

# MSc Global Business Management

**Global Outlook, Swiss Quality.** Study in Zurich, Switzerland’s largest city and a global hub for business, finance, innovation, and services. Zurich consistently ranks among the world’s top cities for quality of life and career opportunities. Home to multinational corporations, global banks, consultancies, luxury brands, and start-ups—you will enjoy exposure to how international service businesses operate in real life. With a diverse population and strong international community, Zurich offers the ideal environment to develop cultural awareness, professional confidence, and an international business perspective.

### Campus



Lucerne



Zurich

### Why Choose this Programme?

- go beyond generic business theory and focus on how value is created in service industries like hospitality, luxury, tourism, and customer–experience–driven brands.
- build skills employers want and need —strategic thinking, teamwork, leadership, communication, and problem–solving.
- easily travel across Switzerland and Europe, making cultural experiences, and international exploration part of your student life.

### Diverse Career Opportunities

Graduates of the MSc Global Business Management are positioned for management roles across a wide range of service sector business including marketing and branding, consultancy, hospitality, customer relationships, operations and service quality, and start-ups.

### Programme Highlights

- 1 year intensive Masters with applied and experiential focus
- professional, city–based study environment that mirrors the global business world you’re preparing to enter.
- work confidently across cultures—an essential skill for international service–sector careers.

### Entry Requirements:

- Bachelor degree in any discipline
- English B2/IELTS 6.0 or equivalent

### Intake

Lucerne: from 17 August 2026  
Zurich: from 16 November 2026

### What You Will Study

1 <sup>st</sup> Semester // 6 months on campus
International Business Law
Advanced Accounting for Decision Makers
Business Ethics for Global Enterprises
Leadership in Business
International Human Resource Management
Marketing and Branding in a Digital Society
Strategic Business Management
Research Methods
2 <sup>nd</sup> Semester // 6 months on or off–campus
Masters Business Research Project
Optional internship in Switzerland or abroad

Awarded in partnership with

 **ROBERT GORDON**  
UNIVERSITY ABERDEEN

**B.H.M.S.<sup>+</sup>**  
Business & Hotel  
Management School