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Admissions Catalog

2011 - 2012

Undergraduate 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 Undergraduate Degree Programs

Undergraduate programs are based on and are fully compatible with the established European and American educational systems. Several programs are offered at the undergraduate level, each with different course requirements. The **Diploma program** consists of 45 European credits, equivalent to 30 American semester hours. The **Associate programs** consist of 90 European credits, equivalent to 60 American semester hours. The **Bachelor programs** consist of 180 European credits, equivalent to 120 American semester hours.

Majors are considered as primary specializations during undergraduate studies and form a fundamental component of the complete study program, offering a wide range of core courses. Minors are considered as secondary specializations during undergraduate studies and also form a fundamental component of the complete study program, offering a wide range of specialization courses.

Program overview

- ✓ **DBS - Diploma in Business Studies** (45 credits)

- ✓ **ABS - Associate in Business Studies** (90 credits) (choose optional minor)
- ✓ **ABA - Associate of Business Administration** (90 credits) (choose major and minor)

- ✓ **BBS - Bachelor in Business Studies** (180 credits) (choose optional minor)
- ✓ **BBA - Bachelor of Business Administration** (180 credits) (choose major and minor)

Majors

- ✓ Business and Entrepreneurship
- ✓ Finance and Economics
- ✓ Marketing and Management

Minors

- ✓ Business Communication
- ✓ European Management
- ✓ International Management
- ✓ International Relations
- ✓ Sports Management
- ✓ Tourism and Hospitality Management

Career perspectives

Our academic study programs are career-oriented in nature and provide students with a high level of flexibility throughout their undergraduate 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.

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

Upon graduation, students mainly start or advance their careers with entry-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 Associate, Bachelor or customized programs at the undergraduate level to further enhance their career prospects.

Program details

Language

All courses are taught entirely in English.

Program duration

Diploma programs consist of 45 European credits and take up to 1 academic year of 9 months of full-time studies to complete (up to 3 quarters), depending on the chosen study track and intensiveness. Total contact hours amount to 450. Courses are scheduled Monday through Friday, between 9:00 at the earliest and 19:00 at the latest.

Program structure

Depending on their preferred workload and pace of study, students can choose between the American study track and the European study track to complete their studies respectively within 4 academic years (12 quarters) or 3 academic years (9 quarters). The content of the study program is the same in both study tracks.

American study track:

15 course credits per quarter
15 contact hours per week
30 study hours per week

European study track:

20 course credits per quarter
20 contact hours per week
40 study hours per week

Admission

Because of the modular design and flexibility of the program, students can start their studies in October, January, April, July, and August. Please refer to our academic calendar for the exact starting dates. Undergraduate 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 undergraduate programs

- ✓ High school diploma (or equivalent, or higher)
- ✓ Proficiency in the English language

Courses

Undergraduate courses are divided into 2 main categories: core courses (relevant to a major) and specialization courses (relevant to a minor). Electives can be chosen from any of the courses offered at the undergraduate level. Please refer to the course overview for the list of available courses.

Course requirements

DBS - Diploma in Business Studies

Electives 45 credits / 9 courses

ABS - Associate in Business Studies

Electives 90 credits / 18 courses

ABS - Associate in Business Studies (with optional minor)

Specialization Courses (minor) 15 credits / 3 courses

Electives 75 credits / 15 courses

ABA - Associate of Business Administration

Core Courses (major) 15 credits / 3 courses

Core Courses (other) 30 credits / 6 courses

Specialization Courses (minor) 15 credits / 3 courses

Electives 30 credits / 6 courses

BBS - Bachelor in Business Studies

Electives 180 credits / 36 courses

BBS - Bachelor in Business Studies (with optional minor)

Specialization Courses (minor) 30 credits / 6 courses

Electives 150 credits / 30 courses

BBA - Bachelor of Business Administration

Core Courses (major) 30 credits / 6 courses

Core Courses (other) 60 credits / 12 courses

Specialization Courses (minor) 30 credits / 6 courses

Electives 60 credits / 12 courses

Program options

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. Students are also given the option to study abroad at one of our academic partners or to propose an external school, college or university and have it approved for credit transfer.

The **Part-time Program** takes anywhere from 3 to 6 academic years to complete, for a total of 27 to 72 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 **Summer School Option** allows students to enroll for an optional summer quarter in order to accelerate their studies. Up to 20 credits are offered in core courses and electives. Courses are scheduled in 2 terms of 5 weeks, with each term representing 10 credits in courses.

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. Upon successful completion of the internship, 5 credits are awarded as elective credits for each month full-time equivalent, with a maximum of 3 months or 15 credits.

The **Accelerated Studies Option** is intended for those students who have not completed their undergraduate studies. Previously completed courses and accumulated credits will be evaluated for transfer into the study program of your choice. After careful evaluation, a limited number of credits can also be awarded for previous relevant work experience and other successfully completed training programs.

Undergraduate Courses

Overview

Core Courses

* relevant to your major.

Core Courses in Business and Entrepreneurship

- UGCCBE101 - Entrepreneurship (5)
- UGCCBE102 - Information Systems (5)
- UGCCBE103 - Business Statistics and Mathematics (5)
- UGCCBE104 - Small Business Management (5)
- UGCCBE201 - Strategic Management (5)
- UGCCBE202 - Leadership (5)
- UGCCBE203 - Supply Chain Management (5)
- UGCCBE204 - Business Ethics (5)
- UGCCBEFP - Final Project in Business and Entrepreneurship (5)

Core Courses in Finance and Economics

- UGCCFE101 - Micro Economics (5)
- UGCCFE102 - Macro Economics (5)
- UGCCFE103 - Principles of Finance (5)
- UGCCFE104 - Principles of Accounting (5)
- UGCCFE201 - Cost Accounting (5)
- UGCCFE202 - Managerial Economics (5)
- UGCCFE203 - Managerial Finance (5)
- UGCCFE204 - Managerial Accounting (5)
- UGCCFEFP - Final Project in Finance and Economics (5)

Core Courses in Marketing and Management

- UGCCMM101 - Principles of Marketing (5)
- UGCCMM102 - Marketing Communications (5)
- UGCCMM103 - Online Marketing (5)
- UGCCMM104 - Human Resource Management (5)
- UGCCMM201 - Marketing Management (5)
- UGCCMM202 - Consumer Behavior (5)
- UGCCMM203 - Cross-Cultural Training (5)
- UGCCMM204 - Organizational Behavior (5)
- UGCCBEFP - Final Project in Marketing and Management (5)

Specialization Courses

* relevant to your minor

Common Specialization Courses

- UGCCSFM - Contemporary Case Studies in Financial Management (5)
- UGCCSHRM - Contemporary Case Studies in Human Resource Management (5)
- UGCCSMM - Contemporary Case Studies in Marketing Management (5)
- UGCCSOM - Contemporary Case Studies in Operations Management (5)

Specialization Courses in Business Communication

- UGSCBC101 - Business Communication (5)
- UGSCBC102 - Psychology (5)
- UGSCBC103 - Public Relations (5)
- UGSCBC104 - Sociology (5)
- UGSCBC105 - Business Writing (5)
- UGSCBC106 - Lobbying (5)
- UGSCBC107 - Event Planning (5)
- UGSCBC108 - Media and Mass Communication (5)
- UGSCBCRP - Research Project (5)

Specialization Courses in European Management

- UGSCEM101 - The European Business Environment (5)
- UGSCEM102 - Project Management (5)
- UGSCEM103 - European Business Law (5)
- UGSCEM104 - European Institutions (5)
- UGSCEM105 - European History (5)
- UGSCEM106 - European Integration (5)
- UGSCEM107 - Innovation (5)
- UGSCEM108 - Global Sourcing and Logistics (5)
- UGSCMRP - Research Project (5)

Specialization Courses in International Management

- UGSCIM101 - International Business (5)
- UGSCIM102 - Project Management (5)
- UGSCIM103 - International Economics (5)
- UGSCIM104 - Global Marketing Management (5)
- UGSCIM105 - Global Banking (5)
- UGSCIM106 - International Financial Management (5)
- UGSCIM107 - Innovation (5)
- UGSCIM108 - Global Sourcing and Logistics (5)
- UGSCIMRP - Research Project (5)

Specialization Courses in International Relations

- UGSCIR101 - The Theory of International Relations (5)
- UGSCIR102 - World History (5)
- UGSCIR103 - Negotiation and Conflict Resolution (5)
- UGSCIR104 - World Politics (5)
- UGSCIR105 - Political Science (5)
- UGSCIR106 - Lobbying (5)
- UGSCIR107 - Social Science (5)
- UGSCIR108 - Diplomacy (5)
- UGSCIRRP - Research Project (5)

Specialization Courses in Sports Management

- UGSCSM101 - Sports Management (5)
- UGSCSM102 - Sports Psychology (5)
- UGSCSM103 - Sports Economics (5)
- UGSCSM104 - Sports Marketing (5)
- UGSCSM105 - Sports Ethics (5)
- UGSCSM106 - Sports Coaching (5)
- UGSCSM107 - Event Planning (5)
- UGSCSM108 - Media and Mass Communication (5)
- UGSCSMRP - Research Project (5)

Specialization Courses in Tourism and Hospitality Management

- UGSCTHM101 - Tourism Management (5)
- UGSCTHM102 - Sustainable Tourism (5)
- UGSCTHM103 - Hospitality Management (5)
- UGSCTHM104 - Destination Management (5)
- UGSCTHM105 - Tourism Ethics (5)
- UGSCTHM106 - Hotel Management (5)
- UGSCTHM107 - Event Planning (5)
- UGSCTHM108 - Media and Mass Communication (5)
- UGSCTHMRP - Research Project (5)

Core Courses in Business and Entrepreneurship

UGCCBE101 - Entrepreneurship (5)

In this course students will study the challenges and steps of building and managing an enduring, successful business. The course aims at enhancing the students' understanding of the particular spirit and characteristics of entrepreneurs. Through cases and experiences of real-life entrepreneurs students will analyze the failures and successes of small business enterprises in order to familiarize themselves with the challenges, risks and awards of being an entrepreneur. Participants get the opportunity to apply the concepts learned in class and to create a solid business plan for a new small enterprise.

UGCCBE102 - Information Systems (5)

The course offers a comprehensive study of information systems with the purpose of helping students to see the direct connection between information systems and business performance. The course will present a series of real-world examples from business and public organizations to show students essential new technologies, information system applications, and their impact on business models and managerial decision making

UGCCBE103 - Business Statistics and Mathematics (5)

This course introduces students to basic concepts in probability and statistics of relevance to managerial decision making. Topics include basic data analysis, random variables and probability distributions, sampling distributions, hypothesis testing and regression. The focus will be on familiarizing students with statistic methods as well as demonstrating the importance of mathematics and statistics to business activities of planning, control and management.

UGCCBE104 - Small Business Management (5)

Managing small businesses carries with it a series of challenges and decisions that are particular for this business segment. The course aims at preparing students for managing small businesses by introducing them to techniques for enhancing profits, approaches to managing human resources, and strategies for analyzing growth opportunities. The characteristics of family business are given attention as well.

UGCCBE201 - Strategic Management (5)

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.

UGCCBE202 - Leadership (5)

This course prepares students to be leaders. It encourages students to apply leadership tips and techniques to their present experiences and to use those skills to prepare for their future roles as leaders in and out of business. The course takes a practical, step-by-step approach to leadership while also covering most dominant theories regarding development of skills and abilities for being successful leaders.

UGCCBE203 - Supply Chain Management (5)

The course introduces students to the key drivers of good supply chain management in order to help them understand how supply chains can assist in creating competitive advantage. The course will cover topics of designing supply chains nationally and internationally, planning for demand and supply in the network, planning and managing inventories and transportation, and analyzing how to manage cross-functional drives in the supply chain.

UGCCBE204 - Business Ethics (5)

The purpose of the course is to communicate theoretical and practical insights to the fields of business ethics. The students will become familiar with the characteristics of ethical issues and the ethical decision-making process in business. They will be presented with the theoretical basis of business ethics, such as, consequentialist theories, deontological theories, virtue ethics, moral reasoning, stakeholder theory, as well as identification of common ethical problems faced by employees, managers and organizations.

Core Courses in Finance and Economics

UGCCFE101 - Micro Economics (5).

This course will cover the area of economics commonly defined as *microeconomics* which is concerned with the individual parts of the economy such as individual businesses or industries, individual consumers, and individual products. Students will be familiarized with principles of economics that apply to the functions of individual decision makers, both consumers and producers, within the larger economic system. The course places primary emphasis on the nature and functions of product markets, and includes the study of factor markets and the role of government in promoting greater efficiency and equity in the economy.

UGCCFE102 - Macro Economics (5)

The course emphasizes economic principles as applied to the economy as a whole by studying aggregate economic performance, including both long-run growth and short-run fluctuations. Topics to be covered include elasticity in macroeconomics, factors influencing employment and inflation, money supply and demand, and monetary and fiscal policies. The course content is designed to help students develop critical-thinking skills through the understanding, application, and analysis of fundamental economic concepts.

UGCCFE103 - Principles of Finance (5)

This is an introductory course in finance designed for the general business student, not just the finance major. The course offers an overview of basic financial concepts, financial instruments and techniques used in financial decision making. Students will learn how to analyze financial statements to evaluate a firm's financial performance and will be familiarized with financial concepts such as the time value of money, asset valuation, and risk and return.

UGCCFE104 - Principles of Accounting (5)

This is an introductory course in finance designed for the general business student, not just the finance major. The course offers an overview of basic financial concepts, financial instruments and techniques used in financial decision making. Students will learn how to analyze financial statements to evaluate a firm's financial performance and will be familiarized with financial concepts such as the time value of money, asset valuation, and risk and return.

UGCCFE201 - Cost Accounting (5)

This course introduces the students to the current trends in cost accounting and presents the basic concepts and techniques. Cost Accounting focuses on the understanding of costs and cost behavior, and the use of cost information for planning and control decisions.

UGCCFE202 - Managerial Economics (5)

In today's dynamic economic environment, effective managerial decision making requires timely and efficient use of information. The purpose of this course is to provide students with a basic understanding of the economic theory and analytical tools that can be used in decision making problems. Managerial Economics is the application of economic theory and methodology to managerial decision making problems within various organizational settings such as a firm or a government agency. The emphasis in this course will be on demand analysis and estimation, production and cost analysis under different market conditions, forecasting and decision making under uncertainty.

UGCCFE203 - Managerial Finance (5)

This course explains and illustrates major financial management concepts, and their practical application to financing and the making of management decisions. Upon employment students often have to make operational or management decisions that require application of financial skills and/or comprehension of financial information. This course facilitates the necessary concepts and tools in finance that are helpful to financial decision-making in a corporate setting. Topics, such as capital budgeting and risk analysis, cost of capital, planning the firm's financing mix, corporate restructuring, working capital management, and dividend policy are examined.

UGCCFE204 - Managerial Accounting (5)

Managerial accounting studies the generation, communication, and interpretation of internal information, both financial and non-financial, for operational and strategic decision-making purposes. In this course we will study how managers can use this information to implement plans and improve the process of providing goods and services to customers. Students will be familiarized with advanced tools for accounting, investment decisions, and performance evaluation.

Core Courses in Marketing and Management

UGCCMM101 - Principles of Marketing (5)

Marketing is an essential role of every business organization and marketing activities must be performed, to some extent, for the survival of every business organization. This course is designed to be an introduction to the board concept of marketing for the future manager.

UGCCMM102 - Marketing Communications (5)

This course blends advertising, promotions and marketing communications together, providing participants with the information they need to understand the process and benefits of successful Integrated Marketing Communications campaigns. In order for participants to fully understand the most important marketing platforms in today's business environment, the course also explores various online venues frequently being used nowadays.

UGCCMM103 - Online Marketing (5)

With technology developing so quickly, one of the most pressing challenge facing businesses and marketers today is to stay abreast of the latest trend and practices in online marketing. This course covers the main aspects of online marketing including the development of Internet strategies, the Internet environment, and the development and implementation of online marketing programs.

UGCCMM104 - Human Resource Management (5)

It is frequently said that one of the most important assets of an organization is its people. This requires managers to have knowledge and understanding of the principles and procedures to meet the human resource management challenges presented daily. This course emphasizes the development of skills for dealing with selected aspects of human resource management. It aims to enhance the students' ability to apply theoretical concepts and alternative approaches for dealing with common issues concerning the human side of the enterprise. Thus it strives to train students and facilitate the development of better understanding of human resources issues as they relate to other managerial functions, organizational behavior, and the ability of managers and the organization to achieve prescribed goals.

UGCCMM201 - Marketing Management (5)

The purpose of any business is to create a customer. Customers buy value and value therefore determines what a business is, what it produces and whether it will prosper. By creating and fulfilling wants and needs, marketing creates value for customers, which is then translates into dividends for the firm and its stakeholders. The goal of this course, accordingly, is to delineate the means of creating and fulfilling these wants and needs which requires that the marketing manager must effectively assess market opportunities and designing effective marketing programs by selecting appropriate strategies for products, pricing, promotion and place.

UGCCMM202 - Consumer Behavior (5)

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.

UGCCMM203 - Cross-Cultural Training (5)

Nowadays, international contacts are widespread throughout organizations. Each culture has its own features, and awareness of these can be leveraged for enhanced organizational effectiveness. The course looks at cultural differences within Europe, as well as between Europe, the United States, Latin America and the Pacific Rim, and provides a framework for analyzing culture.

UGCCMM204 - Organizational Behavior (5)

This course is designed to give students the basic knowledge of human behavior needed to provide a more effective organizational environment. The three basic elements of the class will be 1) the behavior of individuals in organizations, 2) group behavior in organizations, and 3) how these behaviors affect the overall performance of organizations. Particular emphasis will be placed on individual difference, attitude, motivation, job satisfaction, communication, leadership, stress, change, and organizational culture. Vigorous class discussions, along with group and individual projects, will provide the basis for the learning environment in the classroom.

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

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Fax:	+41 43 4883500
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Campus Zurich

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