

# EXECUTIVE MBA & MBA INTERNATIONAL BUSINESS



## Double Degree Program:

- EXECUTIVE Master of Business Administration
- MASTER of Business Administration (USQ)

**DOCTOR of Business Administration (DBA, USQ)**

Our partner

**USQ** UNIVERSITY OF  
SOUTHERN QUEENSLAND  
fulfilling lives

**HWZ** | University of Applied Sciences,  
in Business Administration Zurich

Member of Zurich Universities of Applied Sciences and Arts



Strategy

Marketing

Finance

Culture & Leadership



**MAKE THE DIFFERENCE  
IN MANAGEMENT IN  
A GLOBAL ENVIRONMENT**

# KEY ASSETS FOR YOUR FUTURE

The MBA/Executive MBA – Double Degree program from HWZ and USQ will provide you with competencies for management both in your local environment as a general manager and in an international context. Extend your leadership potential now.

## Imagine your success

Go one step further in your life and career and imagine that you will have successfully completed your double degree MBA/EMBA at the HWZ

- You will have acquired valuable knowledge about international management and business.
- You will have enriched your personal management capabilities.
- You have built up a powerful network of contacts.
- You will have earned two degrees: a Master of Business Administration (MBA) from University of Southern Queensland (USQ) and an Executive Master of Business Administration (EMBA) from HWZ with specialisation in International Business.
- You may have a ticket to a Doctor of Business Administration (DBA) in your pocket.

For many of our alumni, the MBA was essential for their way to the top. Have a look at the following factors for success in this program. They show the advantages you will have with this MBA.

## Goals

Our combined MBA-EMBA program prepares individuals for top-level management positions. Academic rigour combined with practical applications and a selected curriculum of courses to support the needs of industry give you a competitive advantage in a global, fast-changing environment.

Our graduates should have acquired highly developed technical skills for analysing, planning and implementation as well as top-class interpersonal ones. Being an alumnus of both HWZ and USQ, the network you can access gives you interesting opportunities worldwide.

With a general focus on general management, strategic planning and personal leadership, the program allows you to gain indepth understanding of international business and management for global markets, financial issues, marketing, negotiation and other important aspects. Within the study group, our program also gives you the opportunity to work with colleagues whose aspirations, experience and career success match your own.

You will find that you will be able to prove your managerial and entrepreneurial skills acquired in the program.

Empowered by the MBA-EMBA program, you will immediately be able to improve your personal contributions and value to your environment, be it in strategy, marketing, finance or developing business solutions.



“By undertaking the USQ-MBA program, I have developed skills and attitudes that are indispensable for senior management responsibility and academic maturation.”

Dr. Stefan Küenzi, MBA, Scientific Officer & Lecturer University of Applied Sciences Winterthur & Zurich, Alumni HWZ (MBA 07), additionally he achieved 2011 the DBA title.

## Reasons why

### Double degree

Together with our Australian partner USQ (University of Southern Queensland, Australia), our program gives you both a Master of Business Administration (MBA) from USQ, and an Executive MBA compliant with the new Bologna system in Europe, conferred by the HWZ.

### International recognition

- The MBA and the DBA are internationally accredited degrees recognised by the Australian government.
- The Executive MBA (EMBA) is accredited by the Swiss government. Both degrees are internationally renowned.
- The MBA is an academic degree which qualifies graduates to enter the admission process for our DBA program.

### International concept with local teaching

- Our lecturers have broad international experience. They are from Switzerland, United Kingdom and USA.
- The course language is English (lectures, written assignments and books).
- A study program in Australia at USQ, or some other partner university of the USQ network, can be arranged.

### Transfer to your environment

- Well founded theory applied to practice
- We expect you to discuss course concepts with application to your environment
- Real life project (abroad)
- Real life Master thesis

### Part-time with an ideal location

- The MBA and the DBA are part-time programs: max. 80 % workload recommended, 100 % possible.  
For DBA: 60 % workload recommended, more will depend on your personal situation.
- Prime location: Courses are held in the heart of Zurich – a three-minute walk from Zurich's main train station.
- Classes are held only on Saturdays (08:15–16:45).

### Courses are dedicated to a premium group, not the masses

- Half of the courses are examined by HWZ professors and the other half by USQ professors.
- Class size: max. 30 students, on average around 20–25.

### Further reasons

- Development of your competencies: know how, methods, soft skills
- Excellent lecturers with long term experience in their subject area
- compact schedule
- International focus
- HWZ quality management

### Strong HWZ network

- Our alumni network (approx. 2,500 members) gives you a host of possibilities for making contacts. You may also benefit from the USQ alumni network.



## MBA Students

We select students for our program carefully. We admit to our program strong candidates with impressive practical business experience who want to achieve a career that is above average. We seek diversity in country of origin, gender, age and employment working field. We expect students actively participating and contributing in class room.

### Who should study for the MBA?

- Business professionals aiming to advance their management skills and their career.
- Engineers, physicians, social scientists and other professionals with a non-business background seeking a business career.
- Professionals looking for an international MBA education while still maintaining their local contacts.
- Professionals seeking a part-time education that allows them to continue their employment.
- Individuals seeking an MBA program with a perfect mix of academia (theory) and business (practice).

### General requirements

For this MBA, the following prerequisites are needed:

- At least a Bachelor's degree from an accredited institution.
- Two years of leadership experience.
- Fluent in English (proven knowledge of English is required).
- An interview with one of your professors may be required to highlight your and our expectations for the studies.

### Specific requirements

We are looking for professionals who demonstrate the following capabilities:

#### Leadership potential

Our desired students demonstrate an ability to take a leadership role in their work experience. Ideally, this is reflected through a management position, but other leadership roles may be suitable as well, for example, project managers, risk management, financial control, etc.

#### Academic achievement

- Our program requires an undergraduate degree such as a Bachelor's degree, or a long term leadership of more than five years (personal "sur dossier" check is needed).
- English speaking and writing skills proven by a test (such as TOEFL, TOIEC or others).
- Tests must have been taken within the previous two years. Detailed information are accessible under <http://www.usq.edu.au/international/apply/english>

# PROGRAM OF STUDIES

In a period of two years, divided into three terms per year, you can earn your MBA/EMBA degree. Building on our MBA, we offer students the possibility of earning a DBA.

## Courses

The double degree program MBA/EMBA offers a specialisation in International Business. The curriculum for the MBA includes:

### Accounting for Managers

- Analysis and Interpretation of Financial Information
- Capital Investment Decision
- Working Capital Management and Financing of the Business

### Economics for Managers

- Demand, Market Structure and Pricing
- Business, Government and the Global Economy
- Macroeconomics for Managers

### Business Ethics & Sustainability

- Develop applied knowledge of business ethics, dealing with ethical dilemmas
- Review existing ethical frameworks

### Project Management Framework

- Role of projects
- Need for effective project management, applying systems theory
- Managing projects end-to-end

### Leading Organisational Change

- Understand the complex nature of change within an organisation
- Strategies and techniques to lead, manage and facilitate organisational change
- Skills for leadership

### International Project (abroad)

- Work and communication in a different cultural context
- Consulting skills and problem solving
- Leadership skills

### Global Information Systems

- Organisations, Management and the Networked Enterprise
- Management Support Systems for the Digital Firm
- E-Business processes, Customer relationship and supply chain management

### Law and Business

- The Courts and Contract Law
- Aspects of Property Law and Bankruptcy Law

### Management and Organisational Behaviour

- Understanding Behaviour in Organisations
- Managing Individual and Group Behaviour at Work

“I recommend this MBA program to everyone who is strongly selfmotivated and interested in enhancing his or her business skills and who wants to continue working.”

Alexandra Glas (MBA 05), Customer Marketing Manager Pfizer AG



#### **Marketing Management**

- Buying Behaviour, Industry and Competitive Analysis
- Segmentation, Targeting and Strategic Product Positioning
- Design of Products, Pricing, Promotion and Distribution

#### **Strategic Management**

- Art and Science of Strategic Learning
- Contemporary Issues in Strategic Management
- Strategic Analysis and Choice

#### **Business in the International Economy**

- Global Corporate Strategy and Competitiveness
- Politics, Policies and Cultures

### **Accreditation**

Being a successful student of the MBA / EMBA program, you are entitled to:

- The academic degree Master of Business Administration (MBA), conferred by USQ
- 60 ECTS assigned with the Executive Master of Business Administration (EMBA) from the HWZ and the ZFH (Zürcher Fachhochschule)

The EMBA Executive Master of Business Administration is a federally recognized further education diploma with a protected title conferred by Universities of Applied Sciences. The EMBA title can only be conferred in the field of Economics. The EMBA is designed in accordance with international standards.

An MBA is a protected title of a University degree. HWZ, in partnership with the University of Southern Queensland, offers an MBA that is internationally recognized.



“The MBA Program at HWZ provided me with an indispensable network while also teaching me the relevant business language and giving me the support I needed to form my own company.”

Dr. Bettina Ernst, MBA 07, CEO Preclin Biosystems AG, Alumni of HWZ

## MBA Structure

Year one		
Term 1 Nov-Feb	Economics for Managers	Management and Organisation Behaviour
Term 2 Mar-Jun	Accounting for Managers*	Law and Business*
Term 3 Jul-Oct	Marketing Management	International Project
Year two		
Term 4 Nov-Feb	Business in the International Economy*	Strategic Management
Term 5 Mar-Jun	Business Ethics & Sustainability*	Project Management Framework*
Term 6 Jul-Oct	Global Information Systems	Leading Organisational Change

Master Thesis\*

**EXECUTIVE Master of Business Administration (60 ECTS)**  
**MASTER of Business Administration (USQ)**

\*Courses are examined by HWZ.





## International Project

One of the core experiences in International Management will be a project week abroad. Together with USQ and its partner universities and colleges, a problem outside Switzerland will be considered and suggestions for solutions will be developed; while being at such a location. The location will be in Asian-Pacific area.

With this concept, you will experience yourself in a management context, under pressure, solving the problem in a mixed group, while experiencing some of the challenges international projects will have.

### Project week abroad

- Arrive in and depart from our partner location over a weekend, planned for July-August.
- 5-days program: teaching of international aspects, working in small, mixed groups on a real case and presenting it

## Partner University

### University of Southern Queensland, Australia

USQ is a university fully accredited by the Australian government (in operation since 1967). More than 24,000 students study at USQ. Of these, 75 % study via distance learning throughout the world.

- Accredited by the Distance University Training Council (DTEC)
- Subject to the quality assurance of the Australian University Quality Agency (AUQA)
- Recognised by the Rectors' Conference of Swiss Universities (CRUS)
- Commonwealth Learning Award of Excellence for Institutional Achievement (2004)

HWZ and USQ have enjoyed a successful cooperation since 2003.

For further information, please consult:  
[www.usq.edu.au](http://www.usq.edu.au)

### USQ: Faculty of Business Partners



- Bachelor of Business Administration since 2003
- Bachelor of Commerce
- Master of Business Administration



## Program Information

- The MBA program consists of twelve modules, two modules per term, with a total of six terms (three terms per year).
- The MBA consists of twelve mandatory modules
- Assignments are done during each module.
- Each MBA module includes an exam or several assignments. The exam typically takes two hours, and the exam date will be published well in advance.
- The EMBA (HWZ) adds a 13<sup>th</sup> component, the business plan/master thesis, to the MBA which is mandatory. The Master Thesis is composed parallel to the final four MBA modules.
- The entire program is thus completed with in two years, an alternative, personalised study schedule is possible on request.
- The three terms are: Nov-Feb, Mar-June and July-Oct.
- Classes are held on Saturdays from 8:15 to 16:45.
- The total study load for the MBA/EMBA program is about 1,800 hours: 500 hours of inclass work, 400 hours of blended learning, 650 hours of assignment work and 250 hours of exam work.
- We recommend you reduce employment to a maximum of 80 %; however, you may participate in the study program while being employed fulltime.
- For each of the eleven local modules, four lecture days at the HWZ are provided. The international project is carried over five consecutive days (consecutive a total of 49 days), complemented by blended learning, practice days and independent study.
- The international program is done abroad during the summer (July/August). The location will be in the Asian-Pacific area, where we stay for one week.

### Tuition fee

For up-to-date information on the costs of the next stage, go to [www.fh-hwz.ch](http://www.fh-hwz.ch). Course fees include all mandatory books/materials and the international project week (except the flight).



PÄDAGOGISCHE HOCHSCHULE DÜSSELDORF  
FACHBEREICH SPRACHEN

- 4 HOCHSCHULE WU/18 EINGANG GEGENÜBER
- 3 HOCHSCHULE WU/19 EINGANG GEGENÜBER
- 4 HOCHSCHULE WU/18 EINGANG GEGENÜBER
- 3 HOCHSCHULE WU/18 EINGANG GEGENÜBER
- 2 ENGLISH FOYER STUJUNGSZIMMER  
RESSORT FREMDSPRACHKOMPETENZEN/AUSGANGSPUNKT
- 1 FRANCAIS/ITALIANO FREMDSPRACHKOMPETENZEN  
INFORMATIONZENTRUM MEDIOTHEKAUSGANGSPUNKT
- EG DEUTSCH FACHBEREICHLEITUNG  
RESTROOMS/DIENST
- UG WORKSHOPS/LABOR

# MAKE A CAREER WITHOUT BOUNDARIES



“I had never thought that the doctorate would be such a great step following the MBA. I had enjoyed from this combination of teaching, methodology and empirical study on a specific issue on an international level and in a much more profound way than what I had known from common ad-hoc research.”

Dr. Georges Ulrich, DBA 2008, Managing Director of the Office for Statistics, Canton Lucerne, with a DBA Thesis “Repositioning of a Stakeholder Issue, applied at Pfizer Switzerland”

## DBA Program

Building on our MBA, we offer students the possibility of earning a DBA. With a Master’s degree either from the HWZ or USQ, you may apply to our Doctor of Business Administration (DBA) program.

The DBA offers a straightforward approach to your dissertation. Depending on the circumstances, you may be able to get the degree in a total of three years. However, we recommend allocating more time, for example in order to carry out your research and make your core contributions.

The structure of the DBA consists of a first one-year block (four courses) targeting principles of research and of a second block of a minimum of two years comprising of topics that relate to your research (eight units). Please be aware that this minimum of two years for the second block is very dependent on your personal time constraints and research progress.

For that second part, we normally recommend three years. Each of the DBA modules and will be coached by a HWZ lecturer. A maximum workload of 60 % to 80 % is recommended.

For the eight dissertation units, the students engage in targeted study determined by the advisor. Advising for the dissertation is done by HWZ and USQ professors. The eight dissertation units consist of (1) topic definition, (2) introductory chapters, (3) literature review, (4) research methodology, (5) core contribution, (6) results, (7) conclusions and (8) corrections.

### Core facts

- Content: Applied research
- Duration: minimum of 3 years, depending on students progress
- Selection: We accept only a few applicants, holding a USQ MBA or a HWZ master with best results in order to ensure highest quality
- Other master than USQ: some additional courses may be necessary.

### Tuition fee

For up-to-date information on the costs of the next stage, go to [www.fh-hwz.ch](http://www.fh-hwz.ch)

## DBA Students

### Who should do a DBA?

- Professionals seeking business careers as independent experts, consultants, heads of research centres or heads of educational institutions.
- Individuals interested in writing research reports, academic articles, books or guidelines.
- People interested in leading teams of researchers, academics and experts.
- People interested in research methods, business analysis, development of new concepts, analytic modelling and data analysis.

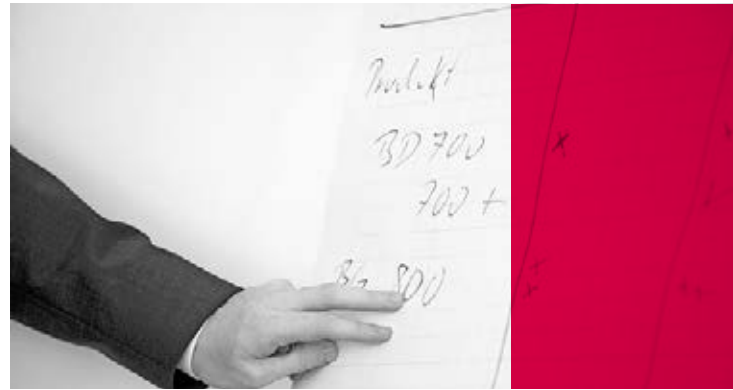
### Specific requirements

- MBA degree in a relevant area of expertise. Currently, we accept only HWZ or USQ MBA degree program graduates.

### General requirements

- People with a deeper interest in applied research.
- Motivated people who want to reach the top of their academic careers.





## DBA Structure

Year one		
Term 1 Mar-Jun	Research Methodology 1	The Changing Environment of Business
Term 2 Jul-Oct	Research Methodology 2	Advanced Theory
Year two		
Term 3 Mar-Jun	Dissertation 1: Definition (incl. 1 day workshop)	Dissertation 2: Introductory Chapter
Term 4 Jul-Oct	Dissertation 3: Literature Review	Dissertation 4: Research Method (potential USQ visit)
Year three		
Term 5 Mar-Jun	Dissertation 5: Core Contribution	Dissertation 6: Results
Term 6 Jul-Oct	Dissertation 7: Conclusions	Dissertation 8: Revisions (potential USQ visit)



## Faculty

Teachers of recent MBA & DBA courses include the following:

- Beroggi Giampiero, Professor, Ph.D., M.S. Operations Research and Statistics (RPI, USA), Dipl. Ing. ETH, Managing Director of the Office for Statistics, Zurich Canton
- Beswick Richard, Professor, B.Sc. DESS, NDAE, Managing Director of bms ltd. and President of bms North America Inc.
- Fahrion Monica, Ph.D. (Columbia University)
- Goetz Marc L., lic. iur. (University of Zurich and Lausanne), attorney-at-law and mediator
- Küenzi Stefan, Dr., MBA Scientific Officer & Lecturer (University of Applied Sciences Winterthur & Zurich), BSc (bfh.ch)
- Lederer Michael, Professor Dr. (University of Applied Sciences, Furtwangen)
- Meyer Paul, Professor, Dr. oec. HSG (University of St. Gallen)
- Rühli Erwin, Professor em., Dr. oec. publ. (University of Zurich), founder and Director of the Institute of Business Research at the University of Zurich
- Sachs Sybille, Professor, Dr. oec. publ. (University of Zurich)
- Stauffer Ernst, lic. oec. publ., Managing Director of SIMC
- Ulrich Georges, Dr., MBA Managing Director of the Office for Statistics, Canton Lucerne
- Weber-Berg Christoph, Dr. theol. Director, Center for Corporate Social Responsibility (University of Applied Sciences Zurich)

## Course Director

Prof. Dr. Michael A. Grund heads the Center for Marketing at the HWZ Hochschule für Wirtschaft Zürich. Before his appointment at the HWZ he spent many years as Head of Marketing Intelligence at TDC Switzerland AG (sunrise). He is the author of articles in journals, anthologies and encyclopaedias, and a lecturer at tertiary institutions and universities. In addition, over the last 20 years he has been involved in various practical and research projects for well-known businesses.



Prof. Dr. Michael Grund,  
Director of the Center for Marketing

# ABOUT THE HWZ



## Degree Courses

The HWZ is Switzerland's distinguished university of applied sciences, exclusively offering part-time educational programs in business studies. Accredited as a university of applied sciences by the Swiss Federal Government, the HWZ is a member of the Zurich University of Applied Sciences (Zürcher Fachhochschule, ZFH). With a body of over 2'200 students and around 500 lecturers, the HWZ is the largest university of applied sciences in Switzerland:

### Bachelor Programs

- Bachelor in Business Administration  
General Management  
Banking & Finance  
International Business (in English)
- Bachelor in Business Communications
- Bachelor in Business Information  
Technology

### Master Programs

- MSc Master of Science  
in Business Administration
- MAS Master of Advanced Studies  
in Accounting & Finance
- MAS Master of Advanced Studies  
in Banking & Finance
- MAS Master of Advanced Studies  
in Business Analysis
- MAS Master of Advanced Studies  
in Business Communications
- MAS Master of Advanced Studies  
in Business Consulting
- MAS Master of Advanced Studies  
in Business Engineering
- MAS Master of Advanced Studies  
in Controlling
- MAS Master of Advanced Studies  
in Digital Business
- MAS Master of Advanced Studies  
in Health Care Management
- MAS Master of Advanced Studies  
in Human Resources Leadership
- MAS Master of Advanced Studies  
in Live Communication
- MAS Master of Advanced Studies  
in Project Management
- MAS Master of Advanced Studies  
in Quality Leadership
- MAS Master of Advanced Studies  
in Real Estate Management
- Executive MBA – Marketing
- Executive MBA – General Management
- DBA Doctor of Business Administration  
(USQ) (in English)

## Information and Application

General information on the HWZ can be obtained from the address below. For your application please use the enclosed form (it can also be downloaded from [www.fh-hwz.ch](http://www.fh-hwz.ch)).

### HWZ Hochschule für Wirtschaft Zürich University of Applied Sciences in Business Administration Zurich

Master Office  
Sihlhof, Lagerstrasse 5  
PO Box  
CH-8021 Zurich

Phone +41 (0)43 322 26 88  
[master@fh-hwz.ch](mailto:master@fh-hwz.ch)  
[www.fh-hwz.ch](http://www.fh-hwz.ch)

For further questions on the program,  
please contact:

### Prof. Dr. Michael A. Grund

Phone +41 (0) 43 322 26 60 (Assistance)  
[mba@fh-hwz.ch](mailto:mba@fh-hwz.ch)

## Location

The HWZ University of Applied Sciences in Business Administration Zurich is located in the Sihlhof, Lagerstrasse 5, right next to Zurich Main Station (HB). The HWZ University building is of an architecturally very interesting design and equipped with the latest infrastructure. Car parking is available only a few minutes' walk away at the Parkhaus Gessnerallee.



Course of study in partnership with:



Member of Zurich Universities  
of Applied Sciences and Arts

**HWZ** | University of Applied Sciences  
in Business Administration Zurich

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