

Lucerne University of
Applied Sciences and Arts

HOCHSCHULE LUZERN

Business
FH Zentralschweiz

A PORTRAIT

LUCERNE SCHOOL OF BUSINESS

www.hslu.ch/business







THE CENTRE OF EXCELLENCE FOR HIGHER EDUCATION IN MANAGEMENT

The demanding, practically relevant and scientific bachelor's and master's degree programmes offered by our School are instrumental in turning out qualified employees for companies, public institutions and not-for-profit organisations. Our portfolio of broad-based continuing and executive education programmes makes us the largest continuing education provider amongst Switzerland's business schools at universities of applied sciences.

We are committed to anchoring our research and development projects in the dialogue between science, business and the community.

Clients from all parts of society benefit from the broad knowledge and immense project management experience of our experts.

Based in Lucerne and Rotkreuz in Central Switzerland, our extensive national and international networks offer pathways to the world.



Board of Directors 2020

BACHELOR OF SCIENCE

Graduates of our bachelor's degree programmes are welcomed as experts in the professional world. Depending on their chosen programme, more than 95 per cent find employment corresponding to their educational profile after graduating. With its diverse, modern and effective teaching and learning methods and up-to-the-minute content, the training we offer provides ideal career pathways. We are particularly keen to promote entrepreneurial thinking. And because we consider flexible learning programmes to be important, we encourage attendance of integrated semesters abroad and support part-time study.

While the bachelor's programme is generalist in nature, a specialisation can be chosen. This concept is tailored to the needs of employers and offers excellent prospects that extend beyond the chosen specialisation.

Gaining a bachelor's degree allows the graduate to proceed to a master's degree programme, followed by a doctorate.

The Lucerne School of Business offers the following bachelor's degree programmes:

Bachelor of Science in Business Administration with Specialisation in

Controlling and Accounting, Finance and Banking, Human Resource Management, Real Estate Management, Communication, Management and Law, Marketing, Transport, Public and Nonprofit Management, Tourism, Value Network Management

Bachelor of Science in International Business Administration with Specialisation in

Accounting, Finance and Banking, International Management and Economics, Tourism and Hospitality Management

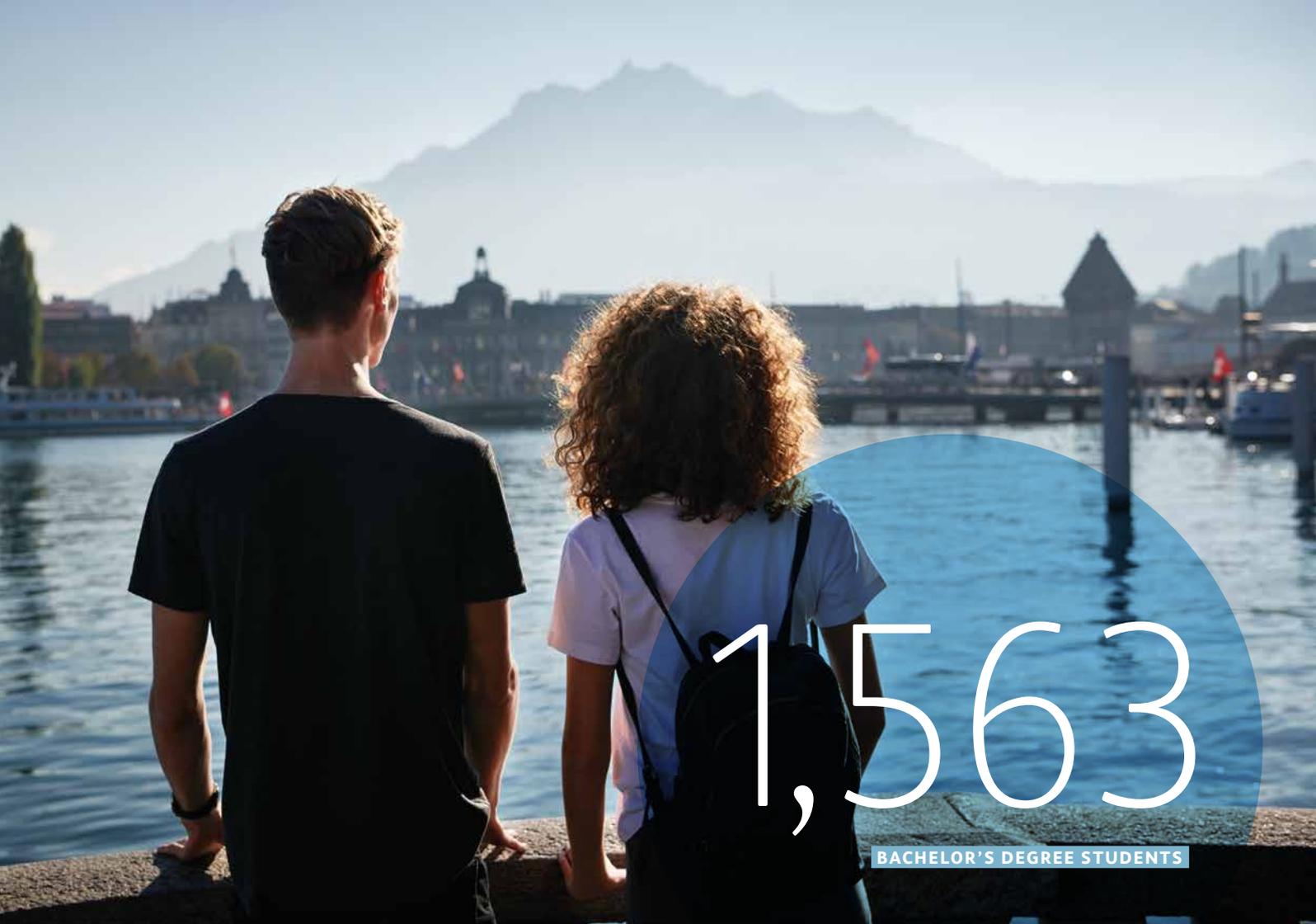
Bachelor of Science in Business Psychology with Specialisation in

Industrial and Organizational Psychology, Market and Consumer Psychology

Bachelor of Science in Mobility, Data Science and Economics

www.hslu.ch/bachelor-business





1,563

BACHELOR'S DEGREE STUDENTS



697

MASTER'S DEGREE STUDENTS



MASTER OF SCIENCE

Our master's degree programmes are aimed at holders of a bachelor degree graduating from a university of applied sciences, academic university or Federal Institute of Technology. These degree programmes focus on the in-depth, specialised and research-based acquisition of knowledge in preparation for career opportunities in a range of professional fields. We are committed to offering an internationally oriented curriculum.

The master's programmes may be attended on a work-study basis, involving a professional activity of generally up to 60 per cent. This allows the student to apply the latest research findings imparted in the classroom directly to his or her professional activity. These attendance models help reconcile studies and family life.

Graduation from a master's degree programme opens the door to pursuing a doctorate.

The Lucerne School of Business offers the following master's degree programmes in English and in German:

- **Applied Information and Data Science (Ger/Eng)**
- **Banking and Finance (Eng)**
- **Business Administration with a Major in**
 - Online Business and Marketing (Ger/Eng)
 - Business Development and Promotion (Ger/Eng)
 - Public and Nonprofit Management (Ger)
 - Tourism (Eng)
- **International Financial Management (Eng)**
- **Real Estate (Eng)**

www.hslu.ch/master-business



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CONTINUING AND
EXECUTIVE EDUCATION
PROGRAMMES

4,846

PARTICIPANTS IN
SPECIALIST COURSES
AND SEMINARS

2,228

PARTICIPANTS IN CONTINUING AND
EXECUTIVE EDUCATION PROGRAMMES

CONTINUING AND EXECUTIVE EDUCATION

Our continuing and executive education programmes are aimed at individuals in a professional environment seeking to enhance their personal and professional trajectories.

Our courses and learning processes are designed according to the latest standards. We tailor their content to the challenges and changes inherent to the industry and combine them with current research and development.

Students are given the chance to incorporate specific issues they encounter in their own professional environment into their learning. Our continuing and executive education is highly conducive to knowledge transfer, which is of direct relevance to the real world of business.

We take good care of our participants before, during and after their continuing or executive education programmes. We give them the opportunity to put together a bespoke education programme from our broad range of courses.

The Lucerne School of Business offers the Executive MBA Lucerne as well as a large selection of Master of Advanced Studies (MAS), Diploma of Advanced Studies (DAS) and Certificate of Advanced Studies (CAS) courses, plus specialist courses and seminars with a range of focal points.

Executive MBA Lucerne and MBA Lucerne

The Executive MBA is the generalist continuing education course for experienced managers with a solid grasp of economics. The MBA is aimed at participants seeking a high-quality foundational education in business administration and who are looking to develop their management skills.

Focal points of the MAS, DAS and CAS programmes

- Services Management
- General Management
- Public and Nonprofit Management
- Management and Law
- Regional Economics
- Financial Markets and Investments
- Financial Services Management
- Corporate Finance
- Real Estate
- Controlling and Accounting
- Economic Crime
- Marketing and Communication
- Tourism
- Mobility

www.hslu.ch/continuing-education-business

RESEARCH AND CONSULTANCY

Every year, we launch a variety of new research and development projects in partnership with industry, service enterprises, public administrations, not-for-profit organisations and federations/associations. With these projects, we are making an important contribution towards boosting business innovation, responding to current issues and developing technical principles.

At the same time, the projects provide our teaching at degree and continuing education level with cutting-edge scientific and applied material.

The research projects conducted by the Lucerne School of Business are a product of the systematic observation of developments in the industry. Just as importantly, we are keen to cater for the individual needs of our partners.

A selection of approaches for tailored research and consultancy:

Concept development and modelling –
for new challenges and implementing innovations

Surveys, market research, market analysis and market feasibility studies –
for tapping into new customer segments, developing new projects and uncovering new trends in the marketplace

Evaluations and impact studies –
for state-of-play analyses in a range of organisational areas, systematic appraisals of projects and analysing the effect of change processes

Facilitation and process support –
for strategy and organisation developments, change projects and facilitation processes

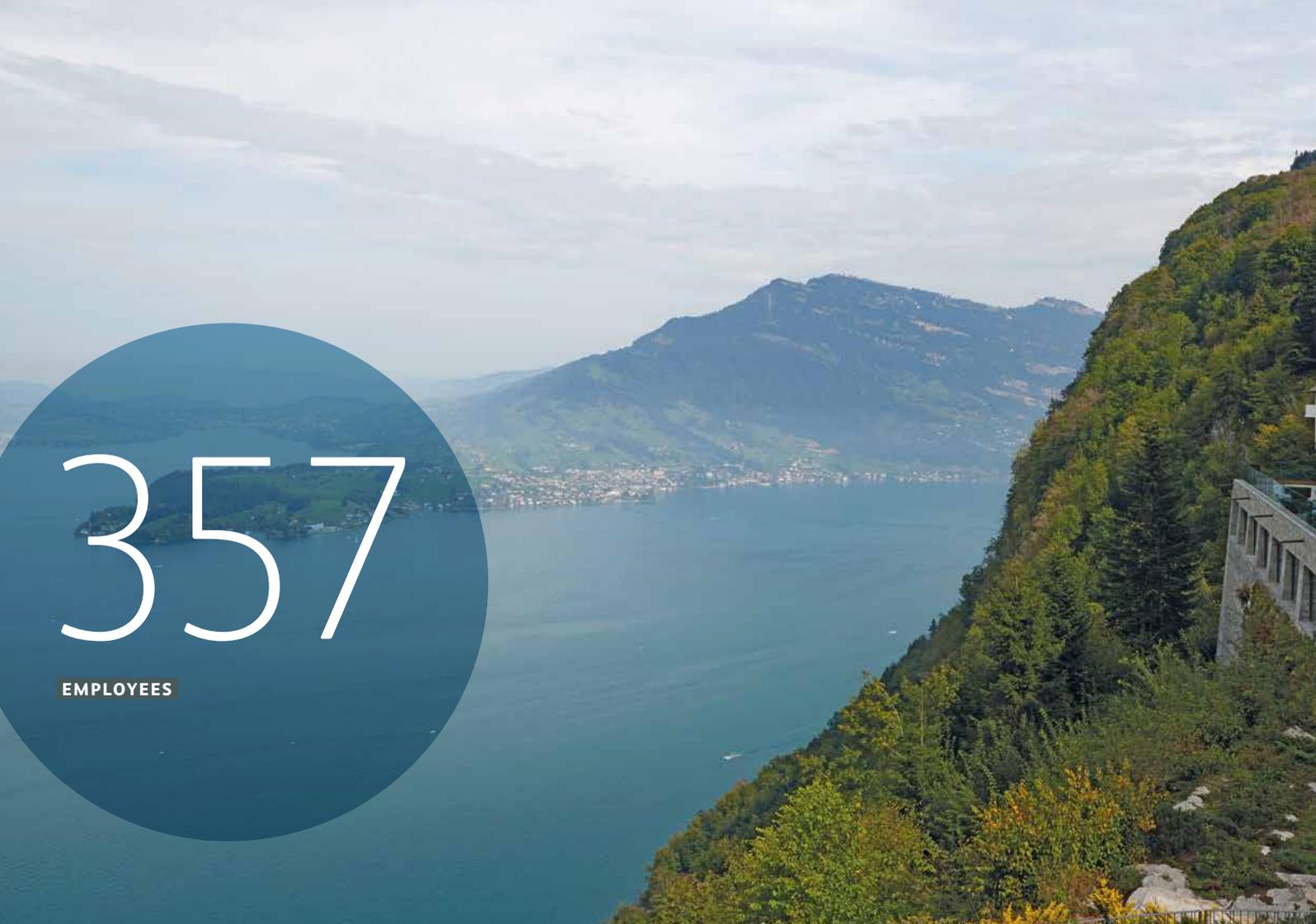
Simulation and business games –
for management decisions or the trialling of skills and new procedures in realistic situations

www.hslu.ch/research-business



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NEW RESEARCH AND
DEVELOPMENT PROJECTS



357

EMPLOYEES



EXCELLENCE ACROSS FOUR INSTITUTES

Institute of Business and Regional Economics IBR

Supports the industry in tackling challenging and innovative ventures in the realm of management, business and regional development.

www.hslu.ch/ibr

Institute of Financial Services Zug IFZ

Since 1997, delivering value to the financial sector and finance professionals in companies across the economy through the provision of continuing education, applied research and consultancy services.

www.hslu.ch/ifz

Institute of Communication and Marketing IKM

The centre of excellence for integrated communications and marketing management with a particular focus on the demands arising from the digitalisation of the market environment.

www.hslu.ch/ikm

Institute of Tourism ITW

Conducts research in the fields of tourism, mobility and sustainability. Provides training for prospective tourism students and career-changers, and consultancy services for tourism professionals.

www.hslu.ch/itw

TRANSFER SERVICES –

STUDENT THESES AND ASSIGNMENTS

Do you have an assignment suitable for a student thesis? Our students produce bachelor's theses and assignments, master's theses, project assignments and practical scientific projects covering a range of topics in the realms of general and public management, controlling and accounting, finance and banking, communications and marketing, business development and promotion, tourism and mobility, management and law, real estate, as well as international management and economics.

Transfer Services coordinates requests for applied research, consultancy and services projects.

www.hslu.ch/transferservices

CAREERS SERVICE

The Careers Service offers careers advice and planning and helps students transition into a new career. It assists companies and institutions in their search for qualified staff. For details of the wide range of services on offer, such as face-to-face meetings, "Zvieri-Gespräch" events (presentations by employers), an online job and event advertisement portal and a CV database, visit

www.hslu.ch/careers

INTERNATIONAL OFFICE

The Lucerne School of Business is part of a large, professionally interesting and international network of universities. Students wishing to study abroad or at the Lucerne University of Applied Sciences and Arts within the context of the mobility programme or a dual degree receive support from the International Office of the Lucerne School of Business.

www.hslu.ch/international-business

SITES

Institut für Betriebs- und Regionalökonomie IBR

Institut für Kommunikation und Marketing IKM

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Postfach 2940
CH-6002 Luzern
T +41 41 228 41 11

Institut für Tourismus- wirtschaft ITW

Rösslimatte 48
Postfach 2940
CH-6002 Luzern
T +41 41 228 41 45

Institut für Finanz- dienstleistungen Zug IFZ

Campus Zug-Rotkreuz
Suurstoffi 1
6343 Rotkreuz
T +41 41 757 67 67

Library

Frankenstrasse 9
CH-6002 Luzern
T +41 41 228 41 05

Walk-In for students

Frankenstrasse 7a
CH-6002 Luzern

All figures in this brochure refer to
the year 2019.



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