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Zurich University  
of Applied Sciences  
Crossing borders  
on the road to excellence

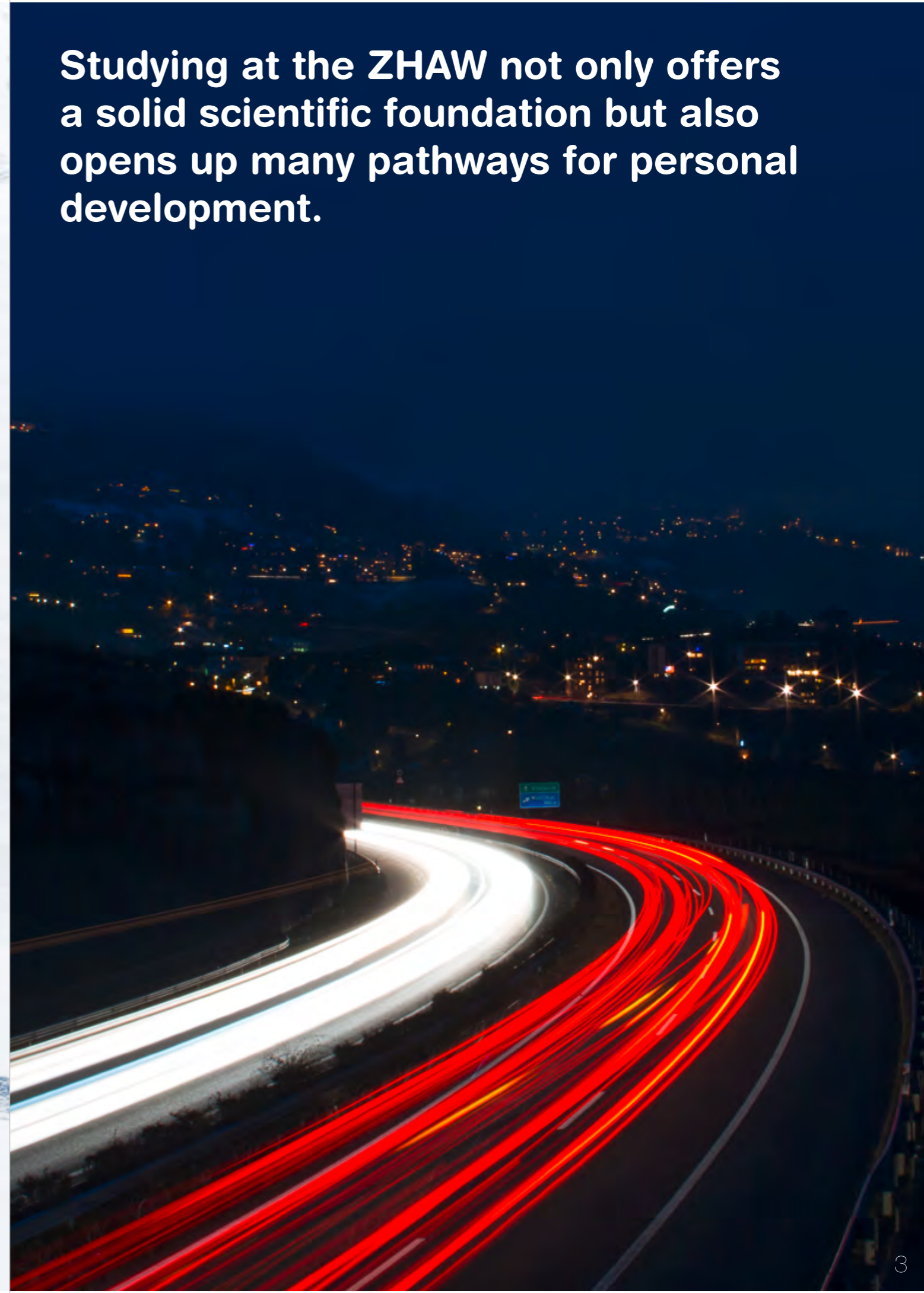
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**On the way to new perspectives**

The images in this brochure show impressions of Switzerland in the front section and the Greater Zurich Area specifically in the back section. They are also a metaphorical representation of teaching and research at the ZHAW. Thanks to education, we gain new career opportunities, and thanks to research, we generate new knowledge. And since knowledge is not restricted to certain countries or disciplines, the images also stand for travelling across borders.

**Studying at the ZHAW not only offers a solid scientific foundation but also opens up many pathways for personal development.**





**A strong economic region**

The Swiss economy is one of the most competitive not only in Europe but also worldwide. Political stability, healthy public finances, low capital costs and especially the first-rate education system are the factors that ensure high value creation and strong, lasting growth.

**A country of diversity**

Switzerland may be small but linguistically and geographically speaking, it is very diverse, with four official languages and regions ranging from high alpine, with several 4000+ peaks, to a Mediterranean climate zone in the south. With modern urban centres, excellent art and science museums and a first-class public transport system, it is easy to see why Switzerland, and especially Zurich, are regularly awarded first place in international surveys measuring quality of life.



Research for the energy turnaround  
Switzerland is planning its exit from nuclear power. In order for this energy transition to succeed, we need not just new technologies but also a change in society's behaviour. At the ZHAW, researchers from various disciplines are working hand in hand to find integrated and sustainable solutions.

**The Zurich University of Applied Sciences has a high reputation for teaching, research and continuing education. Our university emphasises state-of-the-art methods and technologies, combined with a strong focus on practical application. Students not only learn the fundamentals of science, but are also required to apply their knowledge by solving real-life problems. In research, the ZHAW regularly comes up with innovative answers to complex questions facing our society. In all this, we cooperate with partners across the world – because knowledge has no borders.**

**Welcome to the Zurich University of Applied Sciences!**



**Professor Jean-Marc Piveteau**  
President

# Welcoming the world

## The ZHAW is a popular place to study and conduct research – with a personal atmosphere and first-class infrastructure.

Quality teaching and research along with a strong international focus are among the top priorities at the ZHAW, the ultimate objective being to turn out highly-qualified graduates who are able to deal confidently with the challenges they will face in their professional lives. We strive to achieve this goal through multilingual professional training, high-quality degree programmes which are internationally recognised, and cooperation with business and public institutions on international research projects. International exchanges with some 420 partner universities worldwide contribute greatly to the international profiling of our graduates.

### Developing personal competencies

Working successfully in an international environment requires not only professional qualities, language skills and cultural knowledge, but also personal and social competencies, such as empathy, flexibility, conflict management skills and creativity. The ZHAW places a special focus on imparting these competencies in its programmes, and interaction with students and lecturers from other countries contributes greatly to achieving this. This is why the ZHAW is very interested in attracting members of foreign universities. For students who want to benefit from this experience without spending a whole semester or academic year abroad, there is the option of attending summer and winter schools in order to immerse themselves

in an international academic environment for a short period of time. The ZHAW offers such courses regularly in various fields. Students also have the option of doing a work placement abroad as a part of their studies.

### Heading for an international career

The ZHAW equips its graduates with a set of relevant skills and knowledge that they can use all over the world. In high demand both in Switzerland and abroad, ZHAW graduates become real global players – be it at Burkhard Systems in the USA, Swatch Group in India, Givaudan in Brazil or Logitech in China. They are also pursuing careers in international organisations, such as the EU. Local and international companies are eager to

employ ZHAW graduates because they are highly committed, creative and motivated professionals who take on responsibility and leadership roles and strive to achieve tangible results wherever they apply their talent and skills.

### Creating the right conditions

A good infrastructure is crucial for outstanding achievements in teaching and research. The ZHAW offers researchers excellent working conditions with state-of-the-art research infrastructure and laboratory equipment, including 3D printers, electron microscopes, a flight simulator, usability testing facilities and a convergent media centre. The ZHAW also uses methods such as blended learning and e-learning to create a future-oriented teaching and learning culture.

The ZHAW university libraries offer a comprehensive range of specialist literature for each specific field, while all the ZHAW campuses have canteens and a variety of other catering facilities. During their free time, all members of the university can participate in a multitude of sports and cultural activities, such as singing in the university choir.

### Providing personal support

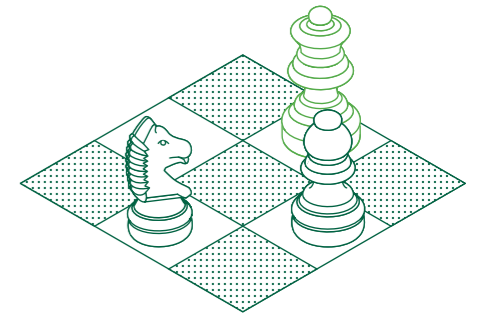
Students who come to the ZHAW from foreign universities are teamed up with a 'buddy' who knows the ins and outs of the ZHAW and everyday life in Switzerland. This system helps incoming students to settle in quickly and feel at home in the ZHAW environment. To ensure students find accommodation, the university works closely with various foundations and cooperatives. For all other questions, incoming students can find professional support at the ZHAW International Offices. Furthermore, all members of the ZHAW can benefit from free counselling services on issues such as equal opportunities and accessibility.

All of this makes the ZHAW a popular place for students, lecturers and researchers. At the interface between science and society, the ZHAW strives to be a place where different nationalities, languages and cultures meet, a place where university members can expand their horizons in many different ways.

### At home in the heart of Europe

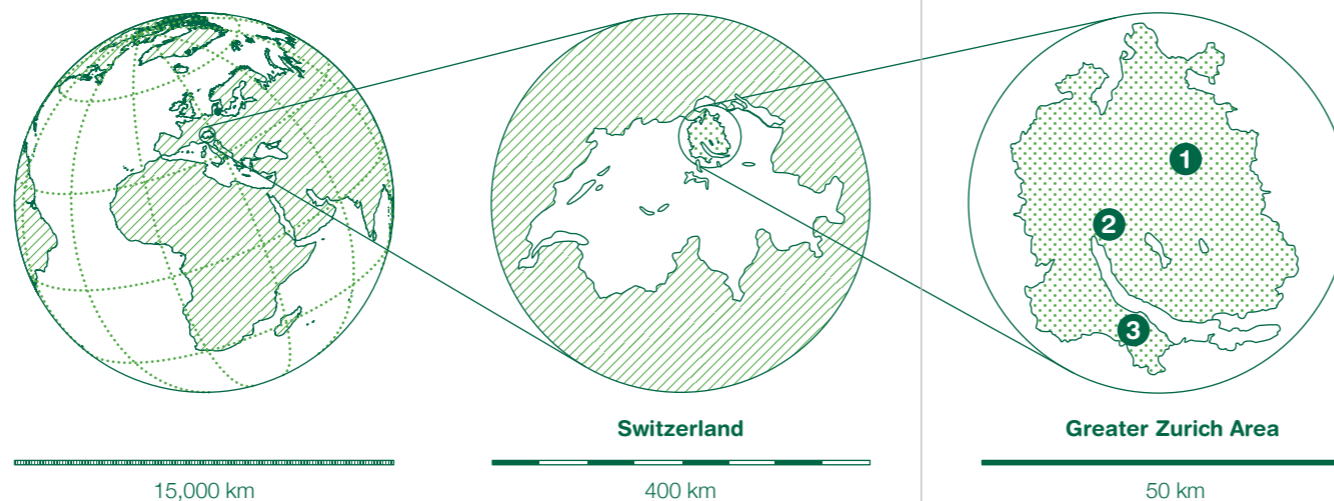
Switzerland is home to some famous institutes of higher education. The ZHAW is one of the leading Swiss universities of applied sciences. Its three separate campuses are all very close to Zurich, the country's main business and financial centre.

- 1 Winterthur
- 2 Zurich
- 3 Wädenswil



## Knowledge-based and competence-oriented – transformative – European

→ **With these three strategic goals, the ZHAW wants to react to societal challenges and contribute to finding sustainable solutions. Being knowledge-based and competence-oriented means giving students reflective, professional, research and practice-based competences. Being transformative means assuming joint responsibility for the cultural, ecological, economic, legal, social and technical sustainability of our society. The third goal means that the ZHAW wants to be a regionally integrated university which cooperates with international partners and is oriented towards global challenges and markets, with a focus on Europe.**



# Studying and conducting research in a top-rated environment

## Young and fast-growing: universities of applied sciences are a driving force in the Swiss education system.

The combination of an outstanding education system and a well-connected research community means that Switzerland offers excellent conditions for students as well as researchers. As a consequence, this small country currently ranks high in many areas relevant to education, innovation and high-end technology. It was rated number three by the Human Capital Index, according to a study by the World Economic Forum. This index measures the ability to develop and deploy a healthy, educated and capable workforce. Switzerland demonstrates consistently high scores in all criteria of this study, with high rankings in Education, Health & Wellness, Workforce & Employment and Enabling Environment.

**Low youth unemployment**  
Switzerland is also very successful in fostering talent and harnessing its potential. The European Institute of Business Administration, which has conducted a survey on this topic, particularly notes two exceptional Swiss achievements: a thriving apprenticeship system and an environment where workers can move back and forth between the classroom and the workplace. The fact that Switzerland enjoys one of the lowest rates of youth unemployment worldwide is thus deeply rooted in the Swiss education system, with its strong practical focus and a continuous interplay between education and 'real life'.

**The Swiss education formula**  
The Swiss universities of applied sciences (UAS), of which the ZHAW is one of the most renowned, may still be young, but they can already look back on a successful history. The number of students has

increased by about 300% in the past fifteen years. This success shows that the UAS have filled a gap between the excellent Swiss vocational education institutions with their strong practical focus and the traditional academic career path. The Swiss UAS have paved the way for qualified individuals with previous practical experience to gain high-quality university training, thus building up a critical mass of talent and making a significant contribution to creating an environment that fosters innovation. The universities of applied sciences in Switzerland have proven their ability to maximise the social and economic value of education and research through knowledge and technology transfer.

Today, the UAS system is an integral part of the unique interplay between education, economy and society in Switzerland. It enjoys high popularity among high school graduates. Some 75,000 students from across the country study at universities of applied sciences and about 12,800 of them at the ZHAW. The UAS offer Bachelor's and Master's programmes as well as a wide range of continuing education and training options. They conduct applied research and render services to business partners and public bodies. By preparing young people for a complex and globalised

working environment, universities of applied sciences also take on considerable responsibility within society.

### Research at Swiss universities of applied sciences

Switzerland is not just an excellent place for education but also an outstanding environment for research, with strong support from private and public sectors. Public funding comes from the Swiss Federal State, the National Science Foundation, the Swiss Innovation Promotion Agency (CTI), the European Union and other international research programmes. Research at universities of applied sciences is also funded to a considerable extent by business and industry partners, who can implement research results directly in practice. At the ZHAW, many innovative projects have come out of such cooperation. One example is tissue engineering: living human cells are grown into tissue that can be inserted into damaged body parts, for example allowing cartilage, bone and soft tissue defects to be repaired. In a similar project, 3D skin models have been developed to represent various human skin cell types. This has allowed ZHAW researchers to offer cosmetics companies an innovative alternative to animal testing.



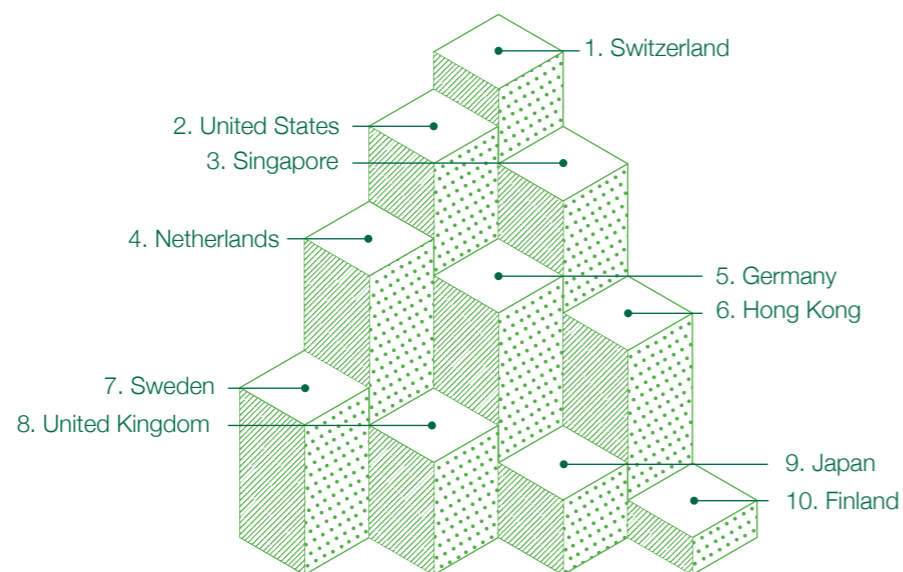
### A university with a long tradition

→ Since its foundation, the ZHAW has operated successfully at the intersection between education and the public and private sectors. Most of the ZHAW's eight Schools have a long and successful tradition, their histories reflecting the technological, industrial and societal development of Switzerland. The ZHAW School of Engineering, for example, was founded in 1874 as the first of its kind. It has become one of the largest engineering schools in Switzerland and made a significant contribution to the country's technological breakthroughs in the 20th century.

**A good place for innovation**  
The Global Competitiveness Index of the World Economic Forum regularly measures the competitiveness of about 150 states. According to the 2017–2018 index, Switzerland is the most competitive country. The index includes the following twelve pillars:

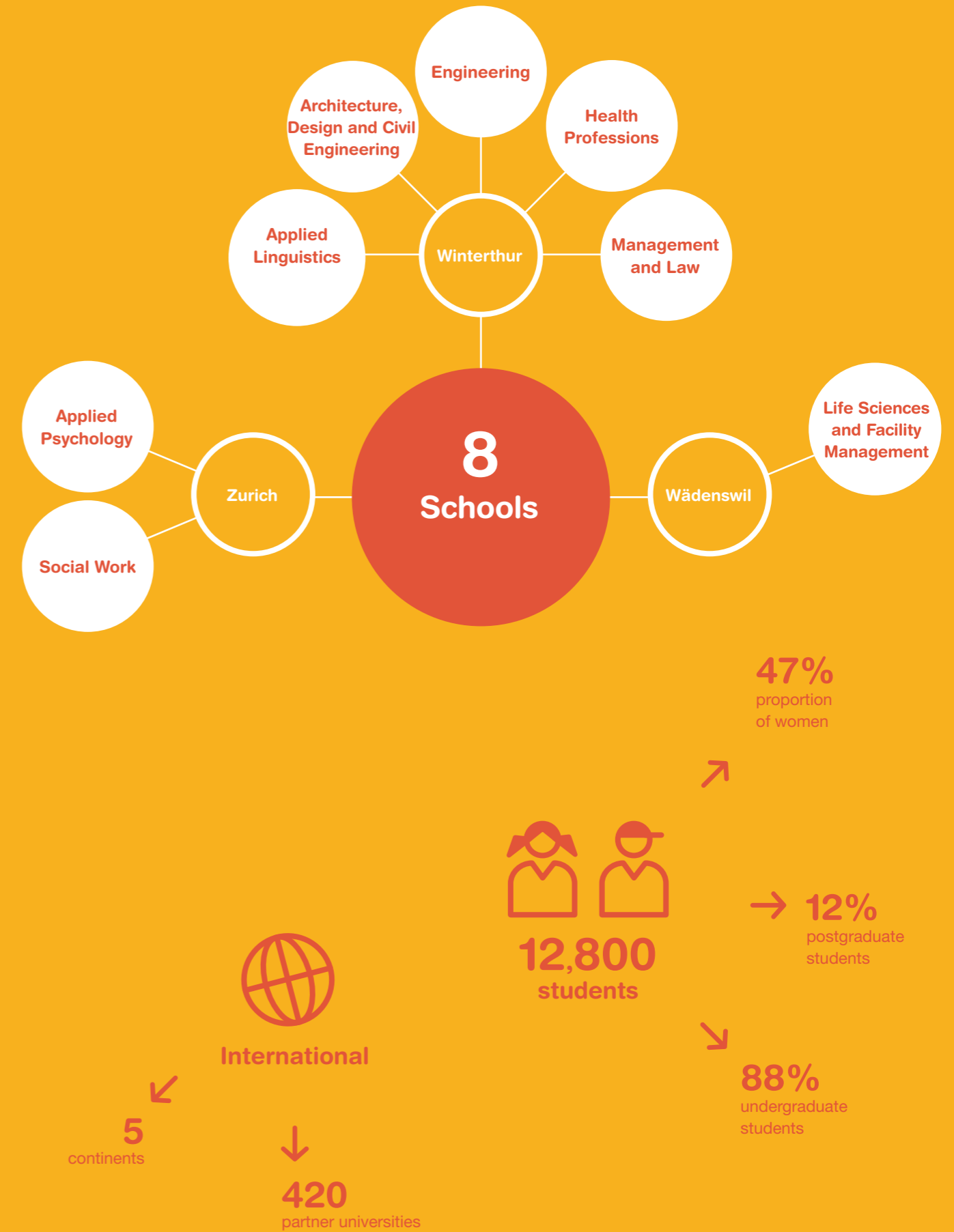
- Institutions
- Infrastructure
- Macroeconomic environment
- Health and primary education
- Higher education and training
- Goods market efficiency
- Labour market efficiency
- Financial market development
- Technological readiness
- Market size
- Business sophistication
- Innovation

→ [www.weforum.org](http://www.weforum.org)



## The ZHAW in figures

As one of the leading universities of applied sciences in Switzerland, the ZHAW offers a wide range of degree programmes and continuing education courses, conducts research and provides services.



## School of Applied Linguistics

The School of Applied Linguistics focuses on communication and knowledge transfer within and between languages. Its main topics are multilingualism, language mediation, language and media, language in organisations and cultural-linguistic integration. Here, international partnerships are not only very welcome – they are vitally important.

### Dean

Professor Daniel Perrin

### Bachelor's programmes

- BA in Communication
- BA in Applied Languages

### Master's programme

- MA in Applied Linguistics

### Institutes

- IAM Institute of Applied Media Studies
- IUED Institute of Translation and Interpreting
- LCC Language Competence Centre

[www.zhaw.ch/linguistics](http://www.zhaw.ch/linguistics)

## School of Applied Psychology

In its Bachelor's, Master's and continuing education programmes, its research and development and its consulting services, both the School and Institute of Applied Psychology make scientifically-based psychology know-how applicable to daily life and work contexts. It sees the strong internationalisation of our society as a challenge and as an opportunity to strengthen the international and intercultural focus in all its areas of activity.

### Dean

Professor Christoph Steinebach

### Bachelor's programme

- BSc in Applied Psychology

### Master's programme

- MSc in Applied Psychology

### Institute/ Department

- IAP Institute of Applied Psychology
- Psychological Institute

[www.zhaw.ch/psychology](http://www.zhaw.ch/psychology)

## School of Architecture, Design and Civil Engineering

The School of Architecture, Design and Civil Engineering is one of the largest and most innovative educational institutions of its kind at a Swiss university of applied sciences. It maintains contacts with selected partner universities in Europe and India and supports student exchange programmes as well as staff mobility. Regular workshops with other universities provide opportunities for international cooperation.

### Dean

Professor Oya Atalay Franck

### Bachelor's programmes

- BA in Architecture
- BSc in Civil Engineering

### Master's programmes

- MA in Architecture
- MSc in Civil Engineering

### Institutes

- IUL Institute of Urban Landscape
- IKE Institute of Constructive Design

[www.zhaw.ch/en/archcivil](http://www.zhaw.ch/en/archcivil)

## School of Engineering

Since its foundation in 1874, the School of Engineering has been closely linked to the development of engineering in Switzerland. The School's 13 institutes and centres guarantee high-quality education, research and development with particular focus on energy, mobility, information and health. Students from Switzerland and abroad benefit from classes in English and from cooperation with universities across the globe.

### Dean

Professor Martina Hirayama

### Bachelor's programmes

- BSc in Aviation
- BSc in Computer Science
- BSc in Electrical Engineering
- BSc in Energy and Environmental Engineering
- BSc in Engineering and Management
- BSc in Mechanical Engineering
- BSc in Systems Engineering
- BSc in Transportation Systems

### Master's programme

- MSc in Engineering

### Institutes

- IAMP Institute of Applied Mathematics and Physics
- ICP Institute of Computational Physics
- IDP Institute of Data Analysis and Process Design
- IEFIE Institute of Energy Systems and Fluid Engineering
- IMES Institute of Mechanical Systems
- IMPE Institute of Materials and Process Engineering
- IMS Institute of Mechatronic Systems
- INE Institute of Sustainable Development
- InES Institute of Embedded Systems
- InIT Institute of Applied Information Technology

[www.zhaw.ch/en/engineering](http://www.zhaw.ch/en/engineering)



## School of Health Professions

The School of Health Professions is the largest education and research centre for occupational therapy, midwifery, nursing, physiotherapy and healthcare sciences in Switzerland. It actively promotes interdisciplinary and international cooperation in health-care. In addition, it works closely with practical organisations, teaching and research institutions as well as national and international networks.

### Dean

Professor Andreas Gerber-Grote

### Bachelor's programmes

- BSc in Health Promotion and Prevention
- BSc in Midwifery
- BSc in Nursing
- BSc in Occupational Therapy
- BSc in Physiotherapy

### Master's programmes

- MSc in Midwifery
- MSc in Nursing
- European MSc in Occupational Therapy
- MSc in Physiotherapy

### Institutes

- Institute of Health Sciences
- Institute of Midwifery
- Institute of Nursing
- Institute of Occupational Therapy
- Institute of Physiotherapy

[www.zhaw.ch/health](http://www.zhaw.ch/health)

## School of Life Sciences and Facility Management

The School of Life Sciences and Facility Management is one of the leading competence centres for food, health, society and environment. Its researchers are actively involved in international networks in these fields and participate in EU projects. Exchange students from all over the world appreciate the programmes and summer schools in Wädenswil.

### Dean

Professor Urs Hilber

### Bachelor's programmes

- BSc in Biotechnology
- BSc in Chemistry
- BSc in Facility Management
- BSc in Food Technology
- BSc in Natural Resource Sciences

### Master's programmes

- MSc in Environment and Natural Resources
- MSc in Facility Management
- MSc in Life Sciences

### Institutes

- IAS Institute of Applied Simulation
- IBT Institute of Chemistry and Biotechnology
- IFM Institute of Facility Management
- ILGI Institute of Food and Beverage Innovation
- IUNR Institute of Natural Resource Sciences

[www.zhaw.ch/en/lisfm](http://www.zhaw.ch/en/lisfm)

## School of Management and Law

The School of Management and Law is a leading Swiss business school. It offers internationally recognised programmes and conducts innovative R&D projects. Its motto 'Building Competence. Crossing Borders' reflects a strong commitment to delivering excellence in education and being open to the international community. The school maintains close ties with over 150 partner universities worldwide.

### Dean

Professor Reto Steiner

### Bachelor's programmes

- BSc in Business Administration
- BSc in Business Information Technology
- BSc in Business Law
- BSc in International Management

### Master's programmes

- MSc in Accounting and Controlling
- MSc in Banking and Finance
- MSc in Business Administration
- MSc in Business Information Technology
- MSc in International Business
- MSc in Management and Law

### Departments

- Department of Banking, Finance, Insurance
- Department of Business Law
- Department of General Management
- Department of International Business
- Department of Operations & Services
- Department of Public Sector

[www.zhaw.ch/en/sml](http://www.zhaw.ch/en/sml)

## School of Social Work

The School of Social Work deals with questions related to social issues. It is continually expanding the international dimension of its programmes. Students benefit from semesters and internships abroad, study trips and the increasing internationalisation of the curricula. In teaching, continuing education and research, the School of Social Work is part of a solid network of universities and partner organisations in Europe, the USA, India and Africa.

### Dean

Professor Ursula Blosser

### Bachelor's programme

- BSc in Social Work

### Master's programme

- MSc in Social Work

[www.zhaw.ch/socialwork](http://www.zhaw.ch/socialwork)

# Paving the way to a successful career

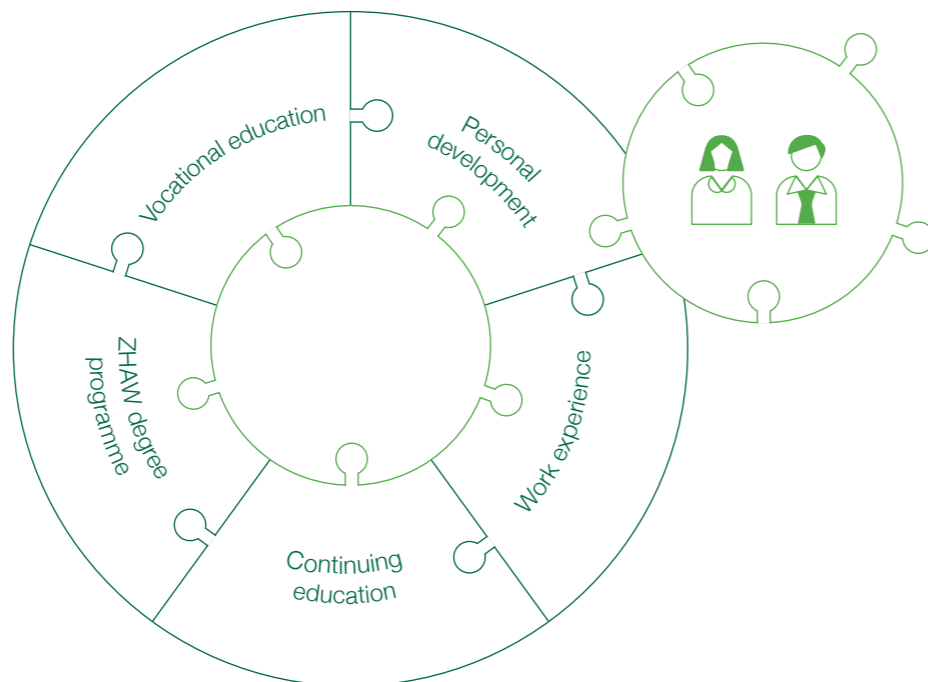
## By combining a solid scientific foundation with practical expertise, the ZHAW encourages students to develop competencies that will allow them to hold their own in the working world.

The practical expertise of staff and students is a defining feature and a great asset of the ZHAW. Interplay between their activities outside the university and carefully structured education creates unique synergies and fosters creativity. Our students also gain first-hand working world experience from their peers in business and industry and share their own expertise with them.

**Providing high quality education**  
Our students enjoy a stimulating and challenging learning environment with a

focus on practice-orientation that prepares them for the worldwide employment market and is tailored to their needs and expectations. We encourage and reward excellence in teaching in many ways to make sure that our students unfold their full potential. The ZHAW teaching award aims to promote innovative educational methods, including those that successfully bring together teaching and research. Outstanding student support and tutoring contribute greatly to a successful and enriching learning experience at the ZHAW.

**Putting the pieces together**  
As a practice-oriented university, the ZHAW wants to prepare its students for the working world. This means not just giving them specialist knowledge but also helping them develop their social skills and self-competencies. This combination, together with experience in the working world, is the basis for the future career success of ZHAW graduates. Further along the path, they often add to their professional toolkit by completing continuing education courses.



### Learning to solve real-life problems

ZHAW students are practice oriented: most people who plan to study at a Swiss university of applied sciences have already had vocational training and gained important experience in the working world. During their studies, they combine these with theoretical knowledge on an academic level. This close relationship with the working world is an essential principle for universities of applied sciences. ZHAW students deal with real-world questions from the very beginning of their studies, through their course work, through exchanges with professors who combine their own teaching with working practice, and through their involvement in numerous research projects.

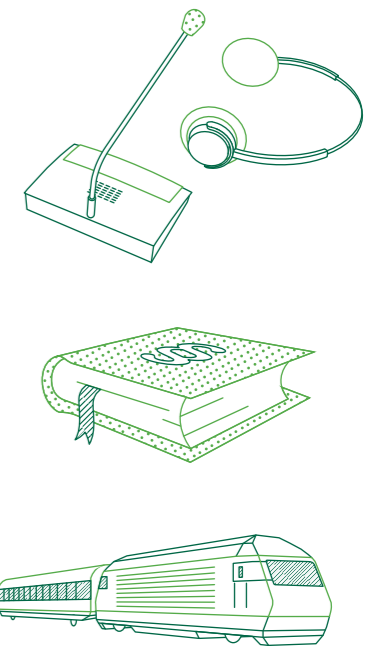
### Rooted in the Swiss education system

The focus on application and practice has long been an important part of the Swiss education system and especially for the universities of applied sciences. Added to this is a strong, high-quality, scientific foundation with an emphasis on innovation. The ZHAW combines the best features of this system: firmly rooted in the Swiss education landscape, it is able to reach out to industry, the financial sector and services thanks to the applied dimension of its education and research programmes and its wide variety of disciplines.

At the ZHAW, students acquire innovation and research competencies not only by attending lectures but also by participating in research projects and writing their final theses. What role do emotions play in the testing of new technologies for user friendliness? This, for example, is a question that one Business Administration student investigated in her Bachelor thesis. A student in the Applied Linguistics MA programme observed and analysed the competencies involved in text revision. To do this, she tracked the writing processes of translators at work. These are just two examples of the kind of research students conduct at the ZHAW. Every year, approximately three thousand students finish their degree programme at the ZHAW with a Bachelor or Master thesis.

### Lifelong learning

Today, graduation from a university no longer means the end of education; lifelong learning has become an important asset. The ZHAW offers a wide range of continuing education programmes in all fields, including almost 50 Master of Advanced Studies programmes (MAS/EMBA), 220 Diploma and Certificate programmes (DAS/CAS) and various continuing education courses. In this way, the ZHAW gives university graduates as well as experienced professionals the chance to further develop their skills at any stage of their professional careers.



### A diverse range of options

→ **The ZHAW offers a very wide variety of degree and continuing education programmes. Some of them, such as the BA programmes in Aviation and Transportation Systems, are unique in Switzerland. Others, such as the International Management BA programme or the consecutive MA programme in Facility Management, are specifically tailored to international contexts. The ZHAW is the only university of applied sciences in Switzerland to offer degree programmes for translators and interpreters.**

# Conducting research for the benefit of society

## Swiss universities of applied sciences drive innovation: solutions from ZHAW researchers are of immediate use to society.

The ZHAW research profile is market-oriented and based on practical application. The ZHAW conducts research in collaboration with partners in business, industry and the public sector. The provision of high quality research facilities and a modern technological infrastructure is a high priority for the ZHAW senior management.

ZHAW researchers develop groundbreaking innovations that can be successfully implemented in practice. Together with partners from both the public and private sectors, they carry out several hundred projects with a total

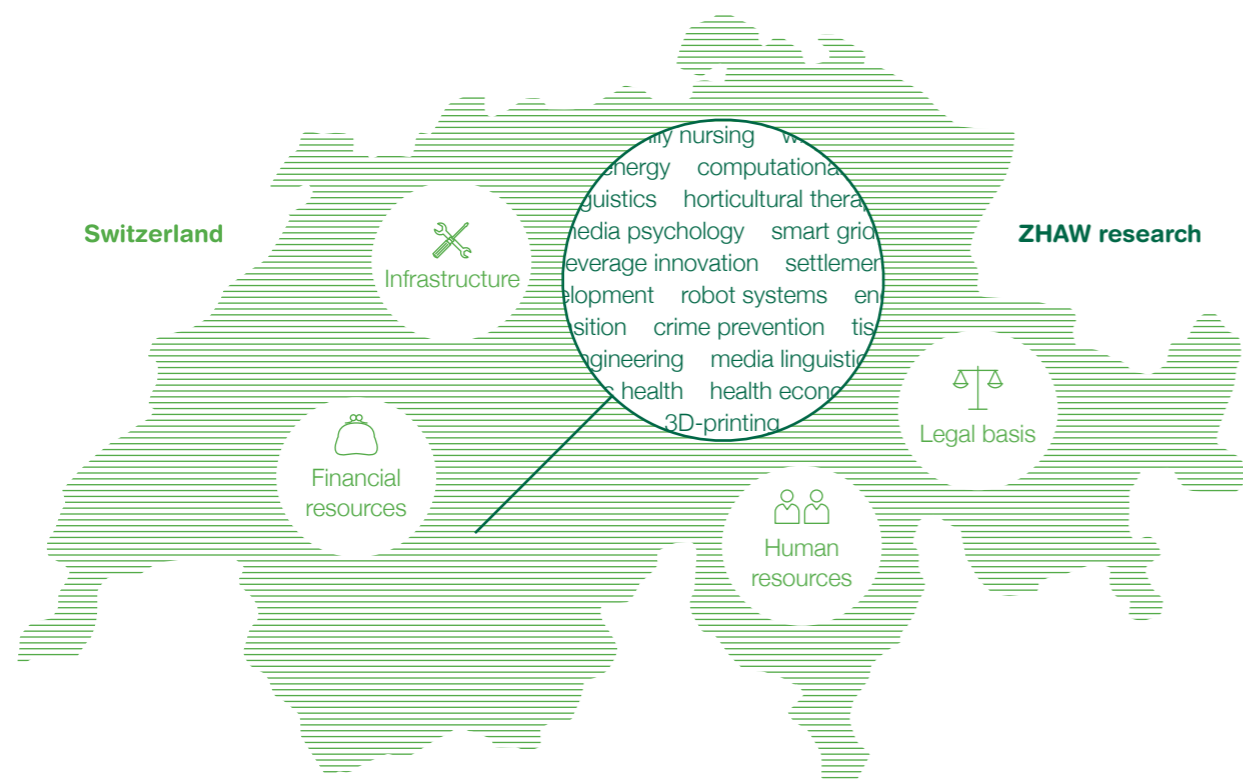
funding of about 116 million Swiss francs each year. The range of research topics is vast. It covers all the fields in which the ZHAW is actively involved: architecture, health, applied linguistics, social work, applied psychology, life sciences, facility management, engineering as well as business management and law.

Research activities at the ZHAW serve a variety of needs including product development and manufacture, analyses, evaluations, expert opinions, concept and feasibility studies, project support, procedure optimisation, measuring procedures, certifications, simulation,

and the setting up and leasing of test laboratories. These activities can take the form of student projects and theses, research contracts and services or long-term research and development projects.

### Enabling the energy turnaround

One of the ZHAW's strategic points of focus is energy research. Here, in particular, social challenges such as the energy turnaround require cooperation between different disciplines and interaction between different competencies, since long-term supply security involves a complex combination of socio-cultural, technological, economic and legal issues. The



strength of the ZHAW lies precisely in this interdisciplinary approach.

The ZHAW is on the way to becoming the leading Swiss university of applied sciences when it comes to energy research. The ZHAW is currently participating in four of the total of eight Swiss-wide energy research consortia, the Swiss Competence Centres for Energy Research (SCCER), and in two National Research Programmes ("Energy Turnaround" and "Managing Energy Consumption"). In addition, the ZHAW co-chairs the Competence Centre for Research in Energy, Society and Transition (SCCER CREST).

### On the frontline of energy research: solar ski lift

The ZHAW labs have already produced various innovative technologies in the field of energy research, such as the world's first solar-powered ski lift: solar panels are supported by cables and are automatically aligned with the position of the sun every ten minutes. In this way, they produce about 20% more power than fixed solar panels.

### Societal integration

By having societal integration as its other strategic focal point, the ZHAW wants to strengthen interdisciplinary research in further socially relevant fields. It aims to help better understand processes of integration and exclusion as a basis for finding solutions to societal challenges.

### A unique range of topics

Switzerland is a fertile ground for research: the necessary resources are available, and there is a good legal framework. At the ZHAW, scientists from more than 60 institutes and centres are conducting research on a vast range of topics and are increasingly working across disciplines to find solutions to complex problems in our society.

### The benefit of combining know-how from various fields

Given the growing complexity of modern-day problems in general, an interdisciplinary approach in science can prove to be of value. The ZHAW, which brings together many different disciplines and a wide range of specialist knowledge under one roof, has a particularly high potential in interdisciplinary research activities. This potential has already been tapped in some projects. For example, ZHAW researchers have been able to prove the positive influence of gardens on the elderly and on persons with dementia. The touch, smell and taste of plants generate and activate memories in a natural way – and this is exactly what dementia patients need. A manual written by ZHAW researchers from the School of Life Sciences and Facility Management and from the School of Social Work demonstrates how to explore this potential and opens up a new chapter in dementia care.

### The art of networking

Like education, research has also acquired an international dimension that is becoming increasingly important in the age of globalisation. Researchers in today's world are therefore expected to have not only practice-oriented and specialised know-how, but also networking skills. Since it is easier and more productive to foster relationships and discuss new ideas with existing contacts, the ZHAW is an active member of various international networks. For example, in 2011 it founded the International Network of Universities of Applied Sciences (INUAS) together with the universities of applied sciences of Munich and Vienna. Furthermore, the ZHAW is an active participant in the "Universities of Applied Sciences for Europe: Smart Partnerships for Regional Impact" initiative, founded in 2016.



### Home to innovation

→ **Members of the ZHAW regularly develop new ideas which turn out to be innovative business concepts at the same time. Research and development projects may therefore result in the founding of independent start-up companies. The range of innovations is very wide: while one company has developed an innovative method for the contact-free measurement of surface coating or for the detection of skin cancer, another company offers a self-contained system for urban vegetable growing and fish farming. Such ideas are met with enthusiasm in Switzerland and beyond its borders as well.**

# Contacting us

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Through research in close cooperation with business and industry, the ZHAW stays on track with current technological and socio-economic issues.

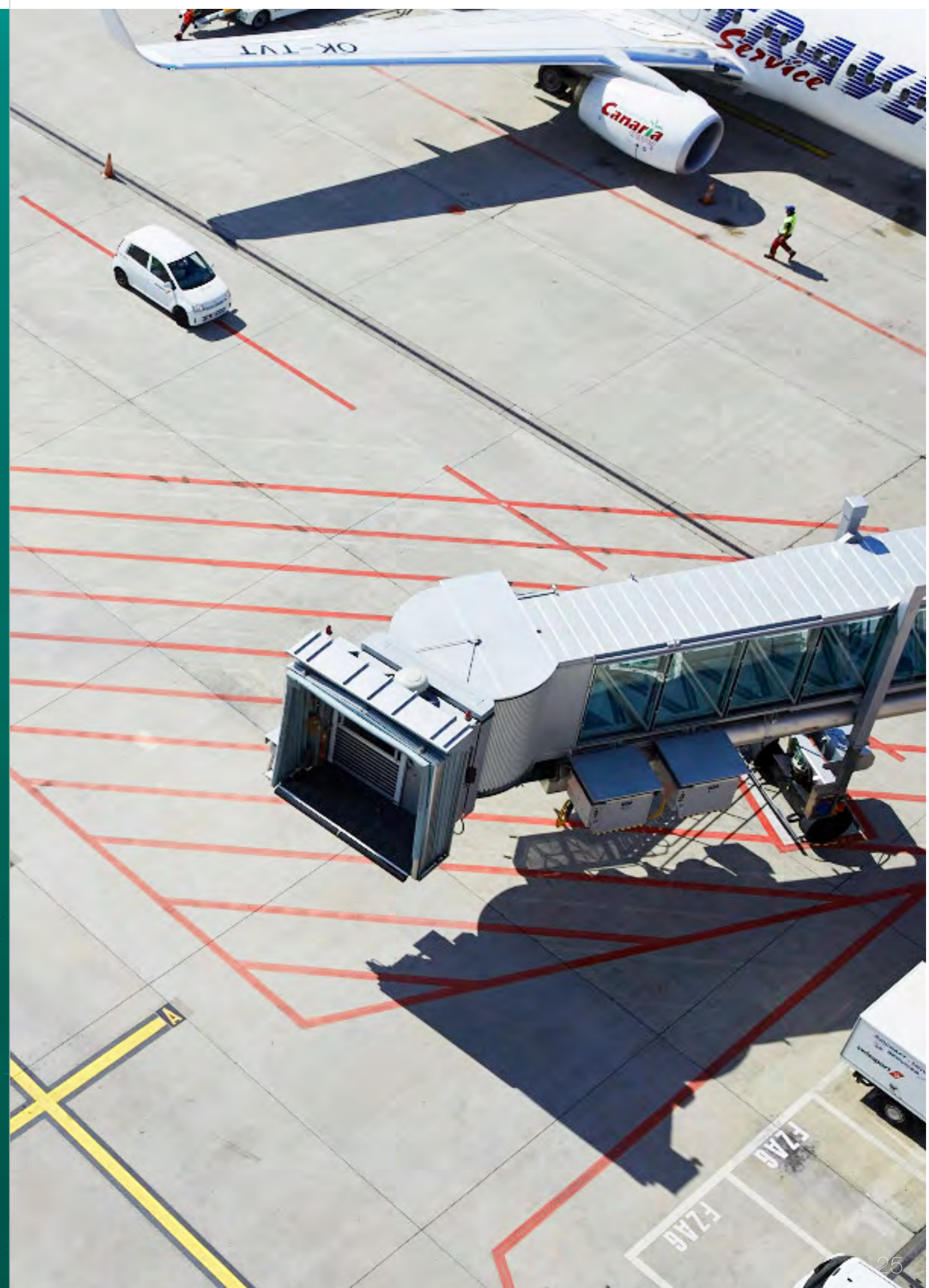
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**In the heart of Europe**

The Greater Zurich Area is the economic hub of Switzerland and a main economic centre in Europe. The economic region surrounding the financial capital of Zurich employs around 1.5 million people in about 150,000 companies and is renowned for being a very multilingual and international business environment with a highly-educated, technically-oriented workforce.





**International network**  
The ZHAW is not only very well connected through public transport: it also attaches great importance to international teaching and research networks and maintains partnerships and close contact with 420 universities on five continents.

Zurich University  
of Applied Sciences

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