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Admissions Catalog

2011 - 2012

Graduate Programs



Member of the United International Business Schools organization
Antwerp | Barcelona | Brussels | Ghent | Madrid | Tokyo | Valencia | Zurich | Online

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International University of Switzerland

Introduction

Operating under the authority of the coordinating **United International Business Schools** organization (UIBS), the **International University of Switzerland** is a private and independent educational institution offering business, management, language and cultural studies at its campus in Zurich. The United International Business Schools organization currently operates campuses in Antwerp, Brussels and Ghent in Belgium; in Barcelona, Madrid and Valencia in Spain; in Zurich in Switzerland; in Tokyo in Japan; and Online.

Our study programs and courses are regularly reviewed and modernized in cooperation with the Global Council for Management Education, the organization's academic council. Partnerships and links with other schools, colleges and universities are developed and maintained through the International Student Mobility Initiative.

Committed to offering quality business and management education at the undergraduate, graduate and postgraduate level, we strive to continuously improve our career-oriented academic study programs in accordance with the demands of the global marketplace as well as with the guidelines received from reputable American, European and international educational organizations.

Accreditation

The Bachelor of Business Administration and Master of Business Administration degree programs at the Barcelona, Madrid and Valencia campuses are accredited by the **European Council for Business Education** (ECBE), a registered affiliate of the European Association for Quality Assurance in Higher Education (ENQA).

The Antwerp, Barcelona, Brussels, Ghent, Madrid, Valencia and Zurich campuses are a candidate for accreditation with the **Accreditation Council for Business Schools and Programs** (ACBSP), an organization recognized by the Council for Higher Education Accreditation (CHEA) in the United States of America.

*"the inspiring excellence of a private university,
the stimulating advantage of a small-scale environment"*



Mission Statement

The **International University of Switzerland** aspires to be acknowledged as a private and independent international business school of first choice for the quality of its undergraduate, graduate and executive programs and courses. We strive to provide students the inspiring excellence of a private university, combined with the stimulating advantage of a small-scale, cross-cultural and English-speaking environment.

Our study programs and teaching methods are in line with international standards in higher education and are undergoing a continuous process of self-evaluation and self-improvement by means of internal and external quality validation. Among our faculty and staff we give emphasis to such qualities as innovation, flexibility and a continuous sense of advancement.

Having full membership status with the **United International Business Schools** organization that is internationally commended for its academic contributions to professional business and management education, our institution serves a highly unique and culturally diverse student body and endorses both academic advancement and personal growth among its students. Our mission is accomplished through academic excellence, ingenious extra-curricular activities and distinguishing cultural alliances.

We are dedicated to the following educational resolutions:

- ✓ To offer highly-competitive career-oriented academic study programs at the undergraduate, graduate and postgraduate levels in a full-time, part-time and online format;
- ✓ To offer a range of flexible non-degree programs to meet the needs of individual students, companies and organizations in the framework of lifelong learning;
- ✓ To uphold excellent quality standards in our academic curricula, pragmatic teaching methods and personalized student services;
- ✓ To welcome qualified students, faculty and staff of all backgrounds, nationalities and religions;
- ✓ To equip students with well-developed analytical, conceptual, quantitative and interpersonal skills;
- ✓ To provide an opportunity to develop specific skills in accordance with one's interests and talents;
- ✓ To develop among students an understanding of cross-cultural management, global leadership and business ethics;
- ✓ To increase students' competence in global thinking by offering a dynamic and truly international study environment.

International Graduate Degree Programs

Program overview

Graduate programs are based on and are fully compatible with the established European and American educational systems. Several programs are offered at the graduate level, each with different course requirements. The **Master programs** consist of 60 European credits, equivalent to 40 American semester hours.

- ✓ **MBS - Master in Business Studies** (choose optional specialization)
- ✓ **MBA - Master of Business Administration**

- ✓ **MA - Master of Arts in Human Resource Management**
- ✓ **MA - Master of Arts in Marketing Management**
- ✓ **MS - Master of Science in Financial Management**
- ✓ **MS - Master of Science in Operations Management**

Specializations (MBS program only)

* Even though specializations are only available for the Master in Business Studies program, students applying to any other program still have the option to complete specialization courses as electives in their program. Please note that specialization courses are offered only based on enrollments. The available specializations are campus-dependent.

- ✓ Business Communication
- ✓ Design Management
- ✓ e-Business
- ✓ European Management
- ✓ Fashion Management
- ✓ Global Banking & Financial Markets
- ✓ International Management
- ✓ Sports Management
- ✓ Tourism and Hospitality Management
- ✓ Transportation and Logistics Management

Career perspectives

Our academic study programs are career-oriented in nature and provide students with a high level of flexibility throughout their graduate studies. Our programs and courses focus on a broad range of specialized subject matters and equip students with the necessary **skills and knowledge** to be successful in today's global economy. Our students are prepared for a wide variety of professional development and career opportunities.

Graduate programs are an excellent choice for recent college/university graduates who would like to see their employability in today's job market increase by engaging in rigorous and academically challenging graduate level studies to obtain a relevant academic qualification in the field of international business. Graduate programs can be completed full-time or part-time.

Upon graduation, students mainly start or advance their careers with mid to upper-level management positions in national and multinational companies and organizations in various economic sectors. Others decide to launch a new business venture or join an existing family business. Students can also choose to continue their studies without interruption in any of our certificate or customized programs at the graduate level or in our doctoral program at the postgraduate level to further enhance their career prospects.

Program details

Language

All courses are taught entirely in English.

Duration

Master programs consist of 60 European credits and take 1 academic year of 9 months of full-time studies to complete (up to 3 quarters). Courses are scheduled Monday through Friday, between 9:00 at the earliest and 19:00 at the latest. Several courses are offered by visiting faculty and are scheduled in an intensive seminar format. Fostering inter-campus exchanges and networking, students are given the option to join seminar courses also at other campuses.

Admission

Because of the modular design and flexibility of the program, students can start their studies in October, November, January, February, April, May, July, and August. Please refer to our academic calendar for the exact starting dates. Master programs are offered at several campuses. Please refer to the program schedule for an overview of the campuses where this program is offered. Please refer to the admission section for details on how to apply. When applying, please adhere to the application procedures and guidelines.

Minimum entry requirements for graduate programs

- ✓ Bachelor degree (or equivalent, or higher)
 - Professional Bachelor degrees also qualify for admission into our graduate programs.
- ✓ Proficiency in the English language

Courses

Students are required to complete 27 courses for 54 credits and a final comprehensive thesis for 6 credits. Total contact hours amount to 540.

- ✓ 9 courses per quarter
- ✓ 18 course credits per quarter
- ✓ 18 contact hours per week
- ✓ 36 study hours per week

Graduate courses are divided into 2 main categories: core courses and specialization courses. Electives can be chosen from any of the courses offered at the graduate level. Please refer to the course overview for the list of available courses.

Course requirements

MBS - Master in Business Studies (without optional specialization)

Electives	54 credits / 27 courses
Thesis	6 credits

MBS - Master in Business Studies (with optional specialization)

Core Courses	24 credits / 12 courses
Specialization Courses	6 credits / 3 courses
Electives	24 credits / 12 courses
Thesis	6 credits

MBA - Master of Business Administration

Core Courses (Financial Management)	6 credits / 3 courses
Core Courses (Human Resource Management)	6 credits / 3 courses
Core Courses (Marketing Management)	6 credits / 3 courses
Core Courses (Operations Management)	6 credits / 3 courses
Core Courses (other)	12 credits / 6 courses
Electives	18 credits / 9 courses
Thesis	6 credits

MA - Master of Arts in Human Resource Management

Core Courses (Human Resource Management)	12 credits / 6 courses
Core Courses (other)	24 credits / 12 courses
Electives	18 credits / 9 courses
Thesis	6 credits

MA - Master of Arts in Marketing Management

Core Courses (Marketing Management)	12 credits / 6 courses
Core Courses (other)	24 credits / 12 courses
Electives	18 credits / 9 courses
Thesis	6 credits

Ms - Master of Science in Financial Management

Core Courses (Financial Management)	12 credits / 6 courses
Core Courses (other)	24 credits / 12 courses
Electives	18 credits / 9 courses
Thesis	6 credits

MS - Master of Science in Operations Management

Core Courses (Operations Management)	12 credits / 6 courses
Core Courses (other)	24 credits / 12 courses
Electives	18 credits / 9 courses
Thesis	6 credits

Program options

The **Dual Master Program** allows students to combine any two Master programs. Dual Master programs consist of 80 European credits and take 1 academic year of 12 months of full-time studies to complete (4 quarters). Students are required to complete a total of 36 courses for 72 credits and a final comprehensive thesis for a total of 8 credits. Total contact hours amount to 720. The typical number of courses per quarter remains at 9.

(e.g. a Master of Business Administration in combination with a Master of Arts in Marketing Management)

The **Part-time Program** takes anywhere from 1 to 3 academic years to complete, for a total of 9 to 36 months of part-time studies and depending on the number of courses completed per quarter. Part-time studies are available only for students with a valid European passport or residence permit.

(e.g. completing half the typical number of courses equals twice the duration of the full-time program, and completing one third of the typical number of courses equals three times the duration of the full-time program)

Part-time students usually have flexible working hours and take the courses that fit their schedules. Part-time on-campus studies can be combined with additional courses online.

The **Study Abroad Option** allows students to study for one or more quarters at another campus without experiencing interruptions or extensions in the study program. Courses and programs remain fully compatible across all campuses.

(e.g. students can start their studies in Barcelona, continue in Brussels and finish in Zurich; all combinations are possible without limitation; the summer quarter is offered in Barcelona and Brussels only)

The **Internship Option** encourages students to put their **skills and knowledge** into practice by completing a company internship, either locally or abroad. Several internships are offered by the school's corporate partners. Internship programs are available only for students with a valid European passport or residence permit.

International Graduate Certificate programs

Program overview

Graduate programs are based on and are fully compatible with the established European and American educational systems. Several programs are offered at the graduate level, each with different course requirements. The **Graduate Certificate programs** consist of a minimum of 12 European credits, equivalent to 8 American semester hours.

- ✓ **Graduate Certificate in Business Studies** (3 to 12 months)
- ✓ **Graduate Certificate in Financial Management** (9 to 12 months)
- ✓ **Graduate Certificate in Human Resource Management** (9 to 12 months)
- ✓ **Graduate Certificate in Marketing Management** (9 to 12 months)
- ✓ **Graduate Certificate in Operations Management** (9 to 12 months)

Program details

Language

All courses are taught entirely in English.

Duration

Graduate Certificate programs consist of a minimum of 12 European credits and take 1 academic year of 3 to 12 months of part-time studies to complete (1 to 4 quarters). Courses are scheduled Monday through Friday, between 9:00 at the earliest and 19:00 at the latest. Several courses are offered by visiting faculty and are scheduled in an intensive seminar format. Fostering inter-campus exchanges and networking, students are given the option to join seminar courses also at other campuses.

Admission

Because of the modular design and flexibility of the program, students can start their studies in October, November, January, February, April, May, July, and August. Please refer to our academic calendar for the exact starting dates. Graduate Certificate programs are offered at several campuses. Please refer to the program schedule for an overview of the campuses where this program is offered. Please refer to the admission section for details on how to apply. When applying, please adhere to the application procedures and guidelines.

Minimum entry requirements for graduate programs

- ✓ Bachelor degree (or equivalent, or higher)
 - Professional Bachelor degrees also qualify for admission into any of the graduate programs.
- ✓ Proficiency in the English language

Courses

Students are required to complete a minimum of 6 courses for 12 credits. Total contact hours amount to a minimum of 120. 1 to 6 courses per quarter

- ✓ 2 to 12 course credits per quarter
- ✓ 2 to 12 contact hours per week
- ✓ 4 to 24 study hours per week

Graduate courses are divided into 2 main categories: core courses and specialization courses. Electives can be chosen from any of the courses offered at the graduate level. Please refer to the course overview for the list of available courses.

Course requirements

Graduate Certificate in Business Studies

Electives 12 credits / 6 courses

Graduate Certificate in Financial Management

Core Courses (Financial Management) 12 credits / 6 courses

Graduate Certificate in Human Resource Management

Core Courses (Human Resource Management) 12 credits / 6 courses

Graduate Certificate in Marketing Management

Core Courses (Marketing Management) 12 credits / 6 courses

Graduate Certificate in Operations Management

Core Courses (Operations Management) 12 credits / 6 courses

Graduate Courses

Overview

Core Courses

Core Courses in Financial Management

- GCCFM101 - Financial Statement Analysis (2)
- GCCFM102 - Cost-Volume-Profit Analysis (2)
- GCCFM103 - Budgeting (2)
- GCCFM104 - International Financial Management (2)
- GCCFM201 - Mathematics of Finance (2)
- GCCFM202 - Working Capital Management (2)
- GCCFM203 - Mergers and Acquisitions (2)
- GCCFM204 - Capital Budgeting (2)

Core Courses in Human Resource Management

- GCCHRM101 - Personnel Planning and Selection (2)
- GCCHRM102 - Personnel Recruitment and Placement (2)
- GCCHRM103 - Personnel Training and Development (2)
- GCCHRM104 - Personnel Assessment and Compensation (2)
- GCCHRM201 - Leadership and Management (2)
- GCCHRM202 - Organizational Psychology (2)
- GCCHRM203 - Change Management (2)
- GCCHRM204 - Strategic Outsourcing (2)

Core Courses in Marketing Management

- GCCMM101 - Analyzing Marketing Opportunities (2)
- GCCMM102 - Planning Marketing Programs (2)
- GCCMM103 - Developing Marketing Strategies (2)
- GCCMM104 - Strategic Management (2)
- GCCMM201 - Applied Consumer Behavior (2)
- GCCMM202 - Sales Management (2)
- GCCMM203 - Brand Management (2)
- GCCMM204 - Creative Advertising (2)

Core Courses in Operations Management

- GCCOM101 - Operations Management (2)
- GCCOM102 - Production Management (2)
- GCCOM103 - Project Management(2)
- GCCOM104 - Management Science (2)
- GCCOM201 - Total Quality Management (2)
- GCCOM202 - Enterprise Resource Planning (2)
- GCCOM203 - Operational Decision-making Tools (2)
- GCCOM204 - Business Intelligence (2)

Specialization Courses

Business Communication

- GSCBC101 Contemporary Business Communication (2)
- GSCBC102 Effective Public Relations (2)
- GSCBC103 Negotiation Techniques (2)
- GSCBC104 Crisis Management (2)

Design Management

- GSCDM101 Fundamentals of Design Management (2)
- GSCDM102 Design, Marketing and Innovation (2)
- GSCDM103 Design, Strategy and Transformation (2)
- GSCDM104 Design Management in Practice (2)

e-Business

- GSCEB101 e-Business Markets & Virtual Communities (2)
- GSCEB102 e-Business & Digital Economy (2)
- GSCEB103 e-Commerce (2)
- GSCEB104 e-Business Analysis, Design & Applications (2)

European Management

- GSCEM101 Doing Business with Europe (2)
- GSCEM102 Patents and Trademarks (2)
- GSCEM103 European Monetary and Fiscal Policy (2)
- GSCEM104 European Business Law (2)

Fashion Management

- GSCFM101 Fundamentals of Fashion Management (2)
- GSCFM102 Fashion, Marketing and Innovation (2)
- GSCFM103 Fashion, Strategy and Transformation (2)
- GSCFM104 Fashion Management in Practice (2)

Global Banking and Financial Markets

- GSCGB101 Financial Markets and Banking Systems (2)
- GSCGB102 Investment Banking & Securities Markets (2)
- GSCGB103 Derivative Products (2)
- GSCGB104 Financial Risk Management (2)

International Management

- GSCIM101 Int'l Business & Management (2)
- GSCIM102 Globalization & Integration (2)
- GSCIM103 Managing Across Cultures (2)
- GSCIM104 International Economics & Policy (2)

Sports Management

- GSCSM101 Sports Management (2)
- GSCSM102 Sports Ethics (2)
- GSCSM103 Sports Psychology (2)
- GSCSM104 The Business of Sports (2)

Tourism and Hospitality Management

- GSCTHM101 Tourism Management (2)
- GSCTHM102 Hospitality Management (2)
- GSCTHM103 Leisure Management (2)
- GSCTHM104 Eco-tourism (2)

Transportation and Logistics Management

- GSCTLM101 Int'l Transportation & Regulations (2)
- GSCTLM102 Logistics Management (2)
- GSCTLM103 Inventory Control Systems (2)
- GSCTLM104 Supply Chain Management (2)

Core Courses in Financial Management

GCCFM101 - Financial Statement Analysis

To make rational decisions, managers must have analytical tools. To negotiate effectively for outside funds, one needs to be attuned to all aspects of financial analysis that outside suppliers of venture capital use in evaluating the firm. The useful tools of financial analysis and planning are the subjects of this course. Balance sheets, income statements, the use of financial ratios, trend analysis, common size and index analysis form the base for discussion.

GCCFM102 - Cost-Volume-Profit Analysis

In this course we explore the impact on profitability of both operating and financial leverage. Break-even analysis, together with the degree of operating leverage (DOL) and business risk are considered thoroughly. Also, EBIT-EPS break-even, the degree of financial leverage (DFL), and financial risk are discussed in detail. The degree of total leverage (DTL) and total company risk also form an integral part of the course.

GCCFM103 – Budgeting

Budgets are an important tool for effective planning and control in every organization. In this course, we describe the purpose of a budget and we distinguish a budget from a forecast and from a strategic plan. Also, the different types of budgets are considered. The process of budget preparation, together with the management control of operations, and the appraisal of operations, are also studied in dept. Variance analysis problems and comprehensive case studies guarantee a contemporary and practical approach to budgeting.

GCCFM104 - International Financial Management

Managers of most companies must be sensitive to the international aspects of business finance. In this course, we highlight the dimension of multiple currencies and show that foreign exchange risk is a major risk to which international businesses are exposed. Effective strategies for the reduction of foreign exchange risk and direct foreign investment are discussed.

GCCFM201 - Mathematics of Finance

This course provides an introduction to the Mathematics of Finance, focusing on interest, annuities, amortization and sinking funds, bonds, capital budgeting, depreciation, contingent payments, and insurance.

GCCFM202 - Working Capital Management

Managing an organization's working capital is a continuous activity that ensures that sufficient financial resources are available to continue operations. This involves a number of activities related to the analysis of funds flows and financial forecasting. Among the questions considered are: How much cash and inventory should we keep on hand? Should we sell on credit? What credit terms should we offer and to whom should we extend them? How and where should we obtain short-term financing? Should we purchase on credit or should we borrow short-term and pay cash?

GCCFM203 - Mergers and Acquisitions

External growth is an essential requirement for the success and viability of many organizations. The main idea behind mergers and acquisitions is to create extra value for the shareholders. Strategic acquisitions, (hostile) takeovers, tender offers, strategic alliances and divestiture are thoroughly considered. Also, corporate restructuring, sell-offs, spin-offs, and leveraged buyouts form an integral part of the course.

GCCFM204 - Capital Budgeting

This course provides a detailed coverage of the essential Capital Budgeting evaluation techniques, such as the payback method (P.M.), net present value (N.P.V.), the profitability index (P.I.), and the internal rate of return (I.R.R.).

Core Courses in Human Resource Management

GCCHRM101 - Personnel Planning and Selection

The processes of human resources planning and personnel selection, including psychological testing are explored. Major features include job design, workforce planning, and workforce selection.

GCCHRM102 - Personnel Recruitment and Placement

The processes of searching for prospective employees, psychological testing and the identification of management talent are featured. Today's business world is changing at a very fast pace and employers are looking for people who can adapt themselves to these ever changing and diverse situations. Companies are investing more and more in people with different educational backgrounds and job experience. Job search, career goals, and personnel placement are thoroughly discussed.

GCCHRM103 - Personnel Training and Development

In this course we examine the training and the development of operative employees and executives. Essential to the development process are performance appraisal and the establishment of performance goals. In depth discussions on training to increase the necessary skills in order to be qualified to perform specific jobs and on education to increase the general knowledge and understanding of the internal and external environment of the organization are considered.

GCCHRM104 - Personnel Assessment and Compensation

This course discusses performance management and supervision in full, and provides a detailed clarification and justification of workers' and employees' compensation, applications and benefits. Incentives and rewards, and additional voluntary benefits are also considered.

GCCHRM201 - Leadership and Management

Management is the art of getting things done through other people. Managers achieve an organization's objectives by arranging for others to do things, not by performing all the tasks themselves. Leadership is the process of influencing the actions of others to attain desired objectives. By taking this course, you will be on the right track to becoming a better and more effective leader and manager.

GCCHRM202 - Organizational Psychology

Organizational psychology is a field with both a strong scientific base and an applied orientation. The course demonstrates the connection between psychological theory and application and provides an introduction to the field and an overview of research methods used; covers employee and personnel issues; deals with processes that are worker-centered; covers organizational topics that are group-oriented; and deals with areas related to organizational psychology such as human factors psychology and occupational health psychology.

GCCHRM203 - Change Management

Change management provides in depth information on how to develop the necessary skills to pro-actively address change, and on how to face the challenges of change in the organization. Participants learn abilities to successfully cope with organizational change by examining the change process, and by trying to understand and anticipate stakeholders' reactions and responses to change.

GCCHRM204 - Strategic Outsourcing

In this course, participants will experience an all-inclusive approach to a wide variety of outsourcing services, their potential business benefits and pitfalls. The course focuses on the strategic decision to outsource and explains the setting up, planning, switch, and implementation actions required. Salvaging a failing outsourcing relationship is also considered.

Core Courses in Marketing Management

GCCMM101 - Analyzing Marketing Opportunities

Contemporary markets are changing at an incredible pace. In addition to globalization and technological change, we are also facing a rapid growth and acceptance of store brands, growing value sensitivity and an erosion of brand loyalty. In this course, we devote our time on managing marketing information and measuring market demand; scanning the marketing environment; analyzing markets and buying behavior; analyzing industries and competitors; identifying market segments, and selecting target markets.

GCCMM102 - Planning Marketing Programs

Marketing is an orderly and insightful process for thinking about markets and planning for markets. In this course, topics such as managing product lines, brands and packaging; managing service businesses and product support services; designing pricing strategies and programs; selecting and managing marketing channels; managing retailing, wholesaling, and marketing logistics, are all thoroughly considered.

GCCMM103 - Developing Marketing Strategies

All organizations must formulate broad strategies and define specific marketing mixes and action plans to optimize their long-run performance. In this course, we spend considerable time on differentiating and positioning the market offering; developing new products; managing life-cycle strategies; designing marketing strategies for market leaders, challengers, followers, and niche players; and designing and managing global marketing strategies.

GCCMM104 - Strategic Management

Every organization competing in an industry needs a competitive strategy. Significant benefits can be gained through an explicit process of formulating strategy, to insure that the policies and the actions of all members of the organization are coordinated and directed at a common set of goals. As such, Strategic Management aims to provide a comprehensive framework for analyzing the structure of an industry and for analyzing competitors. The development and implementation of an organization's competitive strategy, together with a systematic examination and evaluation of the important types of strategic decisions that confront organizations, is discussed properly.

GCCMM201 - Applied Consumer Behavior

This course conveys the essence of consumer behavior and relates to psychological, socio-cultural and decision-making aspects of the subject matter. Topics covered include pricing strategy, product strategy, distribution strategy, marketing communication strategy and contemporary trends and developments in consumer behavior.

GCCMM202 - Sales Management

Sales Management prepares students to become effective and efficient sales managers in a highly competitive and global economy. To achieve this goal, the course integrates contemporary technology, research, and strategic thinking activities. Also, CRM technology is widely discussed, offering students the necessary background and skills needed to use it to make correct and adequate business decisions.

GCCMM203 - Brand Management

Brands represent valuable intangible assets. The concept of brand equity (what happened to the brand in the past and what should happen to it in the future) provides students with a valuable perception to the understanding of the probable effects of a choice of policies for their brands. Brand Management provides insights into how to create profitable brand strategies by building, measuring, and managing brand equity.

GCCMM204 - Creative Advertising

Over the last decades, advertising and sales promotions have been increasingly used in an effort to build brand loyalty and long-term sales and to create an incentive to push the consumer toward an immediate purchase. This course presents the latest techniques and procedures common to the various elements of advertising and exposes the students to contemporary developments in advertising and sales promotion. The course takes note of the interrelationships of the various fields of marketing communication and also includes new media and web site advertising.

Core Courses in Operations Management

GCCOM101 - Operations Management

This course introduces the students to the field of Production and Operations Management. The course is decision-oriented and devotes significant time to the explanation of quantitative methods that are of particular use to operations managers. The limitations of these methods are discussed, as well as their utility. Topics, such as facility layout, process design, and job design are discussed.

GCCOM102 - Production Management

The main objective of this course is to provide the students with the necessary concepts, tools and methods that allow them to familiarize themselves with POM and the logic behind the various planning, control and decision techniques used by the industry today. The impact of process and system design and several quantitative business methods are thoroughly discussed.

GCCOM103 - Project Management

This course focuses on the management process that is used in relation to the management of projects. After a discussion of the nature of projects and how the management process for projects differs from the management process of ongoing operations, the main sections deal with the environment in which both project management and project control take place, and the steps in both the project management and the project control processes. Project planning, project execution and project evaluation are discussed in dept.

GCCOM104 - Management Science

This course is dedicated to mathematical models and modeling, using spreadsheets. Modeling is the process of creating a plain version of reality and using this version to get an understanding of this complex reality. Among others, strong points for using business models are that these models benefit business decision making; allow making inexpensive errors; improve business intuition; and reduce costs.

GCCOM201 - Total Quality Management

This course explores the major topics of TQM and focuses on the commitment to quality of organizations both in the service and manufacturing industries. The five functions of TQM, planning, organizing, leading, staffing, and controlling are discussed in depth, together with statistical process control and quality standards. Nowadays, customer orientation, satisfaction and support are very important objectives for any quality-oriented organization. We explore the ideology, the philosophy, the methods and the actions, that are designed to satisfy consumers' demands to their complete satisfaction.

GCCOM202 - Enterprise Resource Planning

Enterprise Resource Planning applications are paramount to a fast growing business and help organizations become more efficient and expedient because they integrate an entire organization with a single application. Through ERP all members of an organization are connected. This course offers insights that help you stay on top of the latest ERP evolutions.

GCCOM203 - Operational Decision-making Tools

In this course we demonstrate operational decision-making tools such as decision analysis, linear programming, etc. Decision analysis is a generic technique that can be applied to a large number of different types of operational decision-making areas. As such, it is an important technique that is very useful because it reflects a structured and systematic approach to decision making. Linear programming consistently ranks as the most useful of the quantitative techniques used by the business community at large. Linear programming is a model consisting of linear relationships representing a firm's objective and resource constraints. In this course we describe several different classes of problems for which linear programming and specialized linear programming models can bring the optimal solution (cost minimization, profit maximization, capacity planning, aggregate production planning, etc.).

GCCOM204 - Business Intelligence

Business Intelligence is a decision and management support systems oriented course that provides a comprehensive contemporary guide to today's ground-breaking management support system technologies and shows how these technologies can be used for better decision-making.

Non-Degree Programs

Customized Programs

Students can enroll for one or more modular courses at the undergraduate, graduate or executive level, keeping in mind the minimum entry requirements for each level. Upon successful completion of the course(s), participants receive an official transcript and a certificate of attendance. Participants can also continue their studies at the undergraduate, graduate or postgraduate level for a certificate or degree program by further accumulating credits. Private tutoring is also available.

Language Programs

Language courses in the local language are offered at each campus at the undergraduate level. Each course consists of 2 contact hours per week for the duration of the quarter. Undergraduate students who complete 3 language courses receive 5 credits counting towards their electives. Graduate students who complete one or more language courses receive a certificate of completion. Language courses are subject to availability. Additional language courses may be available at an additional charge.

- Spanish: Barcelona, Madrid, Valencia
- French: Brussels
- Dutch: Antwerp, Ghent
- German: Zurich
- Japanese: Tokyo

Corporate Training

We suggest to strongly consider the option of regularly participating in one or more courses to stay up-to-date on the latest evolutions in the business world. All courses are of modular design and are offered in a seminar format or within 5 to 10 weeks. Courses address a large number of business-related issues and can be offered to your employees, clients and partners as a unique business incentive.

Renowned and qualified lecturers from around the world are also ready to provide you with quality customized education on location for a wide variety of business, management and technology related subjects.

Admission

Students

The international admissions department welcomes qualified students of all backgrounds, nationalities and religions and does not discriminate during the admission process. Applications are accepted from students around the world, aiming to create a culturally highly diverse student body.

Deadlines

Students may send in their application all year round. There is no specific deadline to apply as applications are reviewed on a rolling basis. Please allow some time for your application to be reviewed and to receive an acceptance confirmation. When applying, please adhere to the application procedures and guidelines.

Students who need a student visa are advised to apply no later than approximately 1 to 3 months before the preferred starting date. In case the student visa is delayed, students can postpone their studies until the next available starting date.

Please check our academic calendar for the exact starting dates and check the program overview for the campuses where programs are offered.

Application Process

Step-by-step guide

	Non-European Students	European Students (EU/EEA)
Step 1	Send all required application documents to the Admissions Department.	Send all required application documents to the Admissions Department.
Step 2	After review and approval, you will receive your conditional acceptance documents.	After review and approval, you will receive your official acceptance documents.
Step 3	Pay the requested program fees to confirm your acceptance.	Pay the requested program fees to confirm your acceptance.
Step 4	After confirmation, you will receive your official acceptance documents needed to apply for a student visa.	Start your studies.
Step 5	Comply with the student visa guidelines and apply for a student visa with the Belgian Embassy or Consulate closest to you.	
Step 6	Start your studies.	

Required application documents

- ✓ Application form
- ✓ Application fee of CHF 400, non-refundable
- ✓ Curriculum Vitae stating your full academic background and professional experience
- ✓ Copy of your valid passport, identity card and/or residence permit
- ✓ Copy of all relevant degrees, diplomas, certificates and transcripts earned to date
- ✓ Letter of motivation stating your career objectives and program expectations
- ✓ Certificate of good conduct from your local city hall or police station
(not required for non-European citizens and residents)
- ✓ 2 letters of recommendation from academic and/or professional sources
(not required for transfer students)
- ✓ 2 passport-size photographs

Please submit your application documents by registered mail to the following address:

International University of Switzerland
Admissions Department
Regus Center, Seefeldstrasse 69
8008 Zurich, Switzerland

Proof of proficiency in the English language

- ✓ English as a native language
- ✓ English as the language of instruction during previous studies
- ✓ Advanced English language courses during previous studies
- ✓ Advanced English language school certificate
- ✓ English test scores such as IELTS, TOEFL or other
- ✓ Personal interview

Exchange students

Exchange students do not need to submit letters of recommendation and copies of all relevant degrees, diplomas, certificates and transcripts earned to date. Exchange students need to submit a certificate of enrolment from their current school, college or university along with the list of courses they intend to take during their exchange / study abroad program. Please contact your local exchange / study abroad program coordinator for more information about studying abroad. Special program fees may apply.

Transfer students

Credits earned for relevant courses completed at other schools, colleges or universities can be evaluated for transfer into one of our programs. Transfer students do not need to submit letters of recommendation. Transfer students need to submit transcripts from their previous schools, colleges or universities so that credits and courses may be evaluated for transfer.

Payments

All application fees must be paid directly to the school by bank transfer or by credit card using PayPal. Please mention your name on the transfer when making payments.

Bank name:	Credit Suisse
Bank address:	Paradeplatz 8, 8070 Zurich, Switzerland
Account name:	United International Business Schools
IBAN:	CH29 0483 5175 0258 0100 0
SWIFT/BIC:	CRESCHZZ80A

Remarks

- ✓ Students applying for customized programs or language programs do not need to submit letters of recommendation. Students applying for language programs also do not need to submit copies of all relevant degrees, diplomas, certificates and transcripts earned to date.
- ✓ Students applying for graduate programs do not need to submit test scores from standardized tests such as GMAT and GRE. Students may submit test scores as an additional reference.
- ✓ Students are highly recommended to apply for health insurance for the duration of their stay abroad. Non-European students will need to provide a health insurance coverage certificate when applying for a student visa.

Student Visa Guidelines

General information

Citizens, as well as their spouses, ascending and descending, from the European Union, Norway, Iceland, Andorra, Liechtenstein, Monaco, San Marino, Vatican City, and future EU (European Union), EEA (European Economic Area) and Schengen countries are exempt from having to apply for a visa to stay in Switzerland.

We advise you to start the student visa application procedure immediately after you have been accepted into the program to allow ample time for the Embassy or Consulate to process your student visa application, as it may take approximately 1 to 3 months to receive your student visa.

When applying for a student visa to study in Switzerland, please check with your local Swiss Embassy or Consulate for more information.

In case your student visa application is rejected by the authorities, the original rejection letter will be needed as proof before a program fee refund can be considered favorably (excluding all incurred administrative, legal and banking charges). For certain countries, full program fee payment may be required to apply for a student visa.

Students are required to register with the local authorities upon their arrival to Switzerland in order to obtain a valid student residence permit. Registration details will be provided by the school upon arrival.

Required student visa application documents

- ✓ Schengen Visa application form
- ✓ 4 passport-size photographs with a white background
- ✓ Passport with a validity of at least 12 months
- ✓ Acceptance documents / Proof of admission (provided by the school)
- ✓ Sponsorship documents / Proof of financial means
- ✓ Medical certificate / Proof of good health
- ✓ Medical insurance with international coverage

Additional documentation and official translations in German or French may be required by the Embassy or Consulate.

Program Fees - Zurich

Overview

Application fee	CHF 400	non-refundable
Undergraduate	CHF 350	full-time per credit
Undergraduate	CHF 5.250	full-time per quarter of 15 credits
Undergraduate	CHF 7.000	full-time per quarter of 20 credits
Undergraduate	CHF 15.750	full-time per academic year of 45 credits
Undergraduate	CHF 21.000	full-time per academic year of 60 credits
Undergraduate	CHF 385	part-time per credit
Graduate	CHF 1.100	full-time per course
Graduate	CHF 27.900	full-time Master program of 27 courses
Graduate	CHF 39.600	full-time Dual Master program of 36 courses
Graduate	CHF 1.210	part-time per course
Executive BBA	CHF 2.000	full-time per course
Executive BBA	CHF 30.000	full-time Executive BBA program of 15 courses
Executive BBA	CHF 2.200	part-time per course
Executive MBA	CHF 2.000	full-time per course
Executive MBA	CHF 30.000	full-time Executive MBA program of 15 courses
Executive MBA	CHF 2.200	part-time per course
Executive DBA	CHF 5.000	part-time per course
Executive DBA	CHF 60.000	part-time Executive DBA program of 2 academic years
Languages	CHF 2.500	full-time 15 hours per week for 5 weeks
Languages	CHF 5.000	full-time 15 hours per week for 10 weeks
Languages	CHF 700	part-time 2 hours per week for 10 weeks
Private tutoring	CHF 200	business courses
Private tutoring	CHF 100	language courses
Corporate training	CHF 300	business courses
Corporate training	CHF 150	language courses
Various	5%	late payment fee
Various	CHF 400	exam deferral fee
Various	CHF 50	transcript fee
Various	CHF 20	document shipping fee (regular mail)
Various	CHF 50	document shipping fee (registered mail)
Various	CHF 200	document shipping fee (express mail)

Remarks

Program fees cover matriculation and tuition fees but do not include the cost of living, housing, travel, transport, health insurance, study materials and other expenses. Program fees are due payable on a quarterly basis always before the beginning of the quarter and must be paid directly to the school either by bank transfer, or in cash upon appointment. Bank charges will be added to the total balance due. Please mention your name when making payments and provide us with the relevant invoicing details for program fees paid by a legal entity. Thank you.

Student Services

Finding accommodation

Accommodation is generally provided in cooperation with several student housing service agencies in the city. Several rooms are reserved only for our students. Upon acceptance, an overview of service agencies and housing options is provided. More information about accommodation and housing is available upon request.

Academic guidance and student counseling

One of our greatest assets is our ability to work with students individually. We help them plan their academic and professional future and want them to make the most out of their experience while studying at our school.

We emphasize on individual counseling, on personal development and on cross-cultural thinking, and prepare students to critically reflect on issues, to communicate effectively, to value teamwork and to appropriately use ICT to meet a company's ever changing organizational needs. We are convinced that fostering in students a desire for economic, social and environmental responsibilities, will reflect on their future development as a leader.

Career preparation and job placement

We support our students in planning their career paths by offering the possibility of meeting with business professionals interested in recruiting graduates. Our study programs are designed to meet the demands of a broad range of business professions. Students are also assisted with finding attractive internships and jobs with local companies as well as with multinational companies and organizations. In addition, we also review our students' CV's and provide useful tips for job interviews.

Working paperless in the digital age

Course materials are published in a digital format on the Online Student Portal. Students are advised to have a personal laptop available for the duration of their studies. The school is equipped with the latest wireless technology linked to a broadband internet connection. Upon registration, students are provided with a personal e-mail address and are authorized for access to the Online Student Portal. Books are available in our library for study purposes and can be lent out upon request.

The Online Student Portal provides access not only to course materials but also to class schedules, available jobs and internships, information about events and student activities, course registration and enrolment, and various other relevant information. The Forum allows students to publish classifieds, engage in online discussions, share pictures and interesting links and stay in touch with fellow classmates or with students from other campuses.

Academics

Credit system

All International Undergraduate, Graduate and Postgraduate Degree Programs are based on and are fully compatible with the established European and American educational systems. The European guidelines for higher education are outlined in the Bologna agreements that also introduced the European Credit Transfer System (ECTS).

The workload of a typical full-time undergraduate student during one academic year amounts to 45 credits in the American study track and to 60 credits in the European study track. One credit equals 30 study hours, or one hour of class and two hours of course work per week for the duration of the quarter, amounting to 1350 study hours per year in the American study track and to 1800 study hours per academic year in the European study track. In the American study track, the Bachelor program can be completed within 4 academic years and in the European study track, the Bachelor program can be completed within 3 academic years.

The workload of a typical full-time graduate student during one academic year amounts to 60 credits, consisting of 54 course credits and 6 thesis credits. One credit equals 30 study hours, or one hour of class and two hours of course work per week for the duration of the quarter, amounting to 1800 study hours per academic year. The Master program can be completed within 1 academic year.

The workload of a typical postgraduate student during one academic year amounts to 30 credits. One credit equals 30 study hours, amounting to 900 study hours per academic year. The Doctoral program can be completed within 2 academic years.

Level	European ECTS credits	American quarter credits	American semester credits
Diploma	45	45	30
Associate	90	90	60
Bachelor	180	180	120
Master	60	60	40
Doctor	60	60	40

Grading system

Students are graded on their class attendance and participation and also on two or more of the following: term papers, reports, assignments, projects, presentations, and mid-term and final exams. The minimum passing grade is D (60%). For FX grades, optional extra course work is required to receive a minimum passing grade of 60%. The GPA (Grade Point Average) is calculated on a 4.0 scale.

Percentage	Grade	Definition
90 to 99	A	Excellent
80 to 89	B	Above Average
70 to 79	C	Average
60 to 69	D	Below Average
50 to 59	FX	Unsatisfactory
0 to 49	F	Fail

Academic honors

Percentage	GPA	Definition
90	3.6	Summa Cum Laude
85	3.4	Magna Cum Laude
80	3.2	Cum Laude

Contact details

Scheduling an appointment with an admissions advisor is required prior to all campus visits so that you may receive a brochure with detailed information and answers to your specific questions. Scheduling an appointment is also possible at one of our other campuses and offices worldwide should this be more convenient.

Admissions

E-mail:	info@iuswitzerland.ch
Phone:	+41 43 4883719
Fax:	+41 43 4883500
Mailing address:	International University of Switzerland Regus Center Seefeldstrasse 69 8008 Zurich Switzerland

Campus Zurich

Campus address:	International University of Switzerland Regus Center Seefeldstrasse 69 8008 Zurich Switzerland
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Notes

This page is reserved for notes.

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Last updated on August 19, 2011.



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