

FHNW School of Business

- Institute for Competitiveness and Communication
- Institute for Finance
- Institute for Human Resource Management
- Institute for Information Systems
- Institute of Management
- Institute for Nonprofit and Public Management

University of Applied Sciences and Arts
Northwestern Switzerland FHNW
School of Business
Customer Care Center
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FHNW School of Business

We educate innovative and responsible managers for a networked and dynamic world.

Our mission

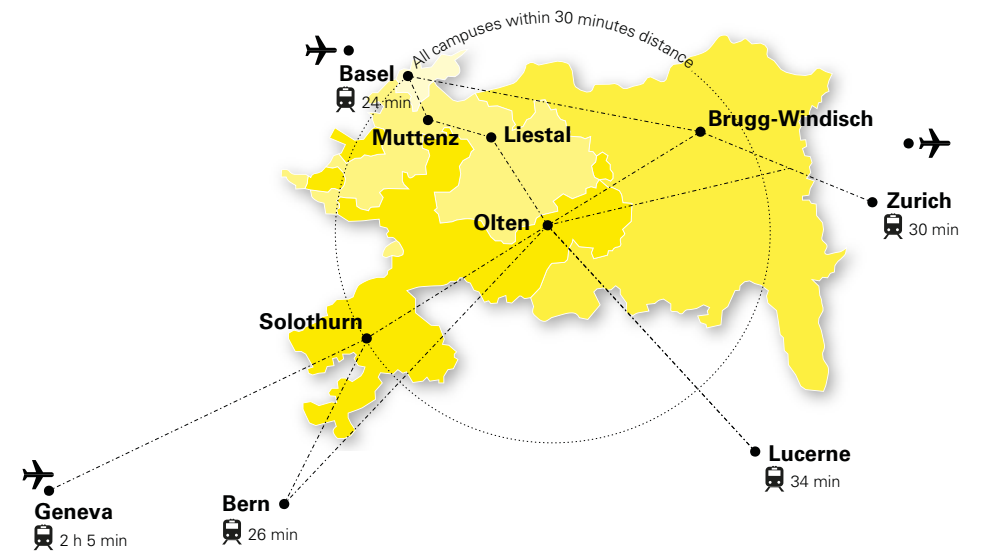
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FHNW

The FHNW is one of the largest universities of applied sciences and arts in Switzerland. It has nine faculties which all deliver practice-oriented degree programmes, continuing education, research and consulting. Our geographical location amidst leading business clusters and bordering on France and Germany promotes innovation, market orientation and inherent internationalisation.



FHNW School of Business

The FHNW School of Business is an acknowledged pioneer and leader in professional innovation and internationalisation. Our lecturers are academically and didactically certified, possess years of professional experience in their fields and expertise from current consulting and research activities. We have pioneered English-taught and internationally focused programmes which, when combined with a strategy of consulting and research for regional and global companies, ensures dynamic interaction between the worlds of business and education.

Our core teaching values encompass practice orientation and innovative teaching and learning methods. We ensure that students can have one-to-one discussions with professors and enjoy an optimal teacher-student ratio in a relaxed atmosphere conducive to absorbing knowledge.

2 646

Bachelor of Science graduates

386

Master of Science graduates

310

students in programmes abroad

360

staff & faculty

56.7

million CHF expenditure

145

applied research and development projects with industry partners

98

executive education programmes

5

undergraduate programmes

2

graduate programmes

facts and figures 2020



International Activities

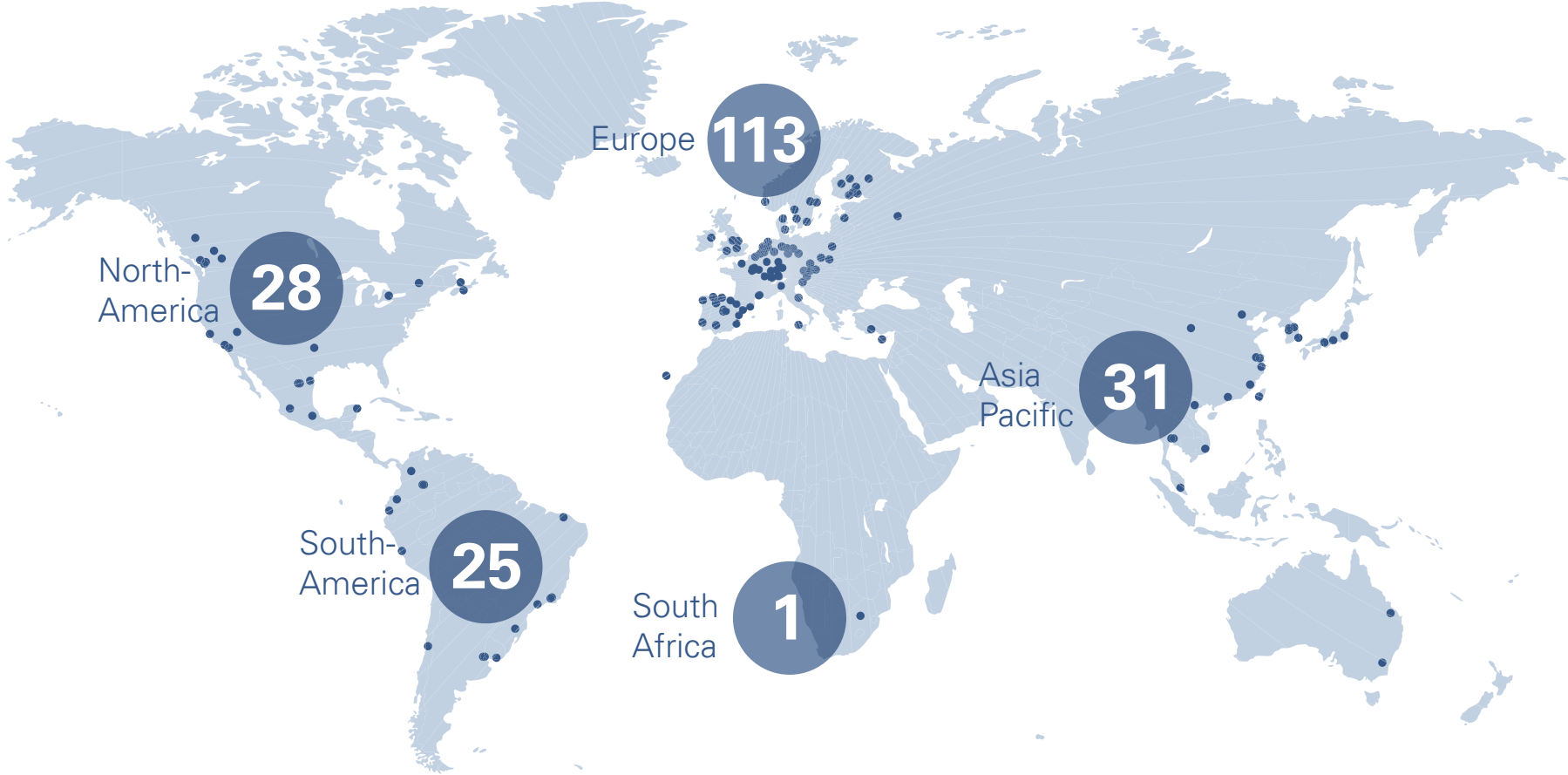
Internationalisation is the main strategic focus of the FHNW School of Business. With a solid foundation of over 190 partner universities and 4 degree programmes (bachelor's and master's) taught entirely in English, our school is the leader in Switzerland for internationalisation across all activities, products and services.

With over 15 years of experience and a faculty which is multi lingual, interculturally aware and embedded in global networks, we are able to deliver to students and clients the necessary skills and insights to be globally effective.

Our international activities are integrated throughout our entire organisation and include:

- International education programmes taught entirely in English with a transnational focus
- Dual degrees
- Participation in international research networks and projects
- Hosting of and participation in international conferences and workshops
- Student, lecturer and staff exchange
- International business educational tours for students/lecturers
- International student seminars/summer schools
- Institutional partnerships with cities, organisations and institutes abroad

Partner Universities



● Partner universities for student and lecturer exchange

Our Strategic Partners

- China**
- Harbin Institute of Technology
 - Beijing Foreign Studies University
 - Shanghai University of Finance and Economics

- Vietnam**
- Ho Chi Minh City University of Technology
 - University of Economics Ho Chi Minh City
 - Foreign Trade University

- Indonesia**
- Institute of Technology Bandung

- USA**
- Harvard Business School
 - California State University Fullerton

- Colombia**
- Universidad EAFIT

- France**
- Université de Haute-Alsace

- Italy**
- Università degli Studi di Camerino

- UK**
- Edinburgh Business School (Heriot-Watt University)
 - Anglia Ruskin University (Cambridge)

- South Africa**
- University of Pretoria

Accreditation

As a federally recognized university of applied sciences and arts, the FHNW is subject to periodic accreditation procedures by the Swiss Accreditation Council. The FHNW reviews its quality assurance system every three years according to EFQM (European Foundation for Quality Management) and holds the quality label «Recognized for Excellence 3 Star-2017».

In July 21, 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 belongs to the top 5% of the world's business schools.



Institutes

The six institutes of the FHNW School of Business deliver education, consulting and research which aim to be at the cutting edge of practice and theory. The interdisciplinary collaboration between our lecturers and researchers and the strategic partnerships with both regional and global business ensure specialist knowledge and experience are channeled into our teaching and consulting work. We embrace diversity, multi-disciplinarity and an international approach in all our activities and foster excellence.

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Campus Olten



The headquarters of the FHNW School of Business is located in the small city of Olten. Its central location and status as national rail hub, has generated a comprehensive infrastructure as a conference and education centre. A new state-of-the-art campus building serves undergraduate

and graduate students with lecture halls, study areas, group workrooms and communal areas. The new campus is located a few minutes from the central railway station, the old and new town and the other campus buildings. Olten, originally a medieval city with its core character intact, offers a combination of proximity to a stunning natural environment with a variety of outdoor sports and leisure activities as well as access to shops and entertainment either locally or in the main Swiss cities reachable within 30 minutes.

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Campus Basel



Basel is a major and important Swiss city directly at the border to Germany and France. Basel is Switzerland's oldest University city: Erasmus and Paracelsus taught here. Today, with nearly 200,000 citizens, it is renowned for its leading international pharmaceutical and chemical cluster. A

number of famous international events are hosted in Basel such as the Swiss Indoors tennis tournament, the Watch and Jewellery Show, the Art Basel exhibition, the Basel Tattoo, the carnival and major concerts. The campus building is a few minutes from the main railway station.

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Campus Brugg-Windisch



Modern Brugg is an important industrial hub with excellent road and rail networks at the junction of three major Swiss rivers. The extensive campus, with the addition of a brand new modern campus close to the railway station, is modern and offers space and technical excellence. Brugg and its

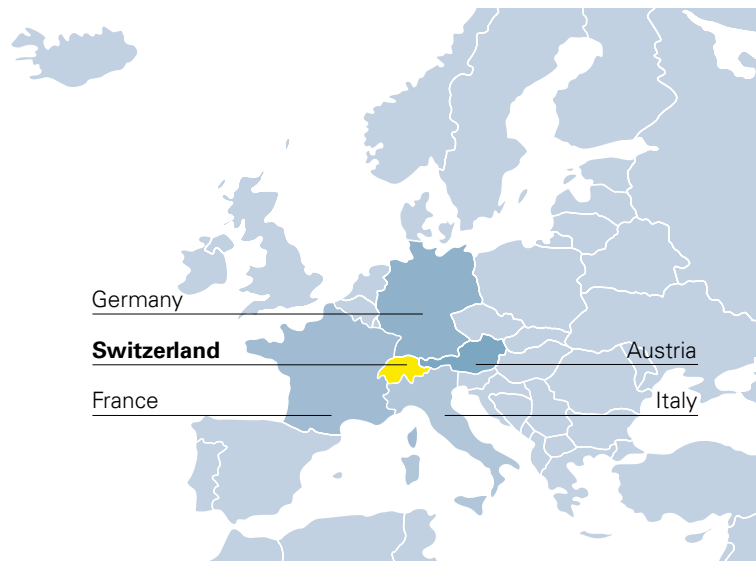
neighbouring town Windisch constitute a rich cultural area which dates back to Roman times. It has retained its medieval character with winding, cobbled streets, numerous historic buildings and the renowned Black Tower which has been a prison since the 13th century. There are shops, theatres and cinemas nearby, as well as natural surroundings which enable a wide variety of leisure activities.

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Switzerland

Alps, at the heart of Europe, watches, chocolate, banks, skiing, cows, the Swiss army pocket knife, the Red Cross, yodeling, the World Economic Forum, neutrality. Switzerland is all this and more.

There are high-tech precision industries and local farmers churning their own buttermilk. It is a landlocked country with high mountains which twice won the America's Cup in high-sea sailing. It has 8.6 million inhabitants, 4 official languages, 26 cantonal governments and is usually top in international tables listing earning power, standard of living and competitiveness.



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 nine 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.

