

Zurich University
of Applied Sciences



School of
Management and Law

Swiss Summer Academy 2016
27 June – 8 July

From Study Abroad to Global Success.
Crossing Borders.

10% Discount
Code for partner institutions: ZH16WIN



Swiss Summer Academy 2016

What's it all about?

Special Offer

Stay an extra week for a hands-on workshop on
“Creating a Strong Logo”

Zurich University of Applied Sciences (ZHAW) offers you an opportunity to study in one of Switzerland's leading business schools. Join one of the Swiss Summer Academy courses at the ZHAW School of Management and Law (SML) from Monday, 27 June to Friday, 8 July 2016 and gain first-hand experience of the global marketplace. Choose between three exciting courses and become an expert in an area you have always been interested in.

GREAT BENEFITS AT EVERY LEVEL

Take advantage of this exciting opportunity to study at one of Switzerland's leading business schools, while getting to know our culture and our people. You will be able to meet and interact with students from around the world, network with business leaders during

company visits, and discover the natural beauty of our country. Company visits, field trips, and an attractive range of extracurricular activities will make your stay a unique experience. Take part in our special “Swiss Day” and see for yourself how tradition and innovation go hand in hand in Switzerland. We look forward to welcoming you.

www.zhaw.ch/sml/summeracademy

“It was great to work with such a diverse range of fellow students. The support and the administration were amazing. I felt very welcome and had a lot of fun.”

Jacob Murphy, Australia

The old city center of Zurich with its historic buildings and modern stores.



Sources: © Zürich Tourismus / Christian Beutler

Hanging out on the Zurich waterfront.



Sources: © Zürich Tourismus / Martin Rüttschi

Luxury Goods Management

EXPLORE THE ENCHANTING WORLD OF LUXURY

Do you want to know what luxury goods management is really about? Why certain brands stand out, and why they convey that certain something that makes them so desirable? By enrolling on this course, you will immerse yourself into the mechanics of “Luxury Goods Management” – and all of it in beautiful Switzerland, home to many luxury brands.

By integrating theoretical knowledge with practical experience through our industry partners, you will gain much more than academic knowledge. In fact, you might soon find yourself in the headquarters of one of your favorite luxury brands.

We are looking forward to welcoming you to the inspiring world of Swiss luxury.

“The field trips were fantastic and the level of luxury we were exposed to was a once-in-a-lifetime experience. Simply brilliant.”

Lauren Tyler, UK

“Far beyond my expectations. Provided both theoretical and real-world knowledge and experience. Gave me solid understanding of the luxury industry – something I wouldn’t have if I hadn’t taken this course.”

Madeline Bates, Canada

The craftsmanship of Swiss watchmaking.



The Summer Academy class of 2015 during their company visit to IWC Schaffhausen.



Corporate Responsibility

HOW SWISS COMPANIES COMBINE CORPORATE RESPONSIBILITY AND BUSINESS SUCCESS

Why is an increasing number of companies concerned with matters such as responsible business practice and contributions to sustainable development, even to the extent of aligning their corporate strategy accordingly? Is it possible for a company to achieve a competitive edge through a high level of corporate responsibility?

As value chains become increasingly globalized, stakeholders hold companies accountable for how their actions affect society in other regions of the world. One instrument that reflects such expectations is the new set of Sustainable Development Goals (SDGs) recently published by the United Nations. An ef-

fective policy of corporate responsibility can be of strategic importance to a company. Innovative companies prepared to adapt quickly to global challenges can gain a clear competitive advantage. More than any other country, Switzerland relies on voluntary initiatives by the private sector, rather than government regulation, to promote corporate responsibility.

In this course, you will study best-practice examples and integrative models to learn the key success factors of companies that have embraced corporate responsibility and made it an integral part of their strategy. Sound theoretical and practical knowledge taught in the classroom is combined with an inspiring company visit.

Corporations need to embrace corporate social responsibility (CSR) to satisfy stakeholders.



Students immerse themselves in their topic to fully understand the key aspects of sustainable development.



Secrets of Swiss Business Success

THE SWISS WAY: BENEFIT FROM SWITZERLAND'S STRENGTHS AND FIND OUT HOW THIS REMARKABLE SUCCESS HAS BEEN ACHIEVED

Switzerland is home to many well-known companies and international organizations. As the world develops and competition increases, Switzerland has become a global player, especially in fields such as innovation & entrepreneurship and technology. Favorable factors include economic and political stability, infrastructure, security, and its position in the middle of Europe. Together with traditional values such as trustworthiness and discretion, Swiss precision, self-reliance, personal discipline, and efficiency they contribute to making Switzerland one of the world's leading business centers.

As a participant in this course, you will gain an insight into Switzerland's most significant and successful business areas. Furthermore, you will learn which aspects need to be considered to maintain this global edge and stability in a world full of constant change. This course is designed to equip participants with the knowledge and practical skills needed to operate effectively in today's globalized world. By discussing actual case studies of Swiss companies, students gain a much broader understanding. This combination of theoretical knowledge and practical application provide valuable insight into what has brought about Switzerland's remarkable success and cements its enviable position in the world.

Do you want to discover the secret of our success? Join the course and let us take you backstage!

Zurich's Prime Tower in the trendy business and entertainment district.



Source: © Swiss Prime Site

Paradeplatz, the heart of Zurich's financial district.



Source: © Zürich Tourismus / Noé Flum

General Information

COURSE DATES

Monday, 27 June – Friday, 8 July 2016

PREREQUISITES

As the courses are all in English, participants are required to have English language proficiency (min. B2 according to CEFR; TOEFL internet-based 61–89; or IELTS 5.0–6.0). Registration is open to undergraduates and Master's students.

PROGRAM FEE

CHF 2,500: Includes course materials, company visits, "Swiss Day", lunch during company visits and at "Swiss Day", a Swiss pass (free public transportation throughout Switzerland), pick-up and transfer to Winterthur, and welcome and farewell event. A 10% price reduction is available to students from partner institutions. Early bird discount for participants from non-partner institutions: Register by 31 March and get a 5% discount. Accommodation is not included in the program fee. The Swiss Summer Academy team will provide you with a list of attractive accommodation options near our campus.

ECTS CREDITS

After successful completion of the program, you will receive 4 ECTS credits and a certificate of attendance from the ZHAW School of Management and Law.

LOCATION

ZHAW School of Management and Law,
Zurich–Winterthur

APPLICATION DEADLINE AND REGISTRATION

The registration period ends on 29 May 2016. The number of participants in every course is limited. Please visit www.zhaw.ch/sml/summeracademy to register online. For further information: summeracademy.sml@zhaw.ch

JOIN US FOR AN ADDITIONAL THIRD WEEK

Creating a Strong Logo: The Synergy of Brand Management and Design

What does it take to create a strong logo or a catchy slogan? Gain valuable insight into branding and logo design in this interdisciplinary workshop. Learn about the relationship between branding and design and the importance of taking a strategic approach to the creative process. In addition to brand management know-how, you will also acquire basic graphic design skills. This highly intensive workshop is open to all Swiss Summer Academy students who have signed up for one of our Summer Academy courses and is offered in Week 3, immediately following the regular Summer Academy program. Cost: CHF 1,000 (includes tuition and workshop materials)

In collaboration with Zurich University of the Arts (ZHdK)



hdk

Zurich University of the Arts
Centre of Further Education

Program

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SATURDAY, 25 JUNE: EARLY ARRIVALS

Day	Program
Saturday	Transfer from the airport Individual activity: Visit "Albanifest", Winterthur's annual street fair

SUNDAY, 26 JUNE

Day	Program
Sunday evening	Welcome event: informal get-together

WEEK 1: MONDAY, 27 JUNE – SUNDAY, 3 JULY

Day	Program
Monday	Introduction Day
Tuesday – Thursday	Lectures and co-curricular activities (company visits, field trips, etc.)
Friday	Swiss Day
Evenings & Weekends	Organized activities and individual program

WEEK 2: MONDAY, 4 JULY – FRIDAY, 8 JULY

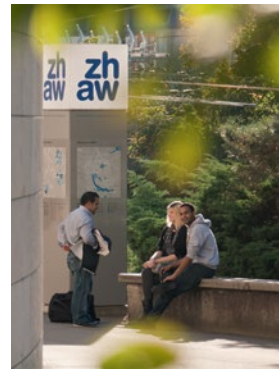
Day	Program
Monday – Wednesday	Lectures and co-curricular activities (company visits, field trips, etc.)
Thursday	Project work / presentations; group assignments
Evenings	Organized activities and individual program
Friday evening	Farewell event

Your Host

The ZHAW School of Management and Law offers internationally recognized Bachelor's and Master's degree programs and a broad range of continuing education courses. In 2015, the School of Management and Law 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 5% of the world's business schools have managed to achieve this prestigious standard of achievement awarded by the most significant international accreditation institution for business schools.

The School of Management and Law has cooperation agreements with over 150 universities in 44 countries, many with recognized international accreditations. With its 10,600 students, 1,000 faculty members,

and 890 teaching and research assistants and staff, ZHAW is one of the largest universities in Switzerland. Each year, the SML plays host to more than 200 students from 30 countries. The SML was founded in 1968 as one of the country's first educational institutes for economics and business administration. It is located in Zurich-Winterthur, close to the financial and business center of Switzerland. Our faculty remains in close contact with the business and public sectors. It carries out research and consulting projects for business partners and transfers the knowledge gained back into the curriculum. This ensures that our students acquire not only a solid theoretical background, but also in-depth, real-world expertise and practical know-how. While all our programs and services benefit from the tradition of excellence for which Swiss education is renowned, they also provide a global outlook.



The Swiss Experience

Switzerland has something to offer everyone, whether you come here for business, education, or pleasure. The culture is a rich mix of German, French, and Italian influences and reflects the diversity of its geography and the languages spoken here. This diversity is also apparent in Switzerland's multicultural business environment.

The country's glittering financial districts, but also the landscape with its lakes, castles, and quaint villages – and of course the breathtaking Swiss Alps – will amaze and inspire you. Switzerland is also famous for its great outdoor sports facilities and beautiful natural areas, which are all within easy reach of Winterthur. They offer opportunities for individual and team sports such as hiking, sailing, golf, biking, inline-skating, paragliding, and even summer skiing. To help you get around easily, free bikes are available in locations throughout Zurich and Winterthur.

ZURICH – WINTERTHUR

The metropolitan area surrounding Zurich is sometimes referred to as the Greater Zurich Area (GZA). It is one of Europe's economically strongest areas and Switzerland's principal economic center. A large number of international companies are based here, benefitting from low tax rates, an excellent infrastructure, and a high quality of life. The service industry employs 80% of the region's workforce. Other key sectors include financial services, high-tech, light industry, and

tourism. The Canton of Zurich is situated north of the Alps in the north-eastern part of Switzerland. With a population of about 370,000, Zurich is the largest city in the country. The primary language spoken in this canton is a dialect of German called "Züritüütsch". However, all locals understand German and many understand and speak French and English as well. Winterthur is Switzerland's sixth largest city, a 20-minute train ride from the city of Zurich. Formerly an industrial center, it is now a campus town of growing importance. Winterthur is a safe and student-friendly city with a vibrant cultural scene that appeals to all tastes. Visitors will find a number of museums and galleries, theaters and concert venues, clubs and bars, all within walking distance of the campus. Several times a year, the old town with its shops and street cafés provides the backdrop for music festivals and street fairs. The hills and the countryside around Zurich and Winterthur are dotted with small towns and picturesque villages, which can be explored on foot or by bike, and small lakes and rivers inviting you to take a refreshing dip in the cool water.

"I spent a great two weeks with the group and our instructors. Thank you all for the organization and hospitality."

Marina Timashova, Dubai

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School of Management and Law

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