

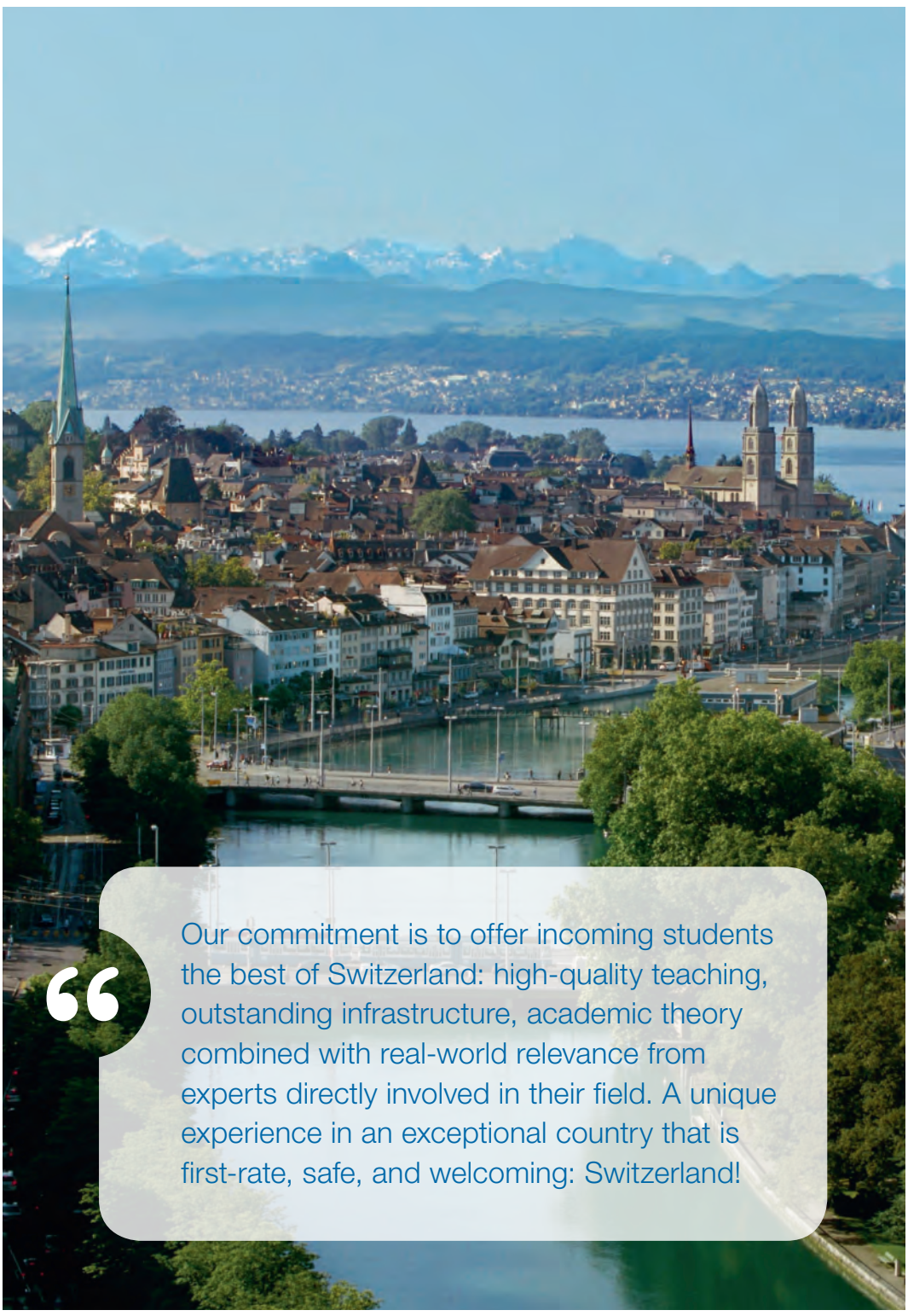
# Zurich-Winterthur: Your Perfect Exchange Destination in Switzerland

**Brochure for Incoming Students**

**2023/24 Edition**



**Building Competence. Crossing Borders.**



“

Our commitment is to offer incoming students the best of Switzerland: high-quality teaching, outstanding infrastructure, academic theory combined with real-world relevance from experts directly involved in their field. A unique experience in an exceptional country that is first-rate, safe, and welcoming: Switzerland!

# Welcome!

## Want to study abroad? Think Swiss!

Excellent education, or fun and adventure? A vibrant city, or relaxing country life? Exploring innovation, or discovering the secrets of Swiss business success? You can have it all if you study with us in Zurich-Winterthur!

This brochure introduces the ZHAW School of Management and Law, one of Switzerland's leading business schools, and gives you an idea of what you can expect from a student exchange in Switzerland.

Experience the outstanding quality of Swiss higher education and benefit from the practical approach used at a university of applied sciences. Living in Switzerland means quality of life and security, lakes and mountains, chocolate and cheese, banks and innovation. Switzerland's remarkable political stability is admired as much as its excellent school system and its unique cultural and leisure opportunities. Its central location in the heart of Europe and excellent transportation links make it an ideal base for travel.

We look forward to welcoming you to Switzerland and to our university's exchange program.



**Michael Farley**  
Head of International  
Development & Projects



**Greta Gnehm**  
Head of International Relations



**Benno Baumberger**  
Operations Manager



In 2015, the SML became the first business school of a Swiss university of applied sciences to be accredited by the Association to Advance Collegiate Schools of Business (AACSB). A mere 6 percent of the world's business schools have managed to reach this prestigious standard of achievement awarded by the most significant international accreditation institution for business schools.



# Content

- 5 5 Reasons to Choose the ZHAW School of Management and Law for Your Student Exchange**
- 7 Benefits of Studying in Switzerland**
- 8 8 Amazing Places to Visit While Doing an Exchange in Switzerland**
- 11 About Zurich**
- 13 About Winterthur**
- 15 Campus Life**
- 17 5 Tips – From Former to Future Exchange Students**
- 19 Modules and Choice of Classes**
- 21 Bachelor’s Modules in English Academic Year 2023/24**
- 27 Master’s Modules in English Academic Year 2023/24**
- 30 Tips and Tricks – How to Live on a Small Budget in Winterthur**
- 31 Information for Exchange Students**
- 33 How to Apply for Your Exchange Program: A Step-by-Step Guide**
- 34 Useful German Phrases**
- 36 The International Office**
- 38 The SML in Figures**

# 5 Reasons to Choose the ZHAW School of Management and Law for Your Student Exchange

---



## QUALITY EDUCATION

The ZHAW School of Management and Law (SML) is accredited by AACSB, an award that is known to be the oldest and most widely recognized specialized endorsement that an institution and its business programs can earn.

---



## PRACTICAL ORIENTATION AND EXPERIENCED LECTURERS

Faculty members at the SML are not only highly qualified academics; they also have years of practical experience and access to an extensive professional network.

---



## WIDE RANGE OF SUBJECTS

The programs offered provide students with specialized knowledge that is up to date and geared towards the specific needs of the business world. Incoming students can choose between more than 100 modules of all different degrees offered at the SML. We have particular specializations (majors) in Business Administration, International Management, Business Information Technology, Business Law, and Applied Law.

---



## CENTRAL LOCATION

Situated in the student town of Winterthur, the SML is also conveniently close to downtown Zurich, Zurich Airport, and the German border. All can be reached by train or car in 15–30 minutes, making our campus a convenient starting point from which to explore the rest of Switzerland and the whole of Europe.

---



## INFORMATION AND SUPPORT

Every year, the International Office at the SML welcomes more than 200 exchange students from over 30 countries. The International Office is their point of contact, and its team is committed to supporting them every step of the way to ensure their time in Switzerland is well spent and as enjoyable as possible.

---



© Zurich Tourism / Nobi Flum



# Benefits of Studying in Switzerland

## Make the most of a unique study experience

While earning credits for transfer to your study program back home, you will also gain firsthand insight into a wide range of companies and industries and have plenty of opportunities to travel.

---

94%

of our incoming students recommend the SML for an exchange

---

81

nationalities are represented at the SML

---

192

partner universities in 51 countries

---

### AT THE HEART OF EUROPE

Be amazed and inspired by Switzerland's imposing financial districts and its breathtaking landscape with lakes, castles, quaint villages, and, of course, the Swiss Alps. Switzerland is located in the center of Europe, bordered by Germany, France, Italy, Austria, and Liechtenstein. Its culture is a rich mix of these influences and reflects the diversity of its geography and the languages spoken. This is also apparent in Switzerland's multicultural business environment that has attracted many international corporations keen to benefit from low tax rates, an excellent infrastructure, and enhanced quality of life.

### OUTSTANDING EDUCATION AND ENVIRONMENT

As a student in Switzerland, you will benefit from the country's high-quality education system, aided by a state-of-the-art teaching and learning environment, experienced lecturers, and the opportunity to exchange ideas and network with students from around the world. Your studies will enable you to gain valuable insights into a world-leading banking and finance industry. Uncover the secret of Swiss business success and of Swiss excellence in research and innovation. On top of that, you can go sightseeing, engage in sports and social activities, and enjoy a vibrant city and nightlife as well as the country's natural beauty – all in a location known for safety and political stability.

# 8 Amazing Places to Visit While Doing an Exchange in Switzerland



**Immerse yourself in Swiss culture during your study breaks and discover hidden gems, local hotspots, and breathtaking views.**

**1 Best photo spot: Äscher-Wildkirchli.** A trip by aerial cableway to Ebenalp (Appenzell) followed by a short walk takes visitors to the world-famous mountain restaurant built directly onto the rock face. One of the most

beautiful places in the world, according to National Geographic.

**2 Closest to that Mediterranean feeling: Ticino.** The Italian-speaking region in the south of Switzerland boasts beautiful lakes, romantic villages, and delicious food.

**3 A cosmopolitan city: Geneva.** Take a four-hour train ride across the country to the

French-speaking region of Switzerland, and explore the “City of Peace,” home to the European domicile of the UN and the International Committee of the Red Cross.

**4 Best place to connect: OpenAir St. Gallen.** One of the largest of the many outdoor music festivals and a great way to meet other young people in Switzerland while listening to the music of top-class acts (June).





**5 Best all-year snow:**

**Zermatt.** This winter sports paradise at the foot of the Matterhorn in the Swiss Alps is the highest ski resort in Europe. Enjoy summer skiing or snowboarding on the glacier at nearly 4,000 m (13,000 feet) above sea level!

**6 Best star-spotting: Zurich**

**Film Festival.** Moviegoers love this event, which attracts many Hollywood celebrities (Septem-

ber). There is also a similar festival close to the Swiss-Italian border, the famous Locarno Film Festival (August).

**7 Natural beauty: Rheinfall,**

**Schaffhausen.** The largest waterfall in Europe next to the medieval old town of Schaffhausen.

**8 The world's most beautiful**

**view: Lake Lucerne.** For an unforgettable experience, take a

steamboat across Lake Lucerne, combining it with a ride in a cable car or cogwheel train to the top of nearby Mt. Pilatus or Rigi and a leisurely walk through the beautiful old town of Lucerne.

**Quick Facts**



**Population:** 8.74 million  
**Capital:** Bern  
**Largest city:** Zurich



© Zurich Tourism



© Switzerland Tourism

# About Zurich

## At the heart of banking and finance

Zurich: the most important cultural, commercial, and financial center with unique cultural and leisure opportunities, and efficient infrastructure.

### ZURICH

A short train ride takes you from Winterthur and its university campus to Zurich, the largest city in Switzerland. The canton of Zurich, to which Winterthur belongs, is home to about 1.5 million people and is one of Europe's wealthiest and economically strongest areas. Zurich regularly ranks among the top most liveable cities in the world and has so much to offer in terms of sightseeing, shopping, culture, and nightlife.

The primary language spoken here is "Zürütüütsch," a Swiss-German dialect. All locals understand German, however, and many also understand and speak English and French.

### Highlights



- **Seebad Enge:** This is one of Switzerland's most attractive outdoor swimming pools. It is situated on Lake Zurich against a backdrop of Alpine peaks and turns into a bar and concert venue in the evening.
- **Street Parade:** Every August, the world's largest techno party draws hundreds of thousands of dancers and onlookers to Zurich.
- **Uetliberg:** A train as well as numerous walking trails lead to the top of Zurich's very own mountain, which offers panoramic views across Lake Zurich, the Glarner Alps, and Central Switzerland.



# About Winterthur

## Year-round cultural and social activities

Winterthur and the Greater Zurich Area offer the perfect backdrop to a study-abroad experience. You will soon feel at home and will never run out of things to do.

### WINTERTHUR

Winterthur, home to the Zurich University of Applied Sciences, is the sixth largest city in Switzerland, with a population of over 100,000. Formerly a prosperous industrial center, it is now a campus town of growing importance with a bustling city center, yet surrounded by green countryside. Winterthur is safe and student-friendly with all the advantages of city life. It also has a vibrant cultural scene that appeals to all tastes. Especially in the old town and in the converted industrial zone near the railway station, young people have a wide choice of restaurants, bars, clubs, movie theaters, and sports activities.

For something different, try a game of urban golf or laser tag, go geocaching, or fight your way out of an escape room.

### Highlights



- **Old town:** The medieval heart of Winterthur is full of life and a meeting place for locals and tourists, students, and business people alike.
- **Christmas market:** Enjoy a festive atmosphere in the heart of the old town during the holiday season.
- **Albanifest:** Europe's largest annual city festival with fairground rides, live music, and countless stalls selling food and drinks (last weekend in June).



# Campus Life

## Everything you need for a successful experience

The ZHAW School of Management and Law campus is housed in several buildings in Winterthur and has a modern, user-friendly infrastructure.

### **BUDDY AND TANDEM PROGRAMS**

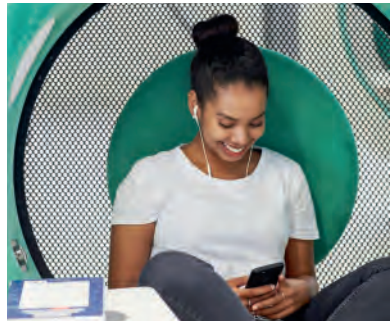
The International Office provides all exchange students with a local “buddy” at the beginning of the semester who will accompany them during their first days after arrival and assist them with any questions they may have during their stay. In addition, the ZHAW School of Management and Law (SML) has a language tandem program enabling exchange students to learn basic German from a local student in return for teaching them some of their own language.

### **CAMPUS**

The SML buildings are situated in Winterthur’s city center within easy walking distance of the railway station. Students benefit from amenities such as modern classrooms and lecture halls, quiet group work areas, and a cafeteria selling a wide selection of hot and cold food and beverages, including vegetarian and vegan options.

### **UNIVERSITY LIBRARY**

The ZHAW University Library is a state-of-the-art media, information, and study center extending over 6,000 m<sup>2</sup> (65,000 square feet). Its print collection holds more than 120,000 titles. Online resources include e-books and journals, as well as an extensive network of international databases, and the library’s staff is more than happy to provide research support. There are some 700 group and individual work spaces, including computer workstations on several floors, as well as a coffee shop. ZHAW students have 24/7 access to the building.





## SPORTS AT ZHAW

From A for Aikido to Z for Zumba, the ASVZ (Academic Sports Association Zurich) offers over 120 different sports in Winterthur and Zurich. Students benefit from an extensive infrastructure with modern sports equipment as well as supervision and training by professional instructors. Our exchange students are entitled to free ASVZ membership. >>> [www.asvz.ch](http://www.asvz.ch)

can choose between renting a room in the WOKO student residence (Camp AXA), applying for a private room with a host family, or occupying the room/apartment of a local student away on an exchange. The International Office at the SML assists all exchange students in finding accommodation.

>>> [www.woko.ch](http://www.woko.ch)

## ERASMUS STUDENT NETWORK (ESN)

The Erasmus Student Network is a Europe-wide student organization that actively promotes international exchange. The local ESN Winterthur group is committed to enhancing the exchange experience for international students by organizing social activities such as excursions and parties throughout the semester.

## ACCOMMODATION

Winterthur has attractive residential areas and a high standard of living. Exchange students





# 5 Tips – From Former to Future Exchange Students

---



Don't be afraid to contact Student Services or the International Office. They can answer most questions and will be able to help you with even the most difficult problems.

---



Don't let exchange stress get you down. Just take it one step at a time, and use the help available (see first tip).

---



Sign up for more ECTS credits than you need. Some modules might be more difficult than you anticipate, and this will enable you to compensate.

---



Consider buying both “Halbtax” (half fare) and “seven25” (free travel from 7pm to 5am) travel cards. They will encourage you to explore Switzerland.

---



Familiarize yourself with rules and procedures, stick to your class schedule, and make a financial budget you can follow. This will ensure a trouble-free exchange.

---



#WatchVideos

“

“I really liked the quality of the lectures taught by experts in their field. My exchange semester in Switzerland allowed me to discover beautiful landscapes in just a short period of time.”

Elodie Abt, Kedge Business School, France

# Modules and Choice of Classes

## How to choose your classes

The ZHAW School of Management and Law (SML) offers Bachelor's and Master's degree programs that are scientifically sound, interdisciplinary, and characterized by a high level of practical orientation.

### MODULE OFFER

Swiss degree programs have a modular structure. At the SML, a growing number of modules are taught in English as part of the school's regular Bachelor's and Master's programs. These modules are ideal for exchange students, who can study alongside their Swiss peers. Exchange students whose language skills meet the requirements are welcome to choose modules offered in either German or English or a combination of both. You can create your individual class schedule from the full range of modules on offer. Final module registration takes place during Orientation Week with full support from the International Office.

### WORKLOAD

The workload of a full-time student at the SML equals 30 ECTS credits per semester, with one credit requiring 25–30 hours of study. The number of credits an incoming student must acquire is determined by his or her home university. However, the SML expects all incoming students to earn between 15 (min.) and 45 (max.) ECTS credits during their exchange semester.

### GRADING SCALE

Like most Swiss universities, the SML uses a grading scale ranging from 1.0 to 6.0. The minimum pass grade is 4.0, and the maximum achievable grade is 6.0. To help your home university transfer your credits, an additional ECTS grade between A and F is also awarded.



# Bachelor's Modules in English

## Academic Year 2023/24

### BUSINESS ADMINISTRATION / GENERAL MANAGEMENT / ECONOMICS

Module Name	Hours <sup>1</sup>	ECTS	Semester
Behavioral Economics Theory	2	3	Fall
Climate and Energy Economics (Elective)	2	3	Fall
Corporate Responsibility	2	3	Fall
Introduction to Behavioral Economics (Elective)	2	3	Fall
Leadership and Business Ethics	2	3	Fall
Managing People in an International Context	4	6	Fall
Online Marketing: The Challenge (Elective)	2	3	Fall
Business Value of Blockchain (Elective)	2	3	Fall/Spring
Customer Insights (Elective)	2	3	Fall/Spring
Empirical Methods in Economics (Elective)	2	3	Fall/Spring
Global Marketing Management for Incomings	4	6	Fall/Spring
Information, Incentives and Strategic Thinking (Elective)	2	3	Fall/Spring
Introduction to Swiss Society and Politics	2	2	Fall/Spring
Of Choices and Mistakes: The Economics of Decision-Making (Elective)	2	3	Fall/Spring
Organizational Design in a VUCA World (Elective)	2	3	Fall/Spring
Managing Bioeconomy (Elective)	2	3	Fall/Spring
MCE – Managing Circular Economy (Elective)	2	3	Fall/Spring
Strategic Management for Incomings	4	6	Fall/Spring
Supply Chain Management (Elective)	2	3	Fall/Spring
Digital Reputation Marketing (Elective)	2	3	Spring
History of Financial Crises (Elective)	2	3	Spring
Learning from Disasters (Elective)	2	3	Spring
Product Development Management	4	6	Spring

<sup>1</sup> Hours per week



“

An exchange semester in Switzerland will be very useful at the start of your career because it can help you stand out from the crowd and shows that you have studied at an excellent school in one of the world's most competitive countries.

## BANKING / FINANCE / ACCOUNTING

Module Name	Hours <sup>1</sup>	ECTS	Semester
Banking Management	4	6	Fall
Data Science and Technology for Insurance	4	6	Fall
Investor Relations and Equity Analysis (Elective)	2	3	Fall
Sustainable Finance (Elective)	2	3	Fall
Wealth Management & Compliance	4	6	Fall
Consolidated Financial Statements	4	6	Fall/Spring
Corporate Finance & Risk Management	4	6	Fall/Spring
Financial Instruments & Portfolio Theory	4	6	Fall/Spring
M&A Integrationsmanagement (Elective)	2	3	Fall/Spring
Smart Data Analytics for Financial Assets (Elective)	2	3	Fall/Spring
Turnaround Management	4	6	Fall/Spring
Strategic Management and Innovation (Risk & Insurance)	4	6	Spring

<sup>1</sup> Hours per week

## BUSINESS LAW

Module Name	Hours <sup>1</sup>	ECTS	Semester
Compliance & Corporate Responsibility	4	6	Fall
Anglo-American Law	2	3	Fall/Spring
Digitalization and Law (Elective)	2	3	Fall/Spring
European Law	4	6	Fall/Spring
Public International Law and Legal Systems	2	3	Fall/Spring
Data Protection and Data Management	2	3	Spring

<sup>1</sup> Hours per week

## BUSINESS INFORMATION TECHNOLOGY

Module Name	Hours <sup>1</sup>	ECTS	Semester
Data Analytics	4	6	Fall
Data Analysis and Presentation in Excel and Python (Elective)	2	3	Fall/Spring
Data Management	4	6	Fall/Spring
Leadership, Ethics & Intercultural Competence	4	6	Fall/Spring
AI Applications	2	3	Spring
Data Science Introduction	2	3	Spring
Machine Learning II	4	6	Spring
Scientific Programming	2	3	Spring

<sup>1</sup> Hours per week

## LANGUAGE AND COMMUNICATION

Module Name	Hours <sup>1</sup>	ECTS	Semester
English C1 (in Business IT)	2	3	Fall
Business English 1	2	3	Fall/Spring
Business English 2	2	3	Fall/Spring
Business English Advanced 1	2	3	Fall/Spring
Business English Advanced 2	2	3	Fall/Spring
German Beginners	2	3	Fall/Spring
German Intermediate	2	3	Fall/Spring
Legal English 1	2	3	Fall/Spring
Legal English 2	2	3	Fall/Spring
Legal English Advanced 1	2	3	Fall/Spring
Legal English Advanced 2	2	3	Fall/Spring

<sup>1</sup> Hours per week



## INTERNATIONAL BUSINESS

Module Name	Hours <sup>1</sup>	ECTS	Semester
Advanced International Business	4	6	Fall
Crisis Management: Action Planning and Directing (Elective)	2	3	Fall
International Business & Ethics	4	6	Fall
International Negotiation (Elective)	2	3	Fall
International Strategic Management	4	6	Fall
Brand Management (Elective)	2	3	Fall/Spring
Business and Human Rights (Elective)	2	3	Fall/Spring
Business in the Climate Crisis (Elective)	2	3	Fall/Spring
Doing Business in Asia Pacific (Elective)	2	3	Fall/Spring
Doing Business in Europe (Elective)	2	3	Fall/Spring
Doing Business in Latin America (Elective)	2	3	Fall/Spring
European Affairs (Elective)	2	3	Fall/Spring
Intercultural Management for Incomings	4	6	Fall/Spring
International Business	4	6	Fall/Spring
International Corporate Responsibility Management (Elective)	2	3	Fall/Spring
International Negotiation for Incomings	4	6	Fall/Spring
International Trade and Policy (Elective)	2	3	Fall/Spring
Business-Government Relations (Elective)	2	3	Spring
Competition Policy: EU, US and Switzerland (Elective)	2	3	Spring
Doing Business in the Middle East (Elective)	2	3	Spring
Environmental Economics and Politics (Elective)	2	3	Spring
Firms in the Global Economy (Elective)	2	3	Spring
Focal Points in Current Affairs (Elective)	2	3	Spring
International Relations – Politics in Business (Elective)	2	3	Spring
Introduction to Luxury Management (Elective)	2	3	Spring
Luxury Foresight: Key Trends & Business Implications (Elective)	2	3	Spring
Managing Digital Transformation in the Luxury Sector (Elective)	2	3	Spring
Quantitative Methods and Big Data for Managers (Elective)	2	3	Spring
War, Economics and Business (Elective)	2	3	Spring

<sup>1</sup> Hours per week



# Master's Modules in English

## Academic Year 2023/24

### BANKING & FINANCE

Module Name	Hours <sup>1</sup>	ECTS	Semester
Corporate and Entrepreneurial Finance	2	3	Fall
Institutional Frameworks	4	3	Fall
International Economics	4	3	Fall
Investments	6	6	Fall
Quantitative Methods	6	6	Fall
Advanced International Research Projects	Guided Self-study*	6	Spring
Agile and Innovation Methods	4	6	Spring
Customer Behavior Research Methods	2	3	Spring
Customer Experience Management	2	3	Spring
International Wealth Management (Elective)	2	3	Spring
Performance Management (Elective)	2	3	Spring
Quantitative Investment Strategies	4	6	Spring
Real Estate Finance (Elective)	2	3	Spring
Risk Management	4	6	Spring
Strategic Innovation Management	2	3	Spring
Sustainable Investments	3	3	Spring

<sup>1</sup> Hours per week; \* Very few or no hours of classroom instruction, mainly self-study for a research paper or project.

### BUSINESS ADMINISTRATION – MAJOR INNOVATION AND ENTREPRENEURSHIP

Module Name	Hours <sup>1</sup>	ECTS	Semester
Digital Transformation (Elective)	2	3	Fall
Innovation & Venture LAB III: Collaborative Innovation Project	4	6	Fall
Innovation Ecosystems	4	6	Fall
International Entrepreneurship	4	6	Fall

<sup>1</sup> Hours per week; \* Very few or no hours of classroom instruction, mainly self-study for a research paper or project.

## BUSINESS ADMINISTRATION – MAJOR MARKETING

Module Name	Hours <sup>1</sup>	ECTS	Semester
Automation & AI in Marketing (Elective)	2	3	Fall
Brand Management, Communications & Reputation Management	4	6	Fall
Digital Marketing for Start-ups (Elective)	2	3	Fall
E-Commerce (Elective)	2	3	Fall
Marketing Technology (Elective)	2	3	Fall
Pricing & Business Models in the Digital Age	4	6	Fall

<sup>1</sup> Hours per week; \*\*Very few or no hours of classroom instruction, mainly self-study for a research paper or project.

## BUSINESS INFORMATION TECHNOLOGY

Module Name	Hours <sup>1</sup>	ECTS	Semester
Data Science Fundamentals	2	3	Fall
IT Governance, Risk and Compliance	2	3	Fall
IT Security	2	3	Fall
Process Digitalisation	4	6	Fall

<sup>1</sup> Hours per week; \*\*Very few or no hours of classroom instruction, mainly self-study for a research paper or project.

## MANAGEMENT AND LAW

Module Name	Hours <sup>1</sup>	ECTS	Semester
International Economics and Politics	4	6	Fall
Applied Research Projects	Autonomous Self-Study**	6	Fall/Spring
International Labor and Social Security Law	4	6	Spring
Managing Strategy	4	6	Spring
Regulation and Competition	4	6	Spring

<sup>1</sup> Hours per week; \*\*Very few or no hours of classroom instruction, mainly self-study for a research paper or project.



#WatchVideos

“

“I came to Switzerland not only because of the highly qualified teachers but also because of the outstanding natural beauty and diverse countryside. There are so many things to see and do.”

Lara Bergamaschi, University of Modena and Reggio Emilia, Italy

# Tips and Tricks – How to Live on a Small Budget in Winterthur

---



## FITNESS

- ASVZ (Academic Sports Association Zurich): membership included with your ZHAW Campus Card. Choose from over 120 different activities!
  - Fitness and nature trails invite you to walk, jog, and bike
  - Several rivers and lakes nearby offer free sunbathing and swimming
- 



## FOOD

- Use local “Stop Food Waste” programs like Äss-Bar or Too Good To Go
  - Ask for a student discount with your ZHAW Campus Card
  - Buy food in bulk, buy store brand products (Migros: MBudget, Coop: Prix Garantie). Denner, Aldi, and Lidl are discounters
- 



## SHOWS

- Theater: half-price tickets with the “Applaus!” Card
  - Movies: many cinemas (e.g., Cameo) offer student discounts
  - Check for cheap tickets on [ronorp.net](http://ronorp.net) or [gudle.com](http://gudle.com)
- 



## SHOPS

- Seasonal sales: late June/late December
  - Clothes swap events at ZHAW SML and Salzhaus
  - Electronics: VSZHAW Techshop, [digitec.ch](http://digitec.ch), [galaxus.ch](http://galaxus.ch)
  - Second-hand and thrift stores (“Brockenhaus” in German)
  - Many stores offer student discounts (ZHAW Campus Card)
- 



## PARTY

- Go to bars and clubs during “happy hour,” check out the Archbar student pre-weekend party for ZHAW students on Thursdays from 5 pm
  - Albanifest: a three-day festival in late June
  - Musikfestwochen: music festival in early August. Nine days of free concerts!
  - Fasnacht: a three-day carnival in February/March
-

# Information for Exchange Students

## Important details to keep in mind

The ZHAW School of Management and Law (SML) has many years of experience supporting the international students who enroll in our exchange programs.

### ORIENTATION WEEK

As an exchange student, you will be expected to arrive one week before classes start to attend a mandatory week of orientation. During Orientation Week, you will be welcomed by the International Team, taken on a tour of the campus, and be provided with everything you need to know about your upcoming exchange semester (e.g., the Swiss health insurance system, our IT infrastructure, traveling around in Switzerland, and much more). There will also be plenty of opportunities to meet and get to know the other exchange students.

### Why Switzerland?



- #1 in the world for international innovation (Global Innovation Index 2022)
- One of the top five most competitive countries in the world (#5, WEF 2019)
- One of the safest countries in the world (#11, Global Peace Index 2022)
- High standard of living
- “Swiss Made” label stands for high quality (#2, Made-in-Country Index 2017)

### IMPORTANT DATES 2023/24

Semester	Fall (Sept – Jan)	Spring (Feb – June)
Application deadline	31 May 2023	20 October 2023
Start of Orientation Week	11 September 2023	12 February 2024
First day of classes	18 September 2023	20 February 2024
Start of exam period	15 January 2024	10 June 2024
End of exam period	3 February 2024	29 June 2024

## ADMISSION REQUIREMENTS

- Language: The expected skill level is a B2+ (Common European Framework) in English or German. However, a level of C1 for German taught modules is strongly recommended but a must for Master modules. The SML only accepts the following proof of language proficiency:
  - TOEFL 550 pbT/79 ibT, iBT Home
  - Cambridge Advanced
  - IELTS 6.5
  - BEC Higher
  - Official letter from home institution confirming language proficiency
  - International Baccalaureate (IB) diploma in English
- A minimum of two completed semesters (at Bachelor's level) before the start of the exchange
- No minimum GPA required

## HEALTH INSURANCE

Basic health insurance is required by law in Switzerland. Students from the European Union are exempt from this obligation, provided they submit a copy of their valid European Health Insurance Card (EHIC). The International Office assists all non-EU exchange students in obtaining a Swiss health insurance policy (monthly premium: CHF 61–99).

## SEMP

Incoming students from European partner universities can apply for a grant in the total amount of CHF 1,900 to 2,200 per semester from the Swiss European Mobility Program (SEMP). The International Office will provide those exchange students with all the documents and information needed.

## LIVING EXPENSES

The cost of living in Switzerland reflects the country's high standard of living. Student living costs in Switzerland compare favorably with those in major European cities and depend heavily on personal lifestyle. Based on the experience of former students, on average, CHF 1,500 a month should be sufficient. A typical student budget for one month includes:

### Estimated Expenses\*

in CHF

Item	From	To
Rent and utilities	600	750
Food	400	500
Public transportation	40	100
Leisure activities	200	300
Course materials	40	50
Other expenses	100	150
<b>Total</b>	<b>1,380</b>	<b>1,850</b>

\*Additional expenses might occur



# How to Apply for Your Exchange Program: A Step-by-Step Guide

---

1

## **APPLY FOR YOUR SEMESTER/YEAR ABROAD AT YOUR HOME UNIVERSITY**

Consult with your home university to clarify the requirements for studying abroad. After successful application at your home university, they will send us your nomination.

---

2

## **NOMINATION CONFIRMATION**

You will receive a confirmation e-mail from us with all the information and documents needed for the online application process, including the study proposal, which serves as a preregistration for the modules. The final module registration will take place during Orientation Week.

---

3

## **APPLY FOR YOUR SEMESTER/YEAR ABROAD AT THE ZHAW SCHOOL OF MANAGEMENT AND LAW**

Apply online for your semester/year abroad before the deadline (31 May for the fall semester, 20 October for the spring semester).

---

4

## **CONFIRMATION OF YOUR SEMESTER/YEAR ABROAD AT THE ZHAW SCHOOL OF MANAGEMENT AND LAW**

After we have processed your application, you will receive your letter of acceptance from us with all further relevant information (accommodation, visa process, health insurance, etc.).

---

5

## **ARRIVAL AT THE ZHAW SCHOOL OF MANAGEMENT AND LAW**

We will welcome all new exchange students during Orientation Week, where we will guide you through your first days, and you will have the chance to get to know each other and our school.

---

# Useful German Phrases



*Ja.* Yes.

*Nein.* No.

*Grüezi.* Hello.  
(only used in Switzerland)

*Hallo.*  
*Hello.*  
(used in Germany)

*Hilfe!* Help!

*Vielleicht.* Maybe.

*Sprechen Sie Englisch?* Do you speak English?

*Guten Morgen.* Good Morning.

*Entschuldigung.* Sorry.

*Ich hätte gerne einen Kaffee. I would like to have a coffee.*

*Danke. Thanks.*

*(German word)*

*Merci. Thanks.*

*(French word used in Swiss German)*

*Ich weiss es nicht. I don't know.*

*Wie viel kostet das? How much does it cost?*

Begin to speak  
a little of the most  
widely spoken of  
Switzerland's four  
official languages:

German, 63%  
French, 23%  
Italian, 8%  
Romansh, 1%

*Tschüss. Goodbye.*

*Woher kommst du? Where are you from?*

# The International Office

## Your first point of contact for all inquiries

The International Office will help you apply to the ZHAW School of Management and Law (SML), get settled into your new environment in Switzerland, and enjoy a memorable academic journey abroad.

### SUPPORT FROM START TO FINISH

The International Office at the SML is the first point of contact for exchange students. It supports you throughout the entire application process and handles all questions before, during, and after your exchange. The staff members at the International Office have many years of experience in student exchange and are fully competent when it comes to advising and supporting students from all over the world. The International Office is always highly praised by former exchange students for its assistance, personal service, and friendliness.

### How to Get in Touch With Us



What are you waiting for?  
See you soon in Switzerland!

ZHAW School of Management  
and Law

International Office  
St.-Georgen-Platz 2  
8400 Winterthur

[international.sml@zhaw.ch](mailto:international.sml@zhaw.ch)

>>> [www.zhaw.ch/sml/incoming](http://www.zhaw.ch/sml/incoming)

## YOUR CONTACTS AT THE INTERNATIONAL OFFICE



**Benno Baumberger**  
Operations Manager



**Sandra Aerne**  
Incoming Coordinator,  
Europe



**Maarit Vähä-Piikkiö**  
Incoming Coordinator,  
Overseas

## YOUR CONTACTS AT INTERNATIONAL RELATIONS



**Michael Farley**  
Head of International  
Development & Projects



**Greta Gnehm**  
Head of International  
Relations



**Céline Goetschi**  
International Relations  
Coordinator

# The SML in Figures

## Our profile for your success

Established in 1968, the ZHAW School of Management and Law (SML) is one of Switzerland's leading business schools.

**5**

Bachelor's degree programs (BSc)  
9 specializations

**7**

Master's degree programs (MSc)  
5 specializations

**>173**

continuing education programs

**194**

classes at the SML

**42%**

of courses taught in English

**348**

lecturers at the SML

**605**

members of faculty and staff

**> 9,800**

students (BSc, MSc, continuing education programs)

**>27,000**

graduates since 1968





#WatchVideos

“

“The first months here were filled with a lot of activities in the Swiss Alps, and I got to know so many nice people.”

Jens Mayer, Hochschule Bonn-Rhein-Sieg, Germany

Zurich University  
of Applied Sciences

# School of Management and Law

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

[www.zhaw.ch/sml](http://www.zhaw.ch/sml)



swissuniversities

