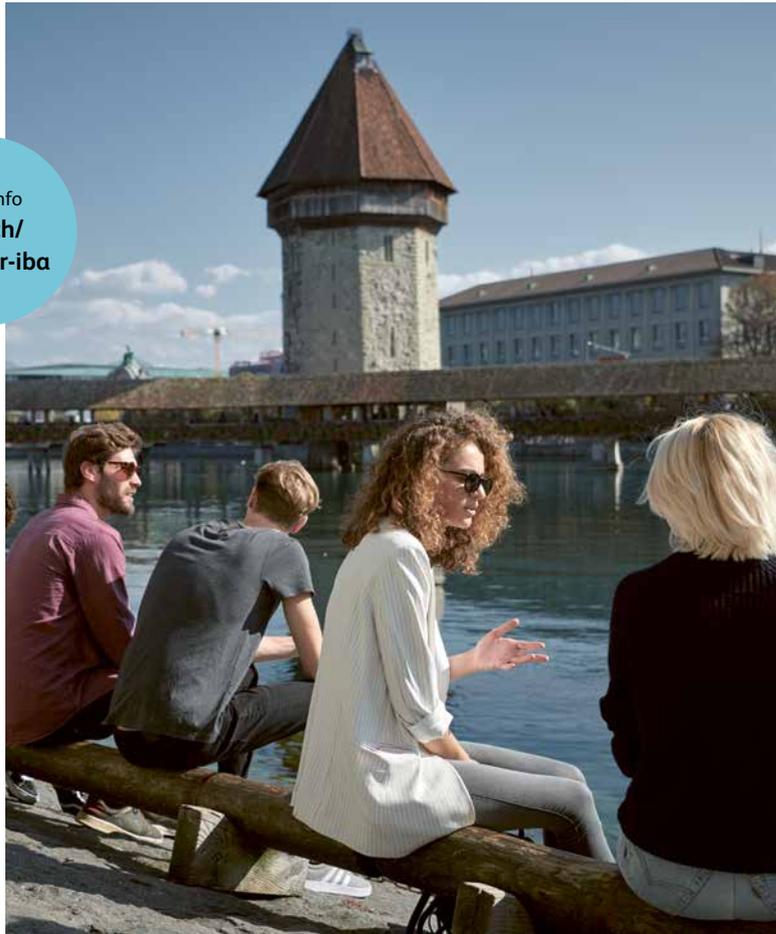


Bachelor of Science in International Business Administration

More info
[hslu.ch/
bachelor-iba](https://hslu.ch/bachelor-iba)



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hslu.ch/business

What people say about the programme



“Our Bachelor’s programme in International Business Administration provides you with a solid foundation for a career in business, entrepreneurship, government and nongovernment organisations. At the Lucerne School of Business you will develop the skills, knowledge and experience necessary to succeed in tomorrow’s business environment. You will benefit from real-world experiential learning opportunities and close interactions with your instructors who bring significant business management experience to the classroom. Join our programme to get a head start in your career.”

Prof. Dr. Frank Ulbrich, Head of the Bachelor’s Programme in International Business Administration



“The International Management & Economics programme has been crucial in my career to date, as it has prepared me well to work in a high-pressure environment where I need to deliver meaningful strategic solutions within tight time frames. The international environment paired with the holistic programme content has given me a solid framework to build upon. If you want to pursue a career in an international high performing company, the IM&E programme will help you achieve your goal.”

Karin Meier, Organisation Design &HC Transformations Specialist at PwC, Zurich



“The International Management & Economics programme is an excellent choice for anyone aspiring to a career in a multicultural work environment. The programme is highly competitive and provides academically sound yet practice relevant education. As a Lucerne born local, the opportunity to study alongside students from all over the world was a big plus. It made me sensitive to different cultures and equipped me with the skills needed to work efficiently in an international setting.”

Michael Waser, Finance Division, Department of Management Strategy, Policy and Compliance, United Nations, New York

A business degree with a difference

Are you interested in a business degree programme with an international focus that is tailored to your needs, taught in English and designed to help you achieve your goals at home and abroad? Then you have come to the right place.

Studying for a degree at the Lucerne University of Applied Sciences and Arts has a lasting impact. Forge great memories and experience a unique, sustainable programme that gives you all the necessary tools for a successful career.

This brochure provides an overview of the innovative study concept of the Lucerne School of Business:

- trendsetting and cutting-edge
- focused on practical application and innovation
- personal and flexible

The Lucerne School of Business is diverse, firmly established in the region, and enjoys an excellent reputation worldwide. Focused on the labour market, it has equipped business generalists with specialist skills and knowledge for more than 50 years. As a student, you will benefit from a varied and interdisciplinary range of modules, with an above-average rate of graduates who take up a position in a professional environment, and from an international campus atmosphere.

Five reasons to select the Lucerne School of Business

1. Personal flair

The Lucerne School of Business emphasises individual student attention and personal exchange between students. Therefore, a conscious effort is made to keep teaching groups fairly small. Lecturers combine their practical professional backgrounds with cutting-edge research activity by directly incorporating their insights into their teaching. By linking current research developments and real-life business problems, they ensure the content is relevant and up to date.

2. Numerous specialisation options

Design your own study experience – pick and mix the courses required for your professional career. The Lucerne School of Business offers three diverse and interesting majors (specialisations) taught completely in English. In addition, students choose from up to 19 minors. By combining the major and minors of your choice, you will be able to create your distinct personal profile. Refer to page 13 for more information about further possibilities, such as spending a semester at one of our partner universities.

3. The perfect start to a career

Ultimately, a business degree is the path to a successful career – graduates of the Lucerne School of Business enjoy the benefit of their alma mater's excellent reputation. Among other things, the latter is based on the extensive experience of the university and its lecturers and the consistent practice-oriented focus of the courses. When applying for a job, graduates can count on the support of the School as well as benefit from the strength of the School's business and research networks.

4. Social Life

Join a large and diverse community of roughly 8,000 students from around the world. There is more to the appeal of student life at the Lucerne School of Business than its central location and spectacular surroundings. Lucerne is a fascinating city. While small enough for everyone to know everyone and everything to be within walking distance, it is big enough to offer everything you need.

Course benefits at a glance

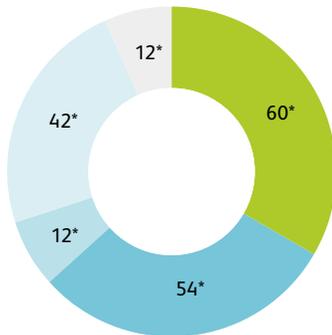
- extensive business management programme with three majors and a broad range of minors (see pages 10–12)
- a programme which gives graduates an edge in the job market: practical and applicable in a professional context
- a solid basis and scientific foundation for postgraduate studies at universities in Switzerland and abroad
- an internationally renowned and recognised degree
- flexibility in terms of content
- varied, cutting-edge, and effective teaching and learning methods
- possibility of integrating a semester abroad (see page 13)

Design your own bachelor degree programme

The Bachelor's degree offered by the Lucerne School of Business is a comprehensive and up-to-the-minute higher education programme taught in English. With its proven combination of practical and academic relevance, the programme will immerse you in new ways of thinking and offer new perspectives that will catapult your career straight into the world of business. The Lucerne School of Business

offers you a full time (six semesters) track. In addition, we offer the possibility of a bespoke curriculum for exceptional life circumstances which might include caring responsibilities, engagement in competitive sport, or a political mandate.

The degree programme comprises a foundation and a main course:



Foundation Course (60 ECTS-Credits)

■ General modules

Main Course (120 ECTS-Credits)

■ General modules

■ Elective modules

■ Major modules

■ Minor modules

* ECTS-Credits

Our programme will provide you with key management skills and fundamental business principles and processes, offering wide-ranging insights into the various disciplines of business. This helps our students to discover their personal preferences and competencies and support them in making an informed choice when selecting their major, minor, and electives in the programme.

Your personal combination of major, minor, and electives provides the foundation on which to build your individual specialisation profile. You will be able to select one of the three majors offered in the English-language programme and acquire specialist knowledge by complementing your major with a suitable minor and electives of your choice.

The three majors are:

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

The Lucerne School of Business also offers the following bachelor programmes in German

Bachelor of Science in Business Administration (in German)

The Bachelor of Science in Business Administration at the Lucerne School of Business is also available in German.
[hslu.ch/bachelor-wirtschaft](https://www.hslu.ch/bachelor-wirtschaft)

Bachelor of Science in Business Psychology (in German)

This degree programme offers the related skills and knowledge in the areas of business management and psychology.
[hslu.ch/business-psychology](https://www.hslu.ch/business-psychology)

Bachelor of Science in Mobility, Data Science and Economics (in German)

The new, uniquely interdisciplinary programme conveys the skills necessary to develop sustainable mobility. By integrating knowledge from the fields of Information Technology, Business, and Engineering and Architecture, the experts-to-be design data-based solutions and actively help shape the mobility of the future.
[hslu.ch/mobility](https://www.hslu.ch/mobility)

Some important facts & figures

Application form and information

+41 41 228 41 30
hslu.ch/bachelor-business
bachelor.business@hslu.ch

Application deadline

30 April

Start of the programme

Mid-September (calendar week 38).
A mandatory orientation week takes
place in week 37.

Language of instruction

English

Tuition fee

CHF 800 per semester

Duration of the course

Full-time study track: 6 semesters
(all specialisations)

Degree

Federally recognised and protected title:
Bachelor of Science, Lucerne University
of Applied Sciences and Arts/FHZ, in
International Business Administration,
180 ECTS credits.

Entry requirements

- higher secondary education certificate qualifying the holder for studies at university level in his or her country of origin (Swiss students: 'Berufsmaturität' or 'Gymnasiale Maturität')
- admission requirements for applicants from non-European countries differ by country. Please contact our office for further information
- minimum of one year's work experience in a business-related area (Swiss students: persons with a 'Kaufmännische Berufsmaturität in Verbindung mit einer abgeschlossenen kaufmännischen Grundausbildung' fulfil this requirement)
- proven knowledge in financial accounting and mathematics
- non-native speakers of English: evidence of English proficiency corresponding at least to Level C1 of the Common European Framework of Reference
- willingness to attend an interview either personally or by video conference



Bachelor of Science in Business Administration: facts and figures

As of 2021/2022

Students



52%
percentage of
female students

48%
percentage of
male students

Success rate

Almost all students who have passed the assessment level successfully complete their studies.



2019 admission cohort



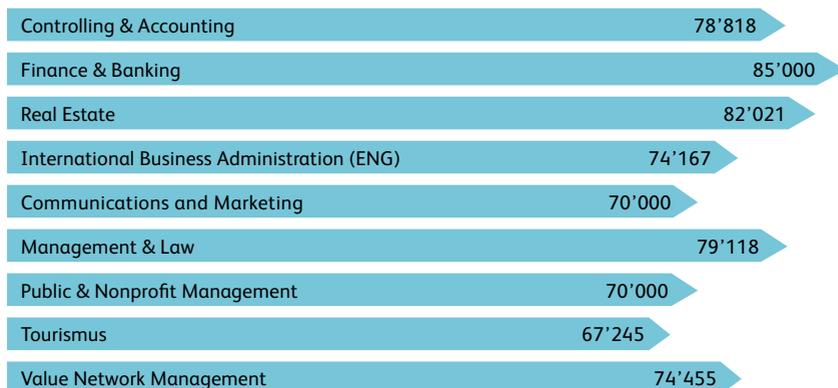
2018 admission cohort



Average age of students
in full-time track

Average pay

Average salary in CHF six months after graduation
(figures from the surveys on 2017–2020 graduation cohorts).



For the new Majors in Human Resource Management, Accounting, Finance & Banking (ENG) and Tourism & Hospitality Management (ENG) no reliable data are available yet.

Career prospects

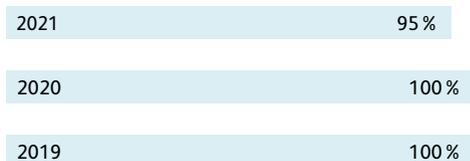
Just under a quarter of the graduates reach a management position within six to nine months after graduating from the Bachelor's programme.



Time to degree

The percentage of graduates shown in the graph completed their studies after the regular time to degree period.

full-time track



Employment rate

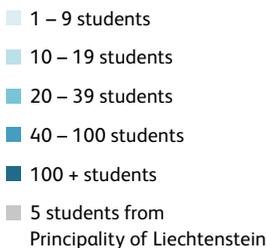
Of graduates seeking employment, the following proportion succeeded within one year (employment rate as defined by the International Labour Organisation ILO).*



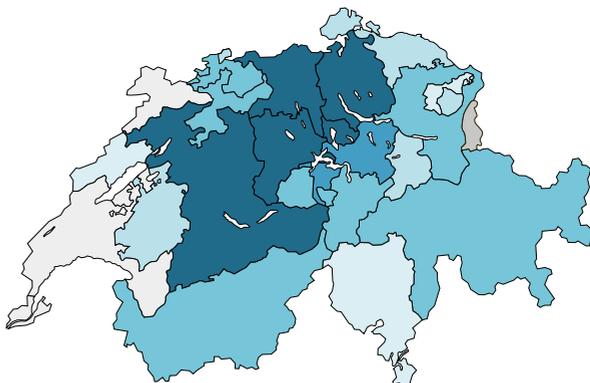
*Due to the revision of the Graduate Survey (EHA) of the Federal Statistical Office from 2021, the values on the employed persons of 2021 are not comparable with the values until 2019.

Origin

The map of Switzerland shows the origin of current Bachelor students.



23 International students



A flexible, modular education system

On the following two pages, you will find an overview of the programme structure, which in this form is unique in Switzerland, showing all compulsory and elective modules. You will be able to customise about one third of your curriculum to suit your individual preferences.

Modules explained

Modules are the building blocks of the degree programmes. Modules are built around specific topics/issues and run over one semester. Each module stands for a component part of the degree qualification and includes an assessed assignment. You will be awarded a certain number of ECTS credits for the successful completion of each module.

What are ECTS credits?

So-called ECTS credits are used across Europe to document academic achievement. This “currency” facilitates national and crossborder student mobility and the recognition of degrees and academic achievement on an international level.

Specialisations – Majors and Minors

Select one of three majors and acquire specialist knowledge pertaining to a specific industry, corporate function, or a combination of the two. By judiciously combining majors and minors, and by picking appropriate specialisation or diversification modules from the range of electives available, you can create a unique and personal profile and ensure the specialist skills and knowledge you acquire give you an edge in a competitive job market. In this particular respect, the Lucerne School of Business ranks among the top universities in Switzerland.

Major International Management & Economics

This major focuses on the competencies required by today’s knowledge workers to plan, coordinate, and enjoy the benefits of working in a global organisation, it is ideal for students with a global mind-set and international aspirations. The aim of the major is to introduce key management and economic theories and concepts in the business domain – core topics include Project & Intercultural Management, Managerial Economics, International Economics, and Global Value Chain Management. The major offers the opportunity to develop critical thinking skills, apply business and economic analysis, intercultural communication, and problemsolving skills to contemporary business cases.

Major Accounting, Finance, & Banking

This major is tailored to students looking for a future career in international financial management, the financial industry or as a certified public accountant (CPA). The accounting part focuses on concepts and instruments enabling effective management information and tools to be provided in a company, contributing to the implementation of strategic targets. Students know about the principles of finance and investments, including calculation of present value, corporate valuation, derivatives, securities and risk management. This major aims to provide you with the fundamental knowledge in the area of financial intermediation, the economics of banking, the Swiss financial market as well as trends and developments in the financial services sector.

Major Tourism & Hospitality Management

This major focuses on the business and management principles that apply to the travel and tourism industry and includes topics relating to digital tourism, ecotourism, and sustainability. It is especially suited for those interested in destination, hotel, or tour operator management. The course covers topics such as hospitality management, health tourism, sport and destination management, tourism product development, and international tourism markets.

Minor International Economics and Strategies for Global Business

The International Economics and Policy module focuses on international trade, globalization, and the impact of international monetary policy and implication of monetary and fiscal policy on the business environment. Managerial Economics examines the role of strategic thinking in business by using game theory, transaction cost economics, and industrial economics.

Minor Finance & Banking

These modules focus on the competencies required for the financial function of a corporation as well as for the financial services industry. Students apply the concepts of finance and get a solid background in the Swiss and international banking sector.

Minor Accounting & Management Control

These modules enable students to comprehend a globalized corporation's accounting system. Accounting focuses on recording, presentation, and analysis of a company's financial performance. Management Control applies the core concepts and tools to prepare management teams to focus on the most effective and efficient courses of action.

Minor Tourism & Hospitality Management

These modules deal with topics including “Tourism System & Destination Development” and “Hospitality & Event Management”.

Minors in German

Students may choose minors from the German-language programme provided they have the required language proficiency. The German-language Minor range includes the following modules:

- Minor Digital Business & Law
 - Minor Corporate Management & Law
 - Minor Public Management
 - Minor NGO Management
 - Minor Tourismus
 - Minor Business Process Management
-
- Minor Controlling
 - Minor Accounting
 - Minor Corporate Finance
 - Minor Banking
 - Minor Employee Life Cycle & Psychology
 - Minor Organisational & People Development
 - Minor Immobilien
 - Minor Kommunikationsmanagement
 - Minor Marketing

Student services

Stay in the loop

If you want to stay informed about what is going on at the Lucerne Business School, we recommend our blog, which provides valuable information and interesting insights into student life.

hub.hslu.ch/wirtschaft-experience/en

Broaden your horizon

Semester abroad

We are happy to inform you about our 80 partner universities around the globe, where you can spend a fully accredited semester abroad at a reasonable cost.

hslu.ch/business-exchange-outgoing

Interdisciplinary Module Programme

The Interdisciplinary Module Programme is open for students of the Lucerne University of Applied Sciences and Arts, the University of Teacher Education Lucerne, and the University of Lucerne. Extend your knowledge beyond your specialisation by selecting interdisciplinary courses from a wide range of topics; from the history of architecture to culture and event management to sustainable leadership.

isa-campus.ch

Language Centre at the Lucerne University of Applied Sciences and Arts

Languages are a gateway to the world. The Language Centre can help you obtain a qualification and/or improve your language level required for international and intercultural tasks and overseas exchange.

hslu.ch/language-centre

Support from all sides

Student Council

The Student Council (STUDIRAT) represents the interests of the students, it organises events, as well as offering a range of services and support.

studirat.ch

Careers Service

If you need practical support for starting and/or planning your career, the Careers Service is here to help. The Service collaborates with a number of partners to offer a variety of services tailored to your needs, such as mentoring and buddy programmes, job application events and contact interviews.

hslu.ch/en/careers

Smart-Up

If you wish to pursue your own business idea, the “Smart-up” mentoring programme will help you start your business by offering, among other things, advice, infrastructure and networking events.

hslu.ch/smart-up-en

We value diversity and equal opportunities

Grants and student loans

Make sure to enquire in advance if you are eligible for a public grant or student loan. You are entitled to public grants during the course of your studies if you or your parents – if they are obliged to support you – have insufficient funds to cover your education and living costs. Grants are non-refundable. Student loans are paid out to complement or act as an alternative to grants and must be paid back within a specified period after the last instalment. Applications for individual funding must be submitted to the grants office of your canton of residence.

Campus crèche

The Kita campus crèche offers professional, high-quality affordable childcare for those wishing to balance raising children with their career development.

kita-campus.ch

Student accommodation

If you are looking for a suitable flat, the student housing association StuWo can help you find affordable accommodation.

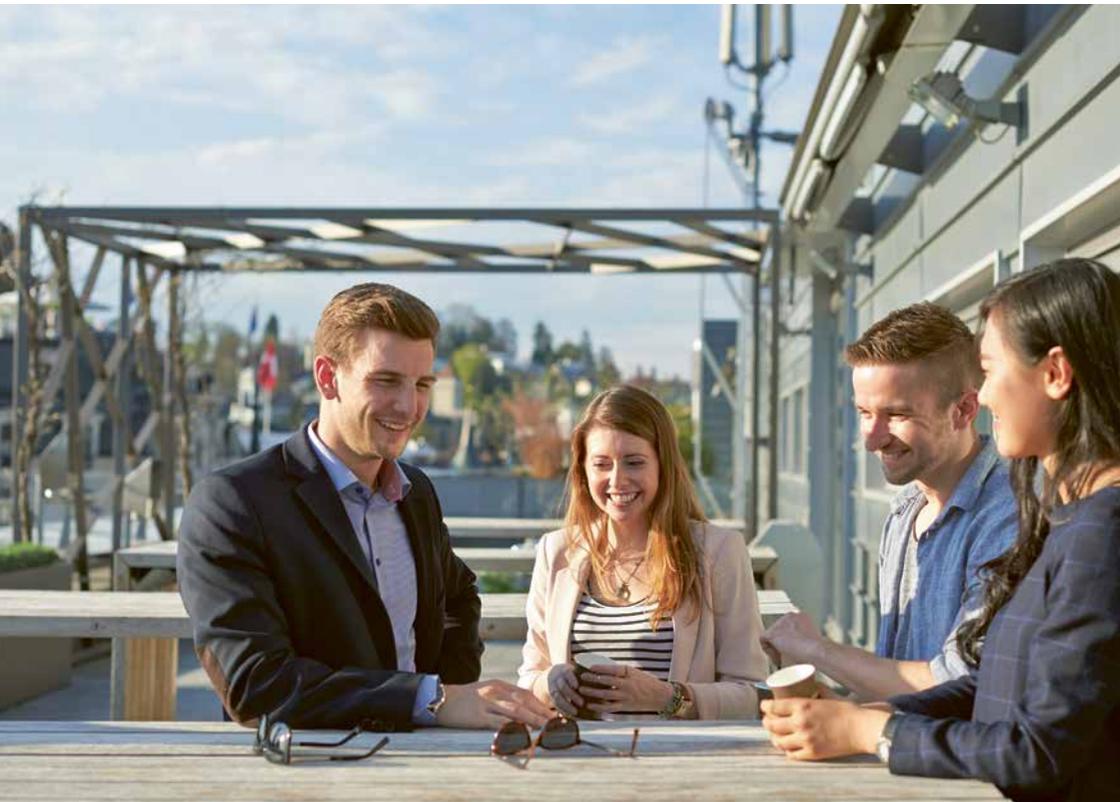
stuwo.ch/en

Staying Refreshed and Inspired

Food and Drink

“Oase” is a cafeteria that offers hot and cold meals in Lucerne. In the summertime, our spacious roof terrace is the perfect place to enjoy a break. The recess areas on every floor are equipped with food and drinks vending machines. There are also several microwave ovens at your disposal in various places.

The “Food-Stoffi” cafeteria on the new Zug-Rotkreuz campus offers a rich variety of set lunch meals, sandwiches, snacks and drinks. Between classes, you can relax in one of the recess areas that are equipped with drinks vending machines and microwave ovens.



Hobbies for busy students

University Sports

Beyond the rigorous curriculum, students are encouraged to take full advantage of the University Sports Campus facilities, with multiple exercise and sports classes per week. [hscl.ch](https://www.hs-sl.ch)

Campus-Orchestra

If you would like to hone your musical skills and perhaps even play in front of an audience, the Lucerne Campus-Orchestra might just be the platform for you. [campusorchester.ch](https://www.campusorchester.ch)

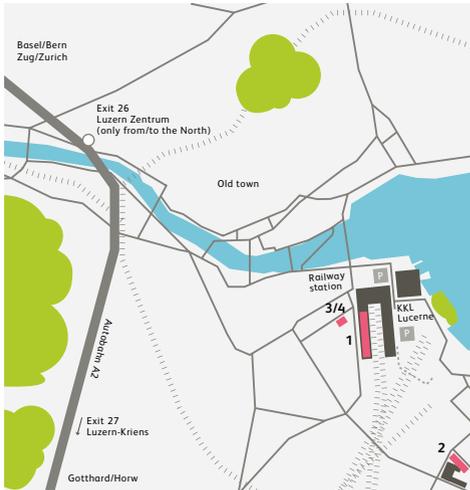
Join our networks

Lucerne Business School Alumni

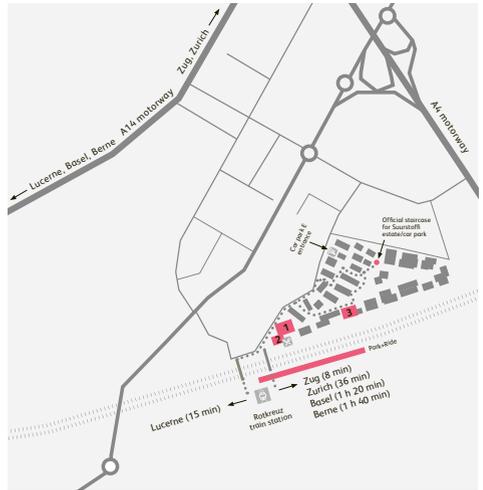
Join an extensive alumni network and stay in the loop about recent developments at the Lucerne University of Applied Sciences and Arts. Visit one of the network's many events and meet Swiss business leaders face to face. Enjoy the many perks offered by the "Dachverband FH Schweiz" (umbrella association of Swiss universities of applied sciences and arts graduates) membership. Note that you can apply for passive membership as an active student. [alumnihsu.ch/en](https://www.alumnihsu.ch/en)



Location & Contact



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 hslu.ch/wirtschaft-experience



Learn more about our
Bachelor of Science in
International Business
Administration