

Introduction

Mutual intercultural understanding is of utmost importance when doing business in a globalized world. The Advanced Studies in European and Chinese Business Management programs address this well-known fact by offering both theoretical and hands-on knowledge on general management in a Chinese and European context. Students from both China and Europe will mix in class, thus ensuring an accelerated learning experience in intercultural management. Classes taught by European and Chinese faculty members, guest lecturers from highly qualified professionals, as well as a practice-oriented project form part of the cross-cultural education provided.

This program is jointly offered with New Huadu Business School Switzerland. The curriculum integrates the setting of both, University of Zurich and New Huadu Business School, to offer top level courses related to international management. In addition, elective courses will be provided, which include 10 seminars on the latest developments in the business world and business Chinese/German language courses. All the courses are taught in English.

New Huadu Business School Switzerland is the first independently registered overseas campus of a Chinese public business school. Professor Edmund Phelps, Dean of New Huadu Business School, is 2006 Nobel Laureate in Economics. In 2015, New Huadu Business School was nominated as one of the Top 10 Innovative Business Schools in China.

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Master of Advanced Studies

European and Chinese Business Management

- MAS European and Chinese Business Management (full- & part-time)
- CAS Chinese Business Management
- CAS European Business Management

**Faculty of Business, Economics and Informatics, University of Zurich
in cooperation with New Huadu
Business School Switzerland**



Program Overview

Curriculum*

Course participants

The program is primarily designed for university graduates from China and Europe, aiming at familiarizing themselves with «doing business in Europe» (Chinese students) and «doing business in China» (European students). Focusing on Europe and China, the program equips participants with applied knowledge of international business management, and provides experience in working in a diverse cultural environment.

Admission criteria

Participants must have a Master's degree from an accredited university. In exceptional cases, applicants with a four-year university Bachelor's degree or a three-year university Bachelor's degree and at least one year's work experience, or applicants with an equivalent qualification, may be admitted to the program. Applicants must prove that they have the necessary English skills for participating in courses and writing the final MAS thesis. Applicants are expected to have an entrepreneurial spirit and an international mindset.

Lecturers

The faculty is made up of instructors from the University of Zurich, the New Huadu Business School China, international management scholars, and Sino-European specialists with practical experience in international cooperation.

Teaching Methods

Apart from taught content, practical exercises, discussions, exchange of experiences, group work, and case studies are applied.

Governance

Faculty of Business, Economics and Informatics of the University of Zurich, Prof. Dr. Harald Gall

Degree / Certificates

- Master of Advanced Studies UZH in European and Chinese Business Management (65 ECTS Credits)
- Certificate of Advanced Studies UZH in European/Chinese Business Management (each 12 ECTS Credits)
(Subject to the approval of the course regulations by the University's Board)

Start

- MAS program: 14 August 2017
- CAS programs: October/November 2017

Costs

- MAS: Tuition fee CHF 30 000.–, which includes all courses, seminars, project work/internship, course materials, exams and degree certificate. Travel and accommodation are not included.
- CAS: Tuition fee CHF 8 000.–, which includes all courses, seminars, course materials, exams and certificate.

Venue

Module 1 & 2 in Switzerland, Module 3 & 4 in Switzerland or China

Registration/Application deadline for MAS program

- 15 April 2017 for Non-EU/EFTA citizens (due to visa process)
- 15 June 2017 for EU/EFTA citizens

Module 1 (starting August 2017)

Courses on international management

- **Corporate Finance**
Prof. Dr. Alexander Wagner, University of Zurich
- **Financial Accounting**
Prof. Dr. David Oesch, University of Zurich
- **Innovation Management**
Prof. Dr. Lu Zhiyang, University of Southern California
- **Leadership and Human Resources Management**
Dr. Matthias Mölleny, HWZ University of Applied Sciences in Business Administration
- **Macroeconomics, Development Economics and Future Economics Systems**
Prof. Dr. David Hémons, University of Zurich
- **Marketing and Brand Management**
Prof. Dr. Hans Mühlbacher, University of Innsbruck
- **Personality and Positive Psychology**
Prof. Dr. Willibald Ruch, University of Zurich
- **Social Science Research Design**
Prof. Dr. Peng Kaiping, Tsinghua University
- **Social Science Research Design**
Prof. Dr. Dominik Hangartner, University of Zurich
- **Strategic Management and Business Design**
Dr. Patrick Vogt, Managing director of Vogt media consulting
- **Sustainability and Business Ethics**
Prof. Dr. Thomas Beschorner, University of St. Gallen

*Subject to change

Module 2

Courses on management with a focus on China and Europe. Parts of Module 2 can be applied for separately as CAS in European Business Management (focus Europe) or as CAS in Chinese Business Management (focus China).

Focus on Europe

- **Case Studies on Challenges of European Firms Doing Business in China**
Dr. Xinhua Wittmann, Swiss Chinese Case Study Center, University of Zurich
- **European Business Environment, Government and Society**
Prof. Dr. Reiner Eichenberger, University of Fribourg
- **Financial Industry - Money and Banking**
Prof. Dr. Urs Birchler, University of Zurich
- **Management of European Multinational Corporations**
Prof. Dr. Shahzad Ansari, University of Cambridge

Focus on China

- **China Goes Global – Case Studies**
Prof. Dr. Qiao Xuejun, New Huadu Business School
- **Chinese Macroeconomics and Policy**
Prof. Dr. Lu Maozu, University of Strathclyde
- **Marketing in China**
Prof. Dr. David K.C. Tse, University of Hongkong
- **Negotiation in China: How to Get What You Want**
Prof. Dr. Lin Hua, New Huadu Business School
- **The Art of Chinese Management**
Prof. Dr. He Zhiyi, New Huadu Business School

Module 3 (starting January 2018)

Participants must complete a practice-oriented project (in the form of internship, case study, etc.) for a period of 4-6 months in companies/ organizations. For European students it is recommended to do the project work in China, for Chinese students in European work environments.

Module 4

Master Thesis

The Master Thesis will be written in groups of 2–3 students. Depending on the topic, the research will be supervised by the program instructors.