



Facts & Figures

The ZHAW School of Management and Law in Numbers

2024/2025 Edition



Innovative Education – Excellent Research

The ZHAW School of Management and Law (SML), with its approx. 9,100 students in degree and executive education programs, is one of the largest business schools in Switzerland. It is also represented in the renowned rankings of the Financial Times and meets the high standards of the Association to Advance Collegiate Schools of Business (AACSB). In 2023, the SML was awarded the international quality label of the European Quality Improvement System (EQUIS). As part of Zurich University of Applied Sciences (ZHAW), the SML also benefits from strong interdisciplinary relationships.

We offer internationally recognized Bachelor's and Master's degree programs, cooperative PhD programs, and a wide range of continuing education programs and courses, which are scientifically sound, interdisciplinary, and practice-oriented. With them, we contribute to solving economic and societal challenges. Our guiding principle "Building Competence. Crossing Borders." stands for high-quality academic education and training, research, and an international reach. The SML maintains numerous partnerships with over 185 selected universities worldwide.



The SML has been accredited by the European Quality Improvement System (EQUIS) since 2023. This is one of the leading systems for the assessment, improvement, and accreditation of business schools at an international level. It recognizes high standards in teaching, research, and executive education.



The SML has been accredited by the Association to Advance Collegiate Schools of Business (AACSB) since 2015. In 2020, the AACSB extended this accreditation for another five years. Only about six percent of business schools worldwide have been awarded this seal of quality by the leading accrediting body.



The Financial Times has recognized the SML as one of the best European business schools. Our MSc in International Business and MSc in Banking and Finance are also included in the FT ranking of the best Master's programs of their kind in the world, as are selected executive education programs.

5 Bachelor's programs (BSc)

10 specialization options
1 program in English

7

Master's programs (MSc)

5 specialization options, 3 programs in English

3

cooperative PhD programs

in cooperation with Swiss universities in public administration, public health sciences, and data science

181 continuing education programs

2 MBA/22 MAS/1 Executive Master/8 DAS/144 CAS

students **9,095**
in degree programs and continuing education

>31,000 graduates
in degree programs and continuing education

408 EU/SNF/
Innosuisse
projects

7,306
publications projects

Focused on the Future

STRATEGIC POSITIONING

The ZHAW School of Management and Law (ZHAW SML) has the following strategic focus areas, making it a national leader with an international standing:

- Banking, Finance, Insurance
- General Management
- International Business
 - Law
 - Public Sector

QUALITY AND EMPLOYEES

The ZHAW SML is a leading business school and meets the world's highest quality standards. The ZHAW SML creates an environment that allows it to attract, develop, and retain qualified, motivated, and performance-oriented employees.

TEACHING AND LEARNING

The ZHAW SML offers Bachelor's, Master's, and cooperative PhD programs with both a national and international focus that are challenging, performance-oriented, and geared towards practical application. It promotes holistic and critical thinking among students and empowers them to assume responsibility.

RESEARCH AND DEVELOPMENT

The ZHAW SML is recognized within the scientific community as an excellent business school and a competent partner for applied research and development at an internationally competitive level.

CONTINUING EDUCATION AND SERVICES

The ZHAW SML positions itself as a successful national, and in some areas also international, provider of innovative and customer-oriented continuing education and services.

SOCIAL RESPONSIBILITY

The ZHAW SML positions itself as a responsible business school and contributes to the sustainable development of society.

NETWORKS AND COOPERATION

The ZHAW SML is closely involved with civil society, business, and science, fosters national and international networks, and cooperates with strategic partners.

Research with Impact

The SML develops innovative, scientifically sound solutions for the challenges faced by the private and public sectors. Research is conducted at a high international level with researchers interacting closely with organizational practitioners.

PUBLICATIONS IN THE YEAR 2023

288



- 165** articles in peer-reviewed journals
- 12** books and monographs
- 55** chapters
- 56** conference papers

ONGOING RESEARCH PROJECTS 2023

4

European Union
funding programs

15

Swiss National Science
Foundation (SNF)

66

Innosuisse –
Swiss Innovation
Agency

RESEARCH ACTIVITIES 2023

72*

professors

*as of June 2024

11.9

revenue in million CHF from
third-party customers (46%) and
public promotion agencies (54%)

Educational Excellence

SML study programs are scientifically sound, interdisciplinary, and geared towards practical needs. This is the perfect foundation for anyone ready to assume a demanding professional role in a company or organization with national and international business interests.

390

instructors
at the SML

199

classes
at the SML

38%

modules taught
in English

GENDER STUDENTS



47%

women



53%

men

STUDY MODE



32%

full-time



68%

part-time

“The ZHAW School of Management and Law is a highly valued global partner for UC Davis. Our faculty and students have enjoyed and benefited from this unique educational relationship.”

Prof. H. Rao Unnava, Dean, University of California Davis

AVERAGE AGE

23.9

BSc
students

28.0

MSc
students

>100

student, career,
and alumni events
annually

STUDENTS

BSc

Bachelor



New students



All students



Graduates

2019

1,400

4,217

837

2020

1,404

4,310

843

2021

1,332

4,215

922

2022

1,239

4,025

852

2023

1,249

3,975

854

MSc

Master



New students



All students



Graduates

2019

399

807

282

2020

591

993

293

2021

496

1,070

303

2022

366

887

376

2023

440

1,038

357

Career Prospects with Continuing Education

High practical relevance and a strong scientific foundation characterize the continuing education programs offered at the SML. They cover a broad spectrum and lead to recognized qualifications which increase the career options of graduates significantly.

PARTICIPANTS



GENDER

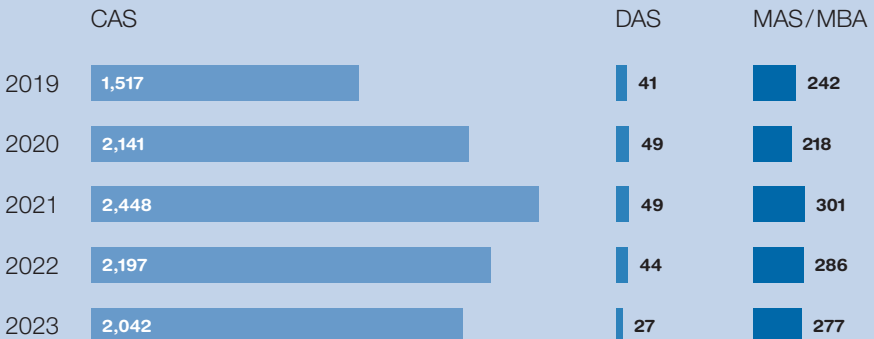


47%
women



53%
men

GRADUATES

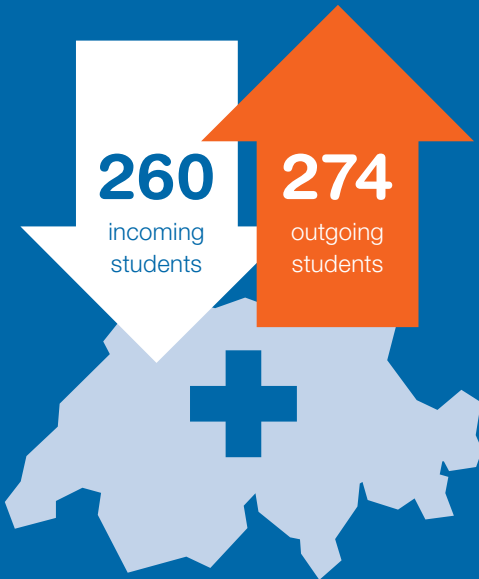


International Orientation

Teaching and research at the SML have an international orientation. We support the mobility of our students and staff and encourage our faculty to participate in international research and development projects.

STUDENT EXCHANGE

academic year 2022/2023



ORIGIN OF INCOMING STUDENTS

163

Europe

66

North and Latin America

29

Asia, Pacific Region and Australia

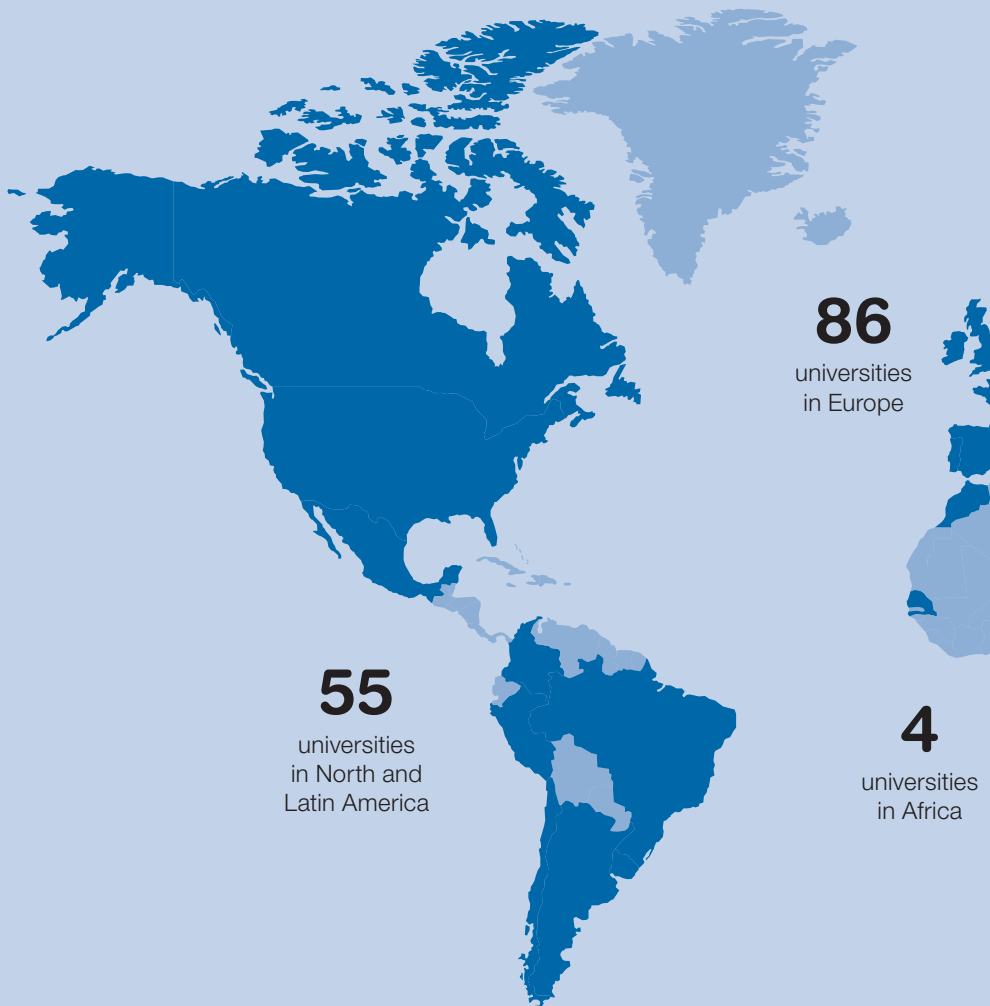
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Africa and Middle East



Partner Universities Around the World

The SML cooperates with universities, companies, government agencies, and nonprofit organizations around the globe. We cultivate partnerships with carefully chosen key partners to ensure inspiring knowledge exchange and fruitful collaboration.

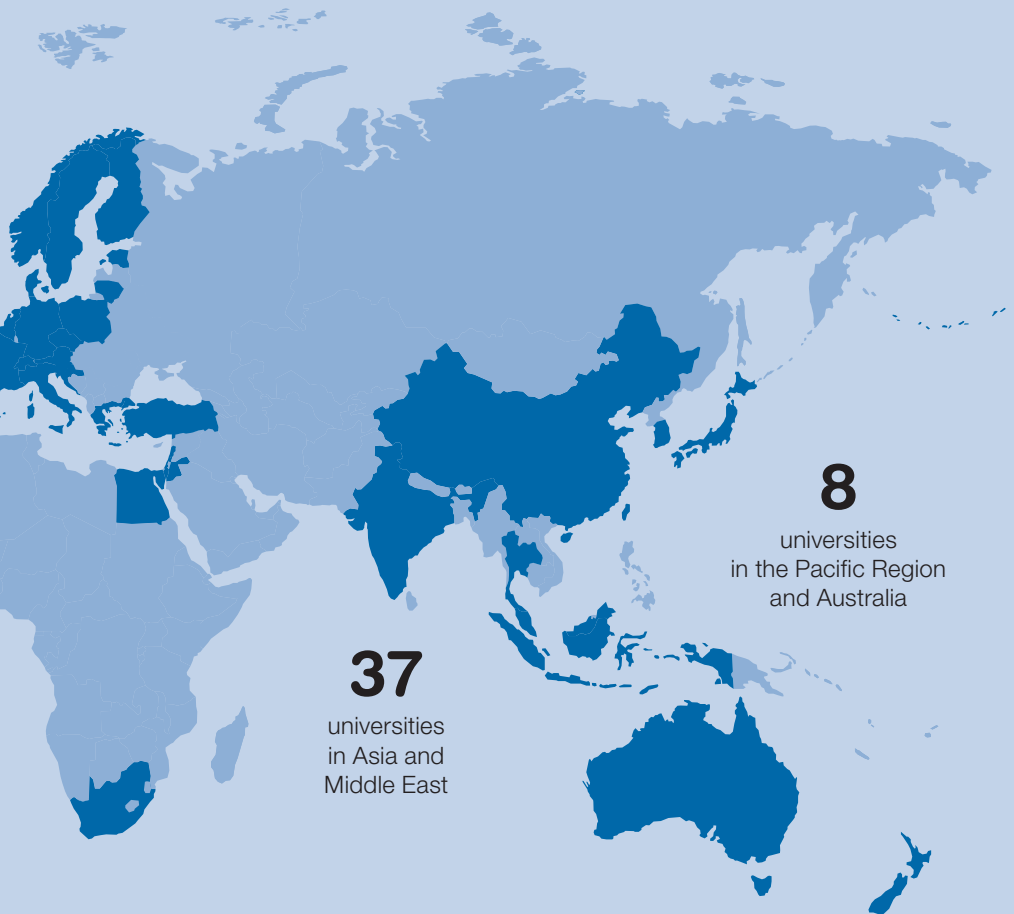


85

nations are
represented by
SML students

191

partner universities
in 50 countries



37

universities
in Asia and
Middle East

8

universities
in the Pacific Region
and Australia

International Advisory Board

The international Advisory Board advises and supports the ZHAW School of Management and Law in developing and implementing strategy. It is composed of leading representatives from the worlds of business, academia, government, and civil society.

Martin Hirzel (Chairman), President
Swissmem and Vice President economiesuisse,
Switzerland

Christoph Aeschlimann, CEO, Swisscom
AG, Switzerland

Gustav Baldinger, CEO, PwC Switzerland,
Switzerland

Markus Binkert, CEO, SV Group, Switzerland

Prof. Luiz Artur Ledur Brito, Dean
at Escola de Administração de Empresas de São
Paulo, FGV, Brazil

Prof. Bert De Reyck, Dean at Lee Kong
Chian School of Business, Singapore Management
University, Singapore

Petra Dreyfus, Co-CEO and Joint Owner,
Wirz Communications AG, Switzerland

Claudia Fässler, Chief Human Resources
Officer, Maxon International Ltd., Switzerland

Lukas Gähwiler, Vice Chairman of the Board
of Directors, UBS Group AG, Switzerland

Armando Kraenzlin, Regional Vice
President and General Manager, Four Seasons
Resort Maldives at Landaa Giraavaru, Republic of
Maldives

Nadja Lang, CEO, ZFV-Unternehmungen,
Switzerland

Dr. Stefan Mäder, Chairman of the Board of
Directors, Schweizerische Mobiliar Holding AG

Dr. Karin Schwab, Vice President, Deputy
General Counsel, Global Product and Technology,
Ebay Inc., USA

Prof. Dr. Nils Stieglitz, President and
CEO, Frankfurt School of Finance & Management,
Germany

Prof. H. Rao Unnava, Dean at Graduate
School of Management, University of California
Davis, USA

Dr. iur. Beat Walti, Attorney at law,
Wenger Vieli AG, Member of the National Council,
Switzerland

Prof. Dr. Reto Steiner (ex officio),
Dean, ZHAW School of Management and Law,
Switzerland



Professional Partnerships

The SML maintains close ties to leading corporations, government organizations, and professional associations to ensure a continuous exchange of knowledge between the professional world and the university.

Such partnerships generate a broad knowledge base that our experts can use to supplement their own considerable practical experience in advising companies on business management issues, conducting market research on their behalf, and helping them accomplish organizational and managerial tasks effectively. Partners benefit from our international orientation and close geographic proximity to the Zurich economic region.



36

service projects
in 2023



>2,300

media articles on SML projects
in 2023

“The research conducted at the ZHAW School of Management and Law helps make private and public sector companies and organizations more successful.”

Dr. Karin Schwab, Vice President, Ebay Inc.

A Wide Variety of Skills and Expertise

GENERAL MANAGEMENT

- Institute of Marketing Management
- Institute of Business Information Technology
- Institute for Innovation & Entrepreneurship
- Institute for Organizational Viability

BANKING, FINANCE, INSURANCE

- Institute of Wealth & Asset Management
- Institute for Financial Management
- Institute for Risk & Insurance

PUBLIC SECTOR

- Institute of Public Management
- Winterthur Institute of Health Economics
- Center for Arts Management
- Center for Energy and the Environment
- Center for Labor, Digital and Regional Economics

BUSINESS LAW

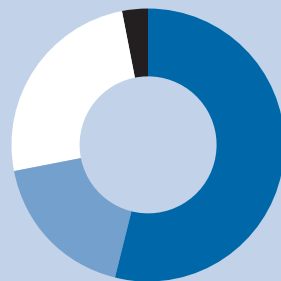
- Institute of Regulation and Competition
- Institute of Enterprise Law
- Center for Commercial Criminal Law

INTERNATIONAL BUSINESS

- International Management Institute
- Center for Corporate Responsibility



COST DISTRIBUTION PER PERFORMANCE AREA 2023



- 56% degree programs
- 17% continuing education
- 25% research & development
- 2% services

BACHELOR'S DEGREE PROGRAMS

- Business Administration
 - Banking and Finance
 - Behavioral Design
 - Financial Management
 - General Management
 - Human Centered Organization
 - Insurance Management
 - Marketing
 - Politics and Management
- International Management
- Business Information Technology
 - Business Information Systems
 - Data Science
- Business Law
- Applied Law

COOPERATIVE PHD PROGRAMS

Cooperative PhD programs in three disciplines:

- Public Administration
(partner: University of Lausanne)
- Public Health Sciences
(partner: Swiss School of Public Health)
- Data Science (partners: Universities of Zurich and Neuchâtel)

International PhD cooperations:

- University of Economics Prague (VSE)
- University of Strathclyde
(School of Business)

MASTER'S DEGREE PROGRAMS

- Accounting and Controlling
- Banking and Finance
- Business Administration
 - Health Economics and Healthcare
 - Innovation and Entrepreneurship
 - Marketing
 - Public Management
 - Enterprise Development
- Circular Economy
- International Business
- Management and Law
- Business Information Technology

CONTINUING EDUCATION

Over 150 programs in the following areas:

- Accounting and controlling
- Banking, finance, and insurance
- Business information technology
- Business law
- Corporate responsibility
- Didactics and methodology
- Digital transformation
- Health care management
- Human capital management
- International business
- Climate policy and strategies / energy
- Arts management
- Management and leadership
- Marketing
- Operations management
- Public management

Zurich University
of Applied Sciences

School of Management and Law

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swissuniversities