

Introduction

Mutual intercultural understanding is of utmost importance when doing business in a globalized world. The MAS in European and Chinese Business Management addresses 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, providing for an accelerated learning experience in intercultural management. European and Chinese faculty and guest lecturers from highly qualified professionals as well as an internship complement this cross-cultural learning.

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/English 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 got nominated as one of the Top 10 Innovative Business Schools in China.

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University of
Zurich ^{UZH}



Master of Advanced Studies

European and Chinese Business Management

Master of Advanced Studies MAS
Faculty of Business, Economics and
Informatics, University of Zurich
in cooperation with New Huadu
Business School Switzerland



Program Overview

Course participants

The program is 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 experiences of 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 to follow the teaching and to write the final MAS thesis. Applicants are expected to have an entrepreneurial spirit and an international mind-set.

Number of participants

Maximum 60 participants

Lecturers

The teaching staff is made up of instructors from the University of Zurich and the New Huadu Business School Switzerland, of invited Professors from other higher education institutions, and of 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

Master of Advanced Studies UZH in European and Chinese Business Management (65 ECTS Credits)

Duration

12 months, starting 15 August, 2016

Cost

Tuition fees: CHF 30 000.–, which include attendance of all courses, seminars, internship/project work, course materials, exams and degree certificate. Travel and accommodation are not included.

Venue

Switzerland and China

Registration

Application deadline is

- 15 April, 2016 for students from non-EU/EFTA countries (due to visa)
- 15 June, 2016 for students from EU/EFTA countries

Curriculum

Module 1 (starting August 2016)

Courses on international management

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

Module 2

Courses on management with a focus on China or Europe

Focus on Europe

- **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
- **Case Studies on Challenges of European Firms doing Business in China**
Dr. Xinhua Wittmann, Swiss Chinese Case Study Center, University of Zurich

Focus on China

- **Chinese Culture and Enterprise Management**
Prof. Dr. Wang Jianguo, New Huadu Business School
- **Marketing in China**
Prof. Dr. David K.C. Tse, New Huadu Business School and University of Hong Kong
- **Negotiation in China: How to get what you want**
Prof. Dr. Lin Hua, New Huadu Business School
- **Chinese Macroeconomics and Policy**
Prof. Dr. Qiu Xiaohua, New Huadu Business School
- **Perception of Science and Mindfulness Management**
Prof. Dr. He Zhiyi, New Huadu Business School
- **China goes global – cases studies**
Prof. Yang Jun, New Huadu Business School

Module 3

Internship/Project work

Participants must complete an internship/project work lasting at least 4 months in an international company. The internships/project works are planned to take place in China (for European students) and Europe (for Chinese students), or in European companies in China.

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.