

# THE **AUS** CAREER --- **BLUEPRINT**

**Navigate the Swiss & EU  
job market with confidence.**



# Five sectors driving European growth in 2026

**01****Data Analytics & AI**

"Data-driven decision making" and "AI literacy" are top 5 skills employers recruit for.

**02****Finance & FinTech**

Rapid adoption of blockchain and automation requires leaders for emerging markets.

**03****Healthcare Management**

Fastest-evolving sector driven by aging populations and digital health innovation.

**04****International Business**

Global operations expertise is essential in an economy rewarding adaptability.

**05****Digital Marketing**

Digital transformation drives demand for strategic brand and technical expertise.

## Market Opportunity: Data & AI

# Organizations across all sectors demand data-driven leaders

### Universal market driver

Data is at the heart of modern business. From finance to fashion, organizations leverage analytics and AI for smarter decisions and operational efficiency.

### Critical skill gap

LinkedIn's 2025 Workforce Report identifies "data-driven decision making" and "AI literacy" as top 5 skills employers are actively recruiting for.

### High-value roles

Demand is surging for Data Analytics Managers, AI Strategy Consultants, and Business Intelligence Directors.

# CHF 130k

### Salary potential

Annual salary for mid-level analytics managers with MBA in Switzerland.

# Top 5

### Employer priority

"AI Literacy" ranked among most in-demand skills for 2026.

The AUS Solution

# MBA in Data Analytics

Advanced Tools

+ Global management perspective

**Curriculum integration**

Combines business analytics, data interpretation, and AI strategy to bridge the gap between technology and executive leadership.

**Career outcomes**

Prepares graduates for high-demand roles:

Digital Transformation Consultant, AI Project Lead, and Data-Driven Strategy Manager.

Students get a return on investment in 18 to 24 months.

*"Master degrees in finance and data analytics provide the most lucrative opportunities."*

Source: AUS Graduate Data 2024; AUS Academic Catalog 2026



Market Opportunity: Finance

# Finance sector rapidly embracing FinTech, blockchain, and digital assets

## Market Transformation

The sector is evolving beyond traditional banking at an unprecedented pace. European institutions are reimagining services through:

- Automation & AI-driven models
- Blockchain integration
- Data Science applications

## The Leadership Gap

A critical shortage exists for professionals who can bridge the gap between legacy financial systems and emerging technologies. Employers need leaders who understand both **traditional finance** and **digital innovation**.

## The Reward

# CHF 150k

Top-tier salary potential for MBA-qualified financial analysts and advisors.

- FinTech Product Manager
- Investment Analyst
- Risk & Compliance Manager

The AUS Solution

# AUS Finance MBA: From traditional banking to FinTech leadership

## Curriculum integration

A strategic blend of traditional financial management, risk analytics, and emerging FinTech technologies (blockchain, digital assets).

## Competitive edge

Graduates combine deep analytical expertise with the international perspective required for global finance leadership.

## Strategic market access

Direct access to Switzerland's major banking centers and Europe's rapidly growing FinTech ecosystem.



## Career outcomes highlights:

- Investment Strategist
- Risk & Compliance Executive
- Financial Analyst
- FinTech Operations Manager

# Europe's healthcare sector: fastest-evolving industry demands strategic leaders



Digital Health Innovation

## Market drivers

Aging populations and rapid digital health innovation are reshaping the sector, creating urgent demand for efficiency and modernization.

## The skill gap

High demand for "hybrid" administrators who can bridge medical expertise with business strategy and financial acumen.

## Strategic challenge

Leaders must balance financial sustainability with improved patient care outcomes in a complex regulatory environment.

Salary potential (Switzerland)

# CHF 100k – 150k+

For Senior Hospital Administrators & Health Tech Leaders

The AUS Solution

# Business acumen meets global health innovation

The AUS MBA in Healthcare Administration equips professionals to balance financial sustainability with patient care outcomes, bridging the gap between medical expertise and business strategy.

## Strategic operations

Optimizing hospital and clinic workflows for efficiency and care quality.

## Digital health

Leading digital transformation and health tech integration.

## Financial management

Ensuring sustainability in both public and private health systems.

## Global perspective

Understanding international health policies and market trends.

### Graduate Career Outcomes

Healthcare strategy consultant

Clinical operations manager

Digital health project lead



Market opportunity: international business

# Global operations expertise: essential skill for European leadership

## The connected marketplace

As borders blur, the ability to manage international teams and cross-border operations is an increasingly prized skill.

## Employer demand

European companies seek graduates with international finance knowledge, cross-cultural management skills, and global trade expertise.

## Strategic importance

Adaptability and global vision are essential in the 2026 economy.

Salary potential

**CHF 110k – 140k**

## Typical roles:

Intl. Business Manager  
Global Operations Director



The AUS solution

# AUS International Business MBA

Global strategy + cross-cultural leadership

## Curriculum integration

A deep dive into global strategy, international marketing, intercultural negotiation, and international finance.

## Competitive edge

Graduates develop the unique ability to combine analytical business discipline with the cultural intelligence required for global operations.

### Target career outcomes

Intl. Business Manager

Trade Consultant

Global Operations Leader

Supply Chain Director

Source: AUS Graduate Data 2024; AUS Academic Catalog 2026



Market opportunity: Digital Marketing

# Digital transformation needs strategic vision

- 01 The strategic shift**  
Beyond social media: leaders must drive revenue through integrated digital ecosystems.
- 02 Data & AI integration**  
Marketing now requires AI personalization, analytics, and clear ROI attribution.
- 03 The talent gap**  
Shortage of hybrid marketers who pair creative storytelling with financial accountability.

Salary potential

**CHF 110k – 140k**

Typical roles

Digital Marketing Director  
Brand Strategy Lead

Source: AUS Blog "The 5 Most Sought-After MBA Specializations in Europe for 2026" (Nov 2025)



The AUS Solution

# Strategic Brand & Digital Marketing MBA

Bridging creative strategy with data-driven execution

## Curriculum integration

Combines consumer psychology and brand management with hard skills in digital analytics, AI marketing tools, and ROI measurement.

## Competitive edge

Graduates are not just "marketers" but growth strategists capable of leading digital transformation initiatives.

### Target career outcomes

**Brand Manager**

**Digital Strategy Director**

**Growth Marketing Lead**

**CMO (Chief Marketing Officer)**

Why AUS Graduates Succeed

# Verified institutional excellence

## #2 Switzerland

### QS World Rankings 2026

Ranked #2 in Switzerland and #200 Globally for Business Masters.

# 86%

### Employment rate

Graduates employed within 3 months of completion.

# 1:7

### Faculty ratio

Personalized mentorship from industry experts.

# 20 Max

### Class size

Ensuring engagement and networking quality.

# 41

### Nationalities

A truly global cohort for cross-cultural fluency.



# Your 2026 career path starts Here

Don't just watch the market evolve. Lead it.

1

**Select**

Choose the specialization aligned  
with your career goals.

2

**Apply**

Submit your application for the  
upcoming intake.

3

**Launch**

Prepare for global leadership

**APPLY NOW AT [WWW.AUS.SWISS](http://WWW.AUS.SWISS)**

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JANUARY 2026

## Data Integrity

# Verified sources & references

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## Institutional data

### QS World University Rankings 2026

Official ranking data confirming #2 in Switzerland and #200 Globally for Business Masters.

### AUS graduate data 2024

Internal institutional data verifying 86% employment rate, 1:7 faculty ratio, and student demographics.

### Salary 2026 forecast

Eurostat's salary reports

## Market intelligence

### AUS market research (Nov 2025)

"The 5 Most Sought-After MBA Specializations in Europe for 2026" - Sector growth analysis.

### LinkedIn workforce report 2025

Data on top 5 in-demand skills (AI Literacy, Data Decision Making) and recruitment trends.

### Think MBA salary benchmarks (Oct 2025)

Comparative salary data for MBA graduates in Switzerland vs. EU markets.

### Career Average Salaries

# AUS graduates:

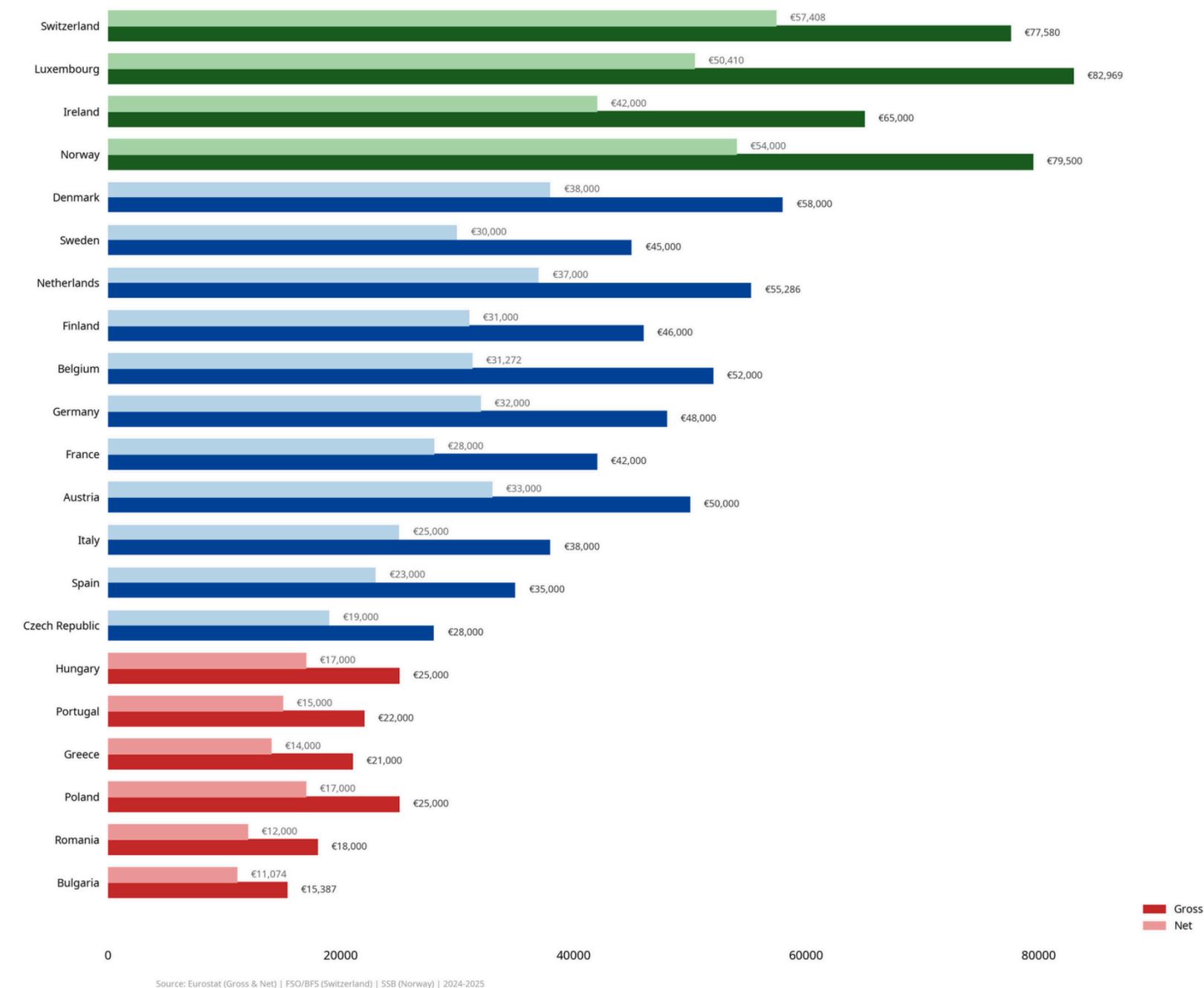
Approx. European Salary Landscape 2025-2026 for AUS  
Mid level Career Average Salaries by Country (EUR)

## Bachelor Specializations

1. Accounting
2. Business Management
3. Healthcare Administration
4. Human Resource Management
5. Integrated and Digital Marketing
6. International Business
7. Sports Management – Athletic Administration
8. Sports Management – Sports Marketing

## Master Specializations

9. Aviation Management
10. Data Analytics
11. Finance
12. Healthcare Administration
13. Human Resource Management
14. International Business
15. Leadership & Change
16. Sports Management
17. Strategic Brand & Digital Marketing



# Get in touch to assess your profile

## #2 Switzerland

Ranked #2 in Switzerland by QS

## 20 students per class

20 students max per class

## 35+ year

Multinational cohort

## 40+ nationalities

Class diversity and peer learning

## 1:7 staff ratio

Multinational cohort

## 86%+ employment

86% of students get a job in less than 3 months of graduating

The AUS Edge

 **24-hour admissions answer:** Get an answer in 24 hours if you have been accepted.

 **Application:** Easy application process

 **Career Paths:** get a global degree for full flexibility, strengthening your skill set and knowledge to seek a career in Europe or the U.S.



**92%** Employer Excellence Rating

**86%** Employed 3 months

*"The world is your market. An AUS International Business degree opens doors from Zurich to Singapore to New York."*

JANUARY 2026



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Application fee waiver code  
valid until September 2026

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