

# AUS

American Institute  
of Applied Sciences  
in Switzerland

## Master's Degree in Business Administration

*Education with global aspects*



**AT THE FOREFRONT OF**  
**BUSINESS**  
**EDUCATION**

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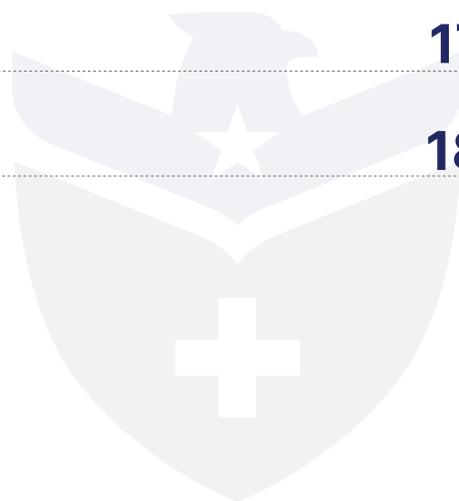




Photo location: The Swiss Riviera

# A WORD FROM THE PRESIDENT

"It is my honor to welcome you to the American Institute of Applied Sciences in Switzerland (AUS). You are joining a special community of global citizens who seek to gain knowledge, skills, and experiences to make a positive impact in the world."

Dr. M. El Khansa  
President



## ➤ HISTORY

**1963** The history of the American Institute of Applied Sciences in Switzerland (AUS) dates back to 1963 with the founding of the American College of Switzerland (ACS). The vision behind ACS was to blend the strengths of American higher education - particularly its innovative and practical approach - with Switzerland's renowned dedication to precision and academic rigor.

**1991** In 1991, continuing this legacy, four distinguished faculty members from ACS established the American Graduate School of Business (AGSB) in Montreux, Switzerland. AGSB quickly grew in both size and reputation, prompting a move in 1992 to La Tour-de-Peilz to accommodate the expanding student body. This new location allowed for more specialized programs and a broader academic reach, further elevating its position in international business education.

In line with its commitment to staying at the forefront of educational innovation, the institution rebranded as the American Institute of Applied Sciences in Switzerland (AUS). This shift symbolized its evolving mission to offer cutting-edge specializations and applied sciences programs, ensuring that students are equipped with the practical skills needed for a globalized world.

**2024** Today, the AUS campus can accommodate up to 400 students, offering a dynamic, multicultural learning environment. Its transformation over the decades reflects the institution's dedication to growth, reinvention, and maintaining its reputation as a leader in international education.

## ★ MISSION

AUS equips its students pursuing a degree in international business with the knowledge, skills, and tools necessary to make a significant contribution to the development and success of any business organization. Through practice-oriented studies based on the application of scientific methods, research and development, AUS graduates will be prepared to become competent and confident leaders in the business world.

## 🔗 VISION

Our vision is to build a reputation as a prestigious and well-known private higher education institution in Switzerland that attracts students and faculty from all over the world.



# ABOUT AUS

## ➤ AUS IN NUMBERS

<b>33+</b>	<b>Years of Excellence</b>	<b>&gt;70%</b>	<b>Of graduates find employment within the first 6 months of graduation</b>
<b>40+</b>	<b>Nationalities on Campus</b>	<b>&gt;80%</b>	<b>Of graduates confirm that their occupation is related to their studies</b>
<b>1:7</b>	<b>Faculty to Student Ratio</b>	<b>34%</b>	<b>Of graduates are self-employed after graduation</b>
<b>16</b>	<b>Business Specializations</b>	<b>&lt;20</b>	<b>Students per Class</b>

## ➤ QS WORLD UNIVERSITY RANKING



## ➤ LOCATION

AUS is situated in the heart of the Swiss Riviera, along the shores of Lake Geneva, in the charming city of La Tour-de-Peilz, home to 12,000 residents. The city offers a vibrant lifestyle with a wide array of sporting, social, and cultural activities, as well as all essential shops and services. The nearby cities of Lausanne and Geneva are easily accessible by public transportation.





# Master's Degree in Business Administration



*Dual Degree*



# PROGRAM OVERVIEW

Our Dual Master's Degree in Business Administration is designed to equip students with a robust foundation in core business functions, including marketing, finance, operations, and strategy. Through this program, you will gain a holistic understanding of business administration while having the opportunity to specialize in a field that aligns with your career aspirations, such as Accounting, Sports Management, or International Business.

Entry Dates: September, January, April  
Duration: 2 Years  
Structure: 6 Academic Terms  
Study Mode: Full-Time

Credits: 90 CH | 120 ECTS  
Language: English  
Tuition & Fees: CHF 8'350.- per term  
Location: La Tour-de-Peilz, Switzerland

## ➤ KEY FEATURES



### Two Degrees - One Program

Graduate with a Master of Science in International Business Administration (MIBA) from AUS in **Switzerland** and a Master of Business Administration (MBA) from Tiffin University in the **United States of America**, enhancing your credentials and global employability.  



### Specialization Options

Choose from a variety of specializations offered by Tiffin University, ensuring your education is tailored to your interests and career goals.



### Global Perspective

Benefit from a curriculum that integrates international business practices, preparing you for leadership roles in a globalized economy.



### Flexible Learning

Experience a blend of on-campus courses at AUS and online courses from TU, providing flexibility and a diverse learning environment.

## ➤ PROGRAM STRUCTURE

Master Courses	#	CH	ECTS
AUS Core	15	45	60
AUS Elective	2	6	8
TU Core	10	20	30
TU Specialization	4	12	16
Capstone	-	9	12



Photo location: The AUS campus

# DUAL DEGREE SPECIALIZATIONS

## 2 DEGREES IN 2 YEARS

Earn a Degree from Switzerland  
and a Degree from the  
United States of America



### Aviation Management

The Aviation Management specialization equips students with essential knowledge and skills to accelerate their aviation careers. Grounded in advanced business theory and experiential learning, and taught by industry experts, this MBA program offers a comprehensive, hands-on experience in the aviation field.

### Data Analytics

The Data Analytics specialization equips you to analyze, interpret, and integrate data into high-level organizational strategy. The specialization focuses on decision-making skills across areas like statistics, finance, economics, IT, policy, ethics, law, globalization, and marketing.



### Finance

The Finance specialization builds on the MBA core with a focus on economic and financial practices. The specialization covers local, national, and global markets, including stocks, bonds, commodities, and investments. This degree prepares you for careers in financial management, whether independently or with corporations, banks, nonprofits, or investment agencies.

### Healthcare Administration

The Healthcare Administration specialization prepares you to become a leader in the healthcare system. Covering core business practices like finance, human resources, and marketing management, the program equips you with the knowledge, decision-making tools, and technologies needed to excel as a healthcare administrator.





## Human Resource Management

The MBA with a Human Resource Management specialization equips you with the skills to tackle the challenges of modern HR professionals. You'll learn the latest theories and practical applications to attract and develop talent, organize the workplace, manage company pressures, and create innovative, human-centered employee experiences.

## International Business

The International Business specialization equips you with the skills needed to succeed in a globalized business environment. You'll explore international markets, trade regulations, and cross-cultural management, preparing you to navigate global challenges and develop effective strategies for international operations.



## Leadership and Change

The Leadership & Change specialization offers a broad organizational perspective with practical applications. The specialization focuses on ethical decision-making, global perspectives, and technology, covering leadership, behavior, change dynamics, systems thinking, negotiations, and conflict resolution to prepare you as a well-rounded business professional.

## Sports Management

The Sports Management specialization maximizes convenience while enhancing students' marketability and business skills. Faculty assist students in connecting with a growing alumni network in sports and an extensive list of industry contacts with professional ties to the program.



## Strategic Brand and Digital Marketing

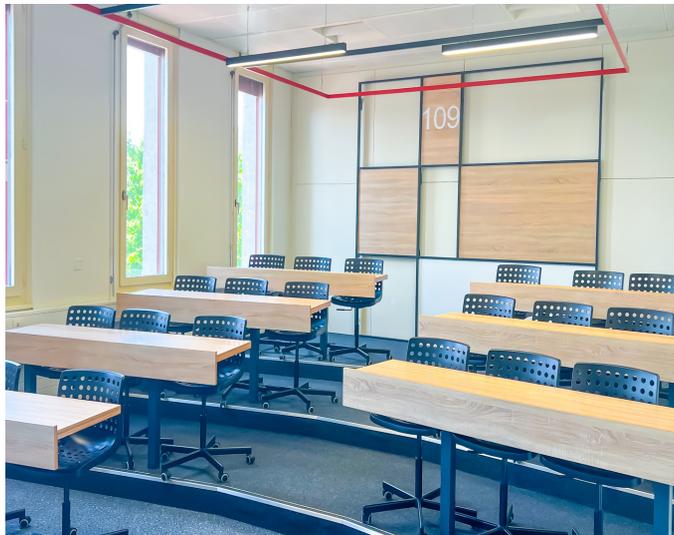
The Strategic Brand & Digital Marketing specialization builds on your MBA foundation, deepening your marketing knowledge. You'll learn techniques to enhance exposure and market position, focusing on strategic brand management, global marketing, and international practices.

# AUS CAMPUS

Our campus is an oasis of learning, blending modernity with natural beauty. Set against the backdrop of majestic mountains and the serene shores of Lake Geneva, AUS offers students an inspiring environment conducive to both academic achievement and personal growth.

Our state-of-the-art facilities and classrooms ensure that students have the resources needed to excel in their chosen fields.

With a commitment to sustainability, our eco friendly campus aligns with the values of environmental responsibility, providing students with a harmonious and forwardthinking atmosphere for their academic journey.



## ▶ SHAPING RESPONSIBLE DECISION-MAKERS FOR SUSTAINABLE DEVELOPMENT



At AUS, sustainability is at the core of our mission. We are committed to integrating sustainability initiatives throughout our campus and embedding sustainable practices into our teaching methods.

By collaborating with various associations and non-profits, we actively integrate sustainability into our classrooms, ensuring that we provide future leaders with the skills needed to balance economic and sustainability goals while emphasizing the Sustainable Development Goals (SDGs). We equip our students with the understanding and ability to deliver meaningful change for a better tomorrow.



**PRME** Principles for Responsible Management Education

*an initiative of the United Nations Global Compact*

# WHY STUDY AT AUS



## Classroom Experience

Experience unparalleled classroom environments at AUS, where cutting-edge business settings redefine your learning journey. With intimate class sizes and an exceptional faculty-to-student ratio of 1:7, every student enjoys personalized attention and engagement.



## Top-Tier Faculty

At AUS, our lecturers are business practitioners who bring years of invaluable experience to the classroom. What students learn is directly drawn from the dynamic realm of real-world business environments.



## Multicultural Environment

Since 1991, fostering multicultural diversity has been our core mission. AUS proudly hosts a vibrant campus representing over 40 different nationalities, creating a truly international atmosphere.



## Industry Exposure

Throughout the year, our academic and administration teams organize a diverse array of industry visits. AUS is uniquely positioned with close proximity to global corporations like Nestle, Hublot, the United Nations, Swiss Post, and the International Olympic Committee, making it a paramount English-language institution in Switzerland for invaluable industry exposure opportunities.



## Certifications

AUS collaborates with world-renowned companies such as IBM and Apple, allowing students to earn professional certifications alongside their degree. This allows them to stand out and be prepared in the job market after graduation.



## Student Services

The Student Services team works with students on a one-to-one basis to assist them with practical and professional information such as:

- Integration and orientation information
- Academic counseling
- Student accommodation
- Health insurance
- Residence permits



## Global Alumni Community

AUS has an international alumni network that fosters networking and supports current students with their studies and career.



## International Network

Our extensive network plays a crucial role in helping current students and alumni secure internships and advance their careers, while also facilitating the expansion of students' professional networks.



## Extracurricular Activities

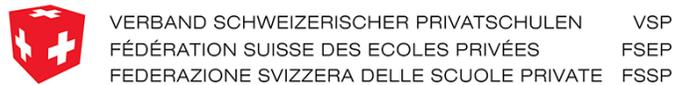
At AUS, we embrace a holistic approach to education. Beyond the classroom, our staff and students unite to organize a diverse range of events throughout the year. These activities foster lasting friendships and create enduring memories, enhancing the university experience.



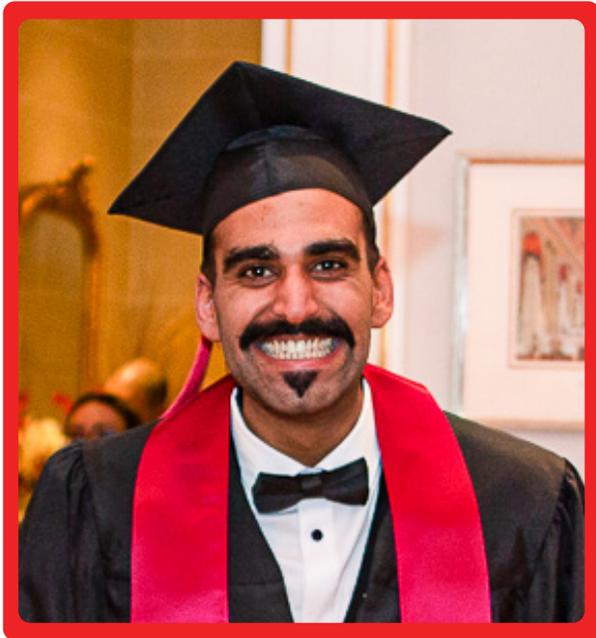
Authorised  
Training Centre  
Education



# ACCREDITATIONS AND RECOGNITIONS



# STUDENT TESTIMONIALS



**Yazan Jamjoom**  
Saudi Arabia

“My time at AUS has been transformative, thanks to the vibrant global community I became a part of. Meeting people from diverse cultures has been an invaluable learning experience, teaching me how to connect with others and navigate cultural sensitivities with respect.

AUS’s focus on practical education has enriched my skills through internships, projects, and fieldwork, ensuring I’m well-prepared for the real world. The university also fosters a strong sense of belonging with well-organized events that build lasting connections and memorable experiences.

The approachable staff and inspiring success of AUS graduates have further enhanced my journey. Overall, AUS has provided me with personal growth, cultural immersion, and the practical tools I need for my future.”

“My name is Javiera and I am an Aviation Management student coming from Chile. My time in Switzerland has not only allowed me to focus on my studies but also travel around Switzerland and Europe. AUS is one of the best institutions in Aviation Management in Europe, and I like the fact that you have the opportunity to learn more in both Management and Aviation. What I like about AUS is that there are students from all over the world and classes are very diverse.

The industry exposure that AUS provides has also been important for me and has allowed me to see what happens in the actual companies rather than just studying about it. As part of my specialization, I had the opportunity to visit various airports across Switzerland and meet and network with their respective CEOs and teams. The degree and connections made here in Switzerland also allowed me to secure an internship with the airline Swiss.”



**Javiera Jara**  
Chile

At AUS we are committed to providing our students with a comprehensive career roadmap, practical tools, and resources relevant to the Swiss and global marketplaces. We aim to help every student achieve their professional aspirations while providing a supportive environment that nurtures their unique strengths and passions.

## THE ROLE OF THE CAREER SERVICES

### **Career Development Workshops**

Our workshops cover crucial topics that prepare students for their future careers. These sessions address vital issues such as career roadmaps, Swiss work regulations, personal branding, and discussions on various career pathways. The workshops are crafted to equip students with the knowledge and skills they need to succeed in the dynamic business environment.

### **Personal Career Coaching**

We offer individual meetings with experienced career coaches who provide personalized guidance tailored to each student's needs. These sessions include personality assessments, CV and cover letter reviews, and interview preparation. Our coaches help students identify their strengths and areas for improvement, ensuring they are well-prepared for the job market.

### **Networking**

Networking is a crucial component of career success, and we facilitate connections with AUS alumni, professional organizations, and industry leaders through events and membership opportunities. These connections provide valuable insights, mentorship, and potential job opportunities, helping students build a strong professional network.

### **Employability Skills Development**

At AUS, we focus on developing hard and soft skills essential for career success. We link academic skills to professional projects, incorporating tools like communication strategies, time management, and AI technologies. This approach enhances students' employability and prepares them to meet the demands of the modern business landscape.

### **Community Engagement**

Community engagement is a vital aspect of our career services. We offer students opportunities to engage with local communities through volunteering activities that enrich their resumes and networks. These experiences benefit the community and provide students with valuable insights and skills that enhance their personal and professional development.

### **Industry Connections**

Throughout the year, we organize various industry visits to corporations around Switzerland, such as Nestlé, Hublot, the United Nations, Swiss Post, the International Olympic Committee, and many more.

Through our AUS Speakers Series events, students are offered the opportunity to connect and interact with accomplished industry experts and alums.



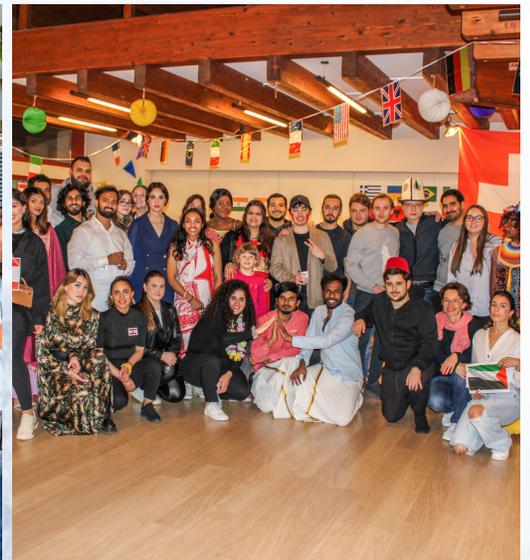
# STUDENT LIFE

The hub of campus life at AUS is our student houses - Sharks, Tigers, and Eagles. Students and faculty run the clubs, which exemplify the energetic and creative atmosphere that runs throughout our institution.

The houses organize a variety of social activities both on and off-campus including sports events, barbecues, trips, quiz nights and networking events.

Being an active member of a house offers rewarding opportunities to meet new people and refine skills such as organization, teamwork, and communication outside of the classroom setting.

Our Student Ambassadors and Student Affairs team organize various activities throughout the year such as ski trips and tours around Switzerland.



# STUDENT HOUSING

The American Institute of Applied Sciences in Switzerland offers a diverse range of **fully-furnished student accommodations** in La Tour-de-Peilz and Vevey, within walking distance from the AUS campus, catering to various budgets and needs, ensuring a stress-free experience during your studies.

To facilitate a seamless transition, we advise all new students planning to study at AUS to arrive in Switzerland at least seven days before the start of their courses. This window allows ample time for students to settle into the area before classes kick off.

## ➤ SINGLE ROOMS



## ➤ SHARED ROOMS



# GENERAL ADMISSION

## ➤ ADMISSION PROCESS



### Contact Us

- +41 (0) 21 944 95 01
- info@aus.swiss
- www.aus.swiss

Have questions or need help?  
Reach out to our Student Advisors!



## ➤ ACADEMIC YEAR

AUS operates on a term system. The academic year usually begins in September and ends in July with three academic terms (Fall, Winter and Spring).

- **Fall Term:** September to December
- **Winter Term:** January to April
- **Spring Term:** April to July

There are twelve weeks of study per term with examination periods occurring in the middle and at the end of each term.

## ➤ APPLICATION DEADLINES

AUS operates on a rolling admissions basis, which requires that completed application materials as well as all academic records and the applicable fees be received before the start of each term.

# LUNAJETS

*exclusive collaboration with*



## AUS

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*Driving global business excellence*

