



Lucerne University of
Applied Sciences and Arts

**HOCHSCHULE
LUZERN**

Business

Bachelor of Science in

International Business Administration

English-language Bachelor's course with a unique focus programmes in

- International Management & Economics
- Accounting, Finance & Banking (new 2016)
- Tourism (new 2017)

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Publishing Information

Concept and Editing

Lucerne School of Business

Design

Lucerne School of Art and Design

Information and Contact

www.hslu.ch/bachelor-business



swissuniversities

General Management and Economics Programme

(120 ECTS-Credits)*

	Management Law Ethics	Economy Ecology Mathematics	Academic Methods Statistics	Accounting and Finance Taxation Mathematics	Law	Information Management	Communication
Semesters							
1	Management I: Strategy, Structures, Processes	Mathematics for Management and Economics	Academic Methods I	Financial Management: Financial Accounting		Information Management I	Standards in Business- Academic Communication, English
2	Management II: Market	Corporate Environment I: Markets	Academic Methods II	Financial Management: Reporting and Financial Analysis	Financial Management: Law and Taxation	Information Management II	Contexts in Business- Academic Communication, English
3	Management III: Human Resources	Corporate Environment I: Markets	Academic Methods III: Qualitative Research Me- thods	Financial Management: Corporate Finance and Controlling			Corporate Communication, English
4	Corporate Environment III: World Economy	Corporate Environment IV: Social and Political Backgrounds	Academic Methods IV: Quantative Social Research				Stakeholder Communication, English
5	Management IV: Entrepreneurship in Practice						Global Languages and Cultures I
6	Management V: Corporate Ethics and Social Responsibility						Global Languages and Cultures II

*subject to change

Focus Programme in International Management & Economics (60 ECTS-Credits)*

Intercultural Management	Managerial Economics	International Law and Taxation		
Bachelor Proposal	International Project Management	International Economics	Development Policies and International Organisations	Minor Module I
Bachelor Thesis	International Value Chain Management	International Financial Markets	Start-up Business Plan	

 Electives

From autumn 2016:

Focus Programme in Accounting, Finance & Banking (60 ECTS-Credits)*

Financial and Managerial Accounting	Risk Management	Investments	International Law and Taxation	
Bachelor Proposal	International Project Management	Banking	Corporate Finance	Mathematics and Statistics
Bachelor Thesis	International Aspects of Accounting and Controlling	International Financial Markets	Corporate Treasury and Financial Risk Management	

*Curriculum information is subject to change

From autumn 2017:

Focus Programme in Tourism (60 ECTS-Credits)*

Information about modules will be available from autumn 2016.

Kommunikation:
Schreiben für
Wissenschaft und
Praxis or German
for non-Native
Speakers I

Kommunikation:
Reden und
Präsentieren
or German for
non-Native
Speakers II



Kommunikation:
Texte und Konzepte
für Unternehmen or German
for non-Native
Speakers III

Kommunikation:
Reden und Schreiben
in Projekten
or German for
non-Native
Speakers IV

Focus Programmes

You would like a Bachelor's programme that will provide you not only with a solid foundation in general management and economics, but with a truly international perspective as well? You want to make sure that you meet the essential requirements for a future career in an international business context, either at home or abroad? And you wish to keep as many options open as possible with regard to jobs and functions in all areas of business?

If this is your vision, the Bachelor in International Business Administration of the Lucerne School of Business may be just what you have been looking for:

- **comprehensive understanding of all aspects of contemporary management theory and practice**
- **an informed perception of the multifaceted economic, political and legal backdrop that determines national and international business activities**
- **a thorough grounding in qualitative and quantitative methods and tools relevant to modern business**
- **communication training specifically designed for multicultural and multilingual contexts**
- **English-language Bachelor's course with focus programmes in**
 - **International Management & Economics**
 -  • **Accounting, Finance & Banking (2016)**
 -  • **Tourism (2017)**

If you are highly motivated, willing to show above-average commitment and have a very good command of the English language, we can help you on your way towards a variety of exciting employment opportunities in international and national business, finance or tourism.

Who are we?

The Lucerne School of Business is the first address for management education in Central Switzerland. Our activities include a wide range of research and consultancy projects in close co-operation with business as well as government and non-government organisations. These contacts shape the profile of our Bachelor and Master programmes, which have been designed with the needs and interests of both graduates and employers foremost in mind.

- Recognized by Swiss Government
- EFQM accredited
- AMS, Association of Management School Switzerland
- In the process of seeking AACSB Accreditation

Where are we?

The Lucerne School of Business is located right in the centre of one of the most attractive cities in Switzerland. Lucerne, with a population of approximately 75,000, is a bustling lake-side city surrounded by hills and boasts an impressive view of the ice-capped peaks of the Alps in the South. Not only is the city known as a tourist resort world-wide, it is also a place with a rich historical heritage dating back to the 8th century. A modern well-run infrastructure complete with a wide range of cinemas, museums, theatres, restaurants, clubs and an extensive public transport system makes it an important cultural and economic centre. Lying in the heart of Switzerland, it is conveniently located for travelling and all major destinations are within approximately half a day's journey by train or car.

www.luzern.com

Your Future is Our Business

The rapidly growing transnational and even global interdependence in many areas of life requires businesses and organisations to adopt an increasingly broad perspective in terms of attitudes, practices and policies. The Bachelor in International Business Administration is the answer of the Lucerne University of Applied Sciences and Arts to this challenge.

Graduates of the course can expect to position themselves favourably in a competitive employment market and to be offered challenging positions in all areas of international and national business. Opportunities exist in a variety of areas including profit and not-for-profit international companies and organisations or consultancies. Alternatively, students may continue their studies and proceed to a Master programme.

Application deadline: 30 April

Start of the programme: Mid-September (Week 38)

Exchange semester abroad: 5th or 6th semester (participation voluntary)

Language of instruction: English

Tuition fee: CHF 800 per Semester

Duration of the course:
6 full-time semesters

Federally recognised and protected title:
Bachelor of Science, Lucerne University of Applied Sciences and Arts/FHZ, in Business Administration, specialisation in International Management and Economics/
Accounting, Finance and Banking/Tourism

Course Benefits

- strong focus on employability
- admission to master courses in related areas
- internationally recognised credit system
- internationally recognised degree
- integrated semesters at partner universities in Europe and overseas

Aims of the programme

The IBA aims to

- provide students with the knowledge, skills and capabilities to enable them to become actively involved in managing and developing activities in all areas of business, such as accounting and finance, information management, marketing, organisation, human resources, strategy and policies
- develop students' understanding of the economic, legal, social and technological environment in which business operates and thus to allow them to respond proactively to contemporary issues and challenges
- equip students with the techniques, tools and methods required for planning and organising, for efficient information research, critical analysis and evaluation, effective problem-solving and informed decision-making
- provide students with the ability to engage in successful teamwork and to deal constructively with criticism and conflicts
- develop students' oral and written communication skills in more than one language and across national and cultural borders
- develop students' awareness of their own strengths and weaknesses and encourage them to reflect on their own values and assumptions, as well as the impact of their actions and those of others in business and wider society

Entry requirements

- higher secondary education certificate qualifying the holder for studies at university level in his or her country of origin (Swiss students: 'Berufsmatura' or 'Gymnasiale Matura')
- minimum of one year's work experience in a business-related area (Swiss students: persons with a 'Kaufmännische Berufsmatura in Verbindung mit einer abgeschlossenen kaufmännischen Grundausbildung' fulfil this requirement)
- proven knowledge in financial accounting and mathematics
- non-native speakers of English: evidence of English proficiency corresponding at least to Level C1 of the Common European Framework of Reference
- attendance of an interview either personally or by telephone

Application form and information

T +41 41 228 41 30

F +41 41 228 41 31

www.hslu.ch/bachelor-business

bachelor.business@hslu.ch

Accommodation

Reasonably priced student accommodation is provided by the student housing service StuWo.

www.international.hslu.ch > [Studying in Lucerne](#) > [Accommodation](#)

Alumni

This is an association of former students of the Lucerne University of Applied Sciences and Arts. The aim of this platform is to stay connected with the university and fellow graduates. It also provides various other services like reunions and social events throughout the year. The graduates of the Bachelor Degree Programme in International Management have their own group within Alumni HSLU.

www.alumnihslu.ch

Campus Orchestra

The Campus Orchestra welcomes students who wish to engage in rewarding sparetime activities and enjoy making music together.

www.campusorchester.ch

Careers Service

The Careers Service is the University's information hub for all matters relating to graduate employment. It provides valuable and wide-ranging support and advice to facilitate students' transition from the university to their first graduate job. Its services include individual counselling and guidance on how to successfully apply for jobs, and it acts as an intermediary between students and potential employers, firms and organisations.

www.careers.hslu.ch, www.hslu.ch/w-careers-service

Child Care

Campus Child Care offers reasonably priced, but high-quality day nursery facilities to parents studying or working at one of the Lucerne higher-education institutions. All Campus Child Care personnel are fully qualified for their job.

www.kita-campus.ch

Exchange Programmes

BA IM&E students will have the opportunity – or, if they have no previous international experience, will be expected – to study at one of our partner universities abroad for at least one semester. Participating in an exchange programme is an investment in your future and will be an asset in your CV. Going from the familiar to the unfamiliar will broaden your horizon and enhance your personal development. Information events are organised annually in January.

www.hslu.ch/w-exchanges

Interdisciplinary Module Selection

Together, the three higher-education institutions of Lucerne offer a selection of interdisciplinary and disciplinary modules which students from all courses and programmes may attend. Modules available cover a wide range of subjects ranging from architecture to music, management, theology and much more.

www.isa.hslu.ch

Laptop Computers

Students are required to have their own laptop computers. We provide both wired and wireless free-of-charge access to the University's network and the internet at all times for students and staff alike.

Restaurant

The Business School's restaurant and cafeteria provide warm and cold meals as well as snacks and drinks. During the summer season these can be consumed on our spacious roof terrace offering a gorgeous view of the city and its surrounding hillside. In addition there are various social areas complete with vending machines and microwave ovens.

www.hslu.ch/wirtschaft/w-ueber-uns/w-mensa.htm

Sports

Campus Sports is a joint initiative of all higher-education institutions in Lucerne. It aims to provide professional health and fitness service to students and staff. There is a wide choice of activities ranging from fitness and wellness programmes to games, outdoor and water sports.

www.hscl.ch

Student Counselling Services

The Lucerne higher-education institutions offer counselling services to students facing personal problems or crises.

www.pblu.ch

Student Union

The Student Union (Studierendenrat) of the School of Business represents the interests of the students, organises student events and provides general assistance. Enrolment at the School of Business automatically includes free membership in the Student Union for one semester. After the first semester, students pay a membership fee.

www.studirat.ch

University Language Centre

The Language Centre of the University of Applied Sciences and Arts offers students and staff the opportunity to broaden their skills and knowledge in the field of foreign languages and intercultural competences.

www.hslu.ch/sz

Information for Swiss Students

Student Grants and Loans

Cantonal government funding for students is available either in the form of grants or loans. While grants are non-repayable, loans are provided on an interest-free basis, but must be paid back within a specified period after graduation. Eligibility for grants and loans depends on a number of factors, which may vary from canton to canton. For further information, please contact the student grants department (Stipendienstelle) of the canton in which you are registered as a permanent resident.

Information for International Students

The Lucerne University of Applied Sciences and Arts is not in a position to provide assistance in immigration matters. We do, however, issue confirmation of admission to all students who have been accepted by the University.

Immigration

Students living in a “Schengen” country can enter Switzerland with a valid passport. For a stay exceeding a period of three months, a residence permit is required from the immigration office of the Canton of Lucerne:

Amt für Migration

Hallwilerweg 7, 6003 Luzern

T +41 41 228 77 80, F +41 41 210 15 87

www.migration.lu.ch

migration@lu.ch

The application for the permit should be handed in as soon as possible in order to obtain it before travelling to Lucerne.

- On arrival in Lucerne, you will need to
- register with the local authority (Gemeinde) within eight days, presenting your residence permit (Aufenthaltsbewilligung). Here is a list
- of additional documents you will have to have available:
 - a valid passport
 - a passport photo (bring additional copies, e.g. for your study card, public transport card, etc.)
 - a confirmation of your participation in an exchange programme or an undergraduate/
- graduate course of study
- a medical insurance certificate (E106 form, European Health Insurance Card or a written

confirmation of your medical insurance company stating coverage of all medical costs that may incur during your stay) written proof that you are able to finance your studies in Switzerland (e.g. bank statement, grants).

Students from non-EU/non-EFTA countries need a visa if they intend to study in Switzerland. Visa applications must include evidence of admission to a Swiss university, of guaranteed financial independence during the period of study in Switzerland and of adequate health insurance. For information relating to immigration and residence, please contact the Swiss Embassy or General Consulate in your country of origin as early as possible. Please be aware that visa procedures may take some time and that residence permits are only granted if immigration regulations have been complied with fully.

Insurance

Swiss law stipulates that persons who have obtained a residence permit for the purpose of studying are obliged to take out health insurance covering medical treatment in case of illness and accidents, unless they can prove that sufficient insurance coverage in their home country extends to their stay in Switzerland. In the case of EU nationals, such proof may be produced by way of the European Health Insurance Card or other approved documents issued by national authorities. In cases where such proof is not possible, it is the students' responsibility to obtain adequate health insurance for the period of their stay in Switzerland.

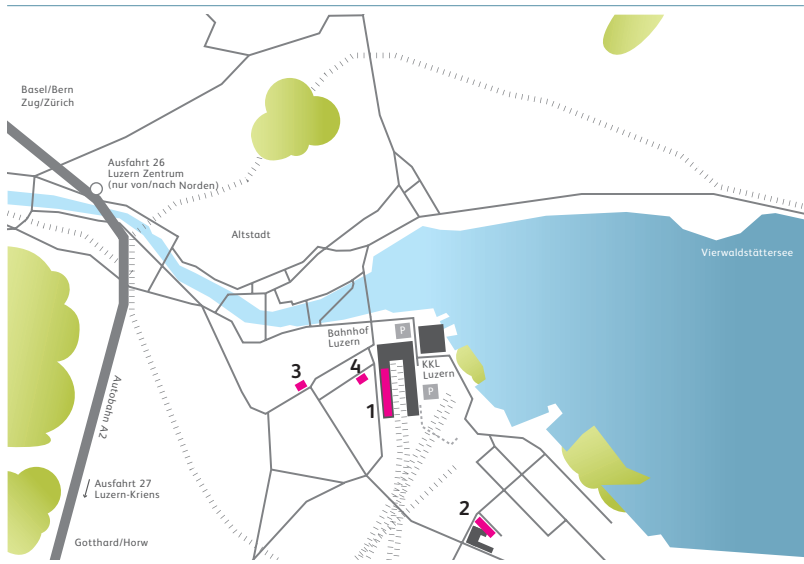
“You cannot have your cake and eat it” does not apply to International Business Administration. Students will acquire both a solid basis in general management and economics (120 ECTS-credits) and a truly international perspective in the focus programme of their choice (60 ECTS-credits). The focus programme takes up a major part of the second half of the course, feeding on the knowledge and skills picked up in the first half.

Students at the Lucerne School of Business are expected to take an autonomous and methodical approach to studying. They should be aware of the importance of team work for effective problem-solving and be prepared to cope with the complexity and uncertainties that are characteristic attributes of contemporary business life.

Modules

are the component elements of the course. They typically last one semester and may themselves be made up of two or more related submodules, which, however, are all linked to a core theme or issue, thus promoting an interdisciplinary approach. Module qualifications are attained by assessments related to the relevant aims and objectives of the module. Credits are awarded for modules that have been completed successfully.

Map of Lucerne



1
Lucerne University of Applied Sciences and Arts
School of Business
Zentralstrasse 9
P.O. Box 2940
CH-6002 Lucerne
T +41 41 228 41 30

2
Lucerne University of Applied Sciences and Arts
School of Business
Institute of Tourism
Rösslimatte 48
P.O. Box 2940
CH-6002 Lucerne

3
Lucerne University of Applied Sciences and Arts
School of Business
Pilatusstrasse 20
P.O. Box 2940
CH-6002 Lucerne

4
Lucerne University of Applied Sciences and Arts
School of Business
Institute of Management and Regional Economics
Lucerne Central and University Library
Branch Library
Student Walk-in
Frankenstrasse 7a–9
CH-6002 Lucerne

What is Different about the IBA?

Although this programme is in line with the general philosophy of Bachelor-level higher education at the Lucerne School of Business, it has certain distinctive features that clearly differentiate it from other courses:

- All modules are taught and assessed in English (with the exception of non-English language-learning units).
- General management and economics modules have been redesigned to accommodate international approaches to the respective areas as well as to include an international perspective.
- Focus programme modules are truly international in scope.

Interested? If so, you will find further information under

www.hslu.ch/bachelor-business

It would be our pleasure to welcome you to the Lucerne University of Applied Sciences and Arts.

Contact

Lucerne School of Business

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