stroll away from various shopping centres, restaurants, bars and cinemas. The old town with its shopping and entertainment areas can be reached within a 10-minute walk.



# The Locations of the FHNW School of Business

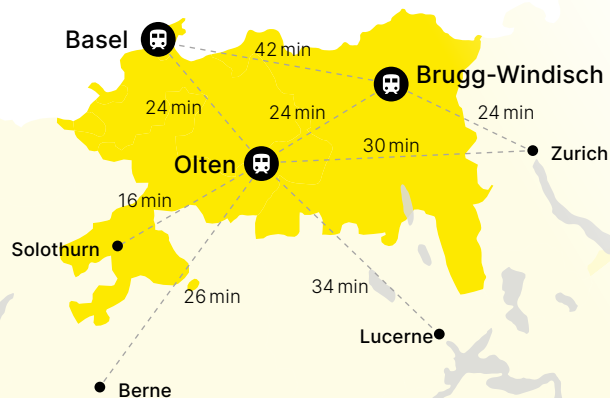
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Further info:  
[www.fhnw.ch/business](http://www.fhnw.ch/business)

CONTACT





The FHNW University of Applied Sciences and Arts Northwestern Switzerland comprises the following schools:

- FHNW School of Applied Psychology
- FHNW School of Architecture, Construction and Geomatics
- Basel Academy of Art and Design FHNW
- **FHNW School of Business**
- FHNW School of Education
- FHNW School of Engineering
- FHNW School of Life Sciences
- Basel Academy of Music FHNW
- FHNW School of Social Work

FHNW School of Business

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