

Zurich University of Applied Science in Winterthur/ School of Management (ZHAW/ SoM)

General Informations

➤ Erasmus Code of university	CH-ZUERICH 02
➤ homepage university	http://www.zhwin.ch/departement-w/

To succeed in today's rapidly changing business environment, companies must take an interdisciplinary approach to all their activities, remain flexible in how they position themselves in the market and have access to the latest technology and processes.

The Institute of Enterprise Management (IEM) represents a pool of broadly based expertise, drawn from a number of Centers. The aim of IEM and its Centers is to find solutions to complex business related tasks through the application of state-of-the-art management techniques.

The need for accounting clarity

Against the spate of recent accounting scandals and associated company failures, it has become more important than ever to be seen to produce accounts that stand up to scrutiny by all interested parties – be they a company's own senior management, the authorities, investors or the media. The Center for Accounting & Controlling can help you avoid embarrassing and costly restatements.

Long-standing experience and alliances

Through many years of consulting and teaching, the Center's faculty has gained a high level of expertise in all areas of accounting. And in line with the School of Management's strategy of combining theory with practice, CACon has forged a close relationship with a German accountancy firm. These alliances benefit CACon students and customers alike.

From CRM to customer services and product innovation

In line with the University's philosophy, the Center for Marketing Management (CMM) combines practical experience with research findings to develop customer solutions and course material. CMM focuses on Customer Relationship Management (CRM), selling techniques, customer oriented pricing, integrated communication as well as services and product innovation. It thus covers the entire spectrum of marketing education, training and consulting.

In a regional and national context, CMM not only works with individual customers and small to medium sized firms, it also has cooperation agreements with large companies.

Optimizing the supply chain

Today, companies must adapt quickly to the constantly changing and highly competitive market environment. This requires simple, yet flexible structures and processes. But it also requires employees who are process-oriented and who can transform customers' needs into the right kind of products and services.

The Center for Operations Management (COM) focuses its teaching and services precisely on these structures and processes. Based on lean management concepts, COM develops supply side processes which are designed to optimize the entire value chain, from suppliers to customers. Learning different methods of analyzing and designing supply chain processes is part and parcel of every Operations Management course.

Center of Business Information Technology CBIT

Information technology has not only established itself in the world of communication and knowledge management, it is increasingly a determining factor in creating business value.

The Center of Business Information Technology (CBIT) embodies the School of Management's combined skills in economics, informatics and management. It looks at ways of using information technology to maximize the economic value of business processes.

To ensure the know-how we develop at CBIT is put to efficient and cost-effective use, we maintain a close relationship with industry. This in turn allows us to benefit from our customers' experience in applying our systems.

We also work in partnership with other academic institutions and commercial software developers. For instance, together with SAP (Systems, Applications and Products) AG and the Valais University of Applied Sciences, we developed an enterprise resource planning course. For further details on this course, please see under Continuing Education.

➤ website for exchange students (English)	http://www.zhwin.ch/departement-w/international/incoming.php English version in progress
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International Office/ International Affairs

➤ address of international office	International ZHW School of Management St. Georgenplatz 2 Postfach 958 CH-8401 Winterthur	
➤ weblink to international office	http://www.zhwin.ch/departement-w/international/index.php	
➤ contact persons	responsible for	contact data
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Academic Calendar in General

➤ weblink to academic calendar	http://www.zhwin.ch/en/studium/jahr.php	
	summer semester	winter semester
➤ orientation session	06 : End of March 07 : February	06/07: Middle of October 07/08: Beginning of September
➤ beginning of classes	06: Beg. Of April 07: February	06/07: End of October 07/08: September
➤ exam period	06: July 07: June	06/07: February 07/08: January

Application Procedure

➤ application documents	<ul style="list-style-type: none"> ➤ application form ➤ letter of motivation ➤ photos number of photos: 2 ➤ proof of health insurance ➤ learning agreement ➤ Accommodation Application Form
➤ weblink to documents	http://www.zhwin.ch/departement-w/international/inc_erasmusw.php
➤ deadline of application	summer semester: November 15 winter semester: winter semester: June 15

Course of Studies

➤ Erasmus subject area	➤
➤ courses/ programmes open to FHTW students	<ul style="list-style-type: none"> ➤ General Management ➤ Business Law
➤ courses/ programmes open	➤ Accounting

to FHTW students taught in English	<ul style="list-style-type: none"> ➤ Business English ➤ Macroeconomics ➤ Operations Management ➤ Political Science ➤ Case Studies in Strategic Decision-Making ➤ Human Performance Management ➤ Business and Management Colloquium ➤ Business Information Technology ➤ Marketing Management ➤ Project Management ➤ Strategic Management ➤ British Economy Week ➤ Contemporary History ➤ English Literature ➤ Global Marketing Management ➤ Intercultural Management ➤ International Business Communication ➤ International Human Resources ➤ International Management ➤ English Communication Skills in Business Situations ➤ Selected Topics in Marketing ➤ Writing and Reading Academic English
➤ courses/ programmes	➤ Undergraduate
➤ weblink to course description for FHTW students	GM: http://www.zhwin.ch/departement-w/betroek/busadm.php Business Law: http://www.zhwin.ch/en/departement-w/wirecht/module.php

Language	
➤ intensive language course	<ul style="list-style-type: none"> ➤ available ➤ free ➤ duration: 1 week (advanced), during semester (beginners) ➤ location: School of Management

Cost of Living		
➤ approximate expenses per month (in €)	accommodation	270 – 540
	food	320 – 430
	public transport	30 – 70
	books	25 – 50
	miscellaneous...	30 – 70 (+ 120 for leisure activities)
	total per month	795 – 1280

Accommodation	
➤ accommodation	➤ students receive help to find an accommodation
➤ contact person	➤ International Office
➤ weblink to more information	➤ www.zhwin.ch/studium/wohnen.php

Arrival	
➤ pick-up assistance	➤ yes
➤ where	➤ airport, train station
➤ by	➤ Buddy System

Impressions

Z:W

**Zurich University
of Applied Sciences
Winterthur**
School of Management



School of Management



Map of Campus

<http://www.zhwin.ch/ueberuns/standorte/georgeplatz.php>



Student residence

<http://www.zhwin.ch/studium/wohnen.php>