

# AUS

American Institute  
of Applied Sciences  
in Switzerland

## **Bachelor'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.



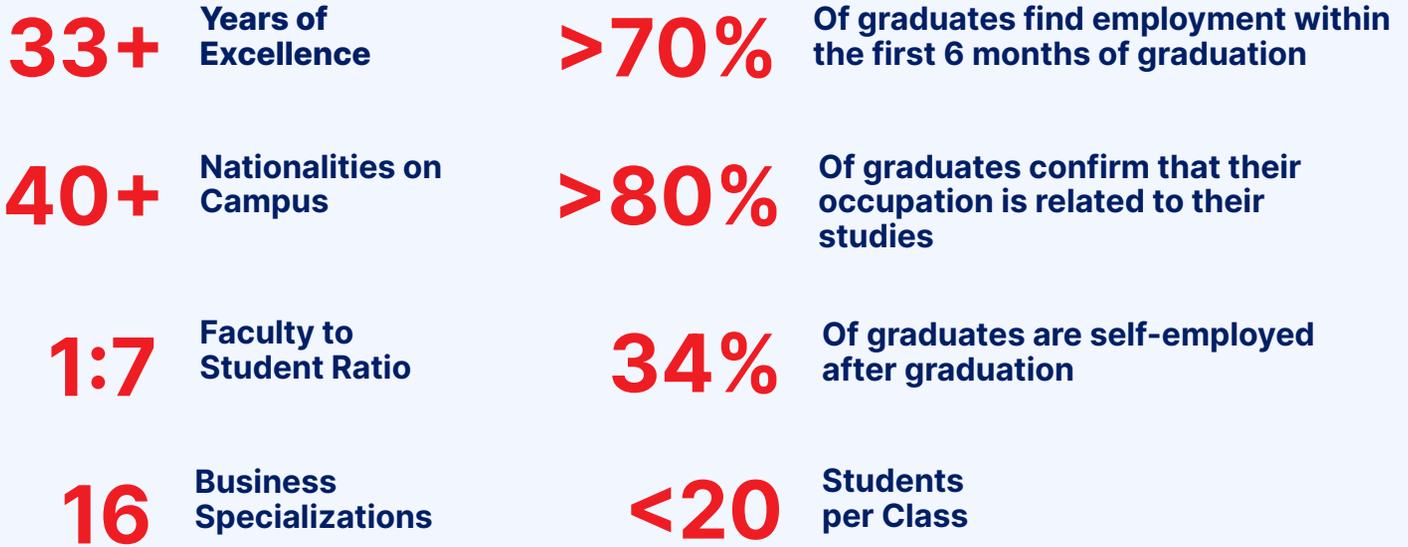
## VISION

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



## ➤ 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.





# Bachelor's Degree in Business Administration



*Dual Degree*



# PROGRAM OVERVIEW

Our Dual Bachelor'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: 3 Years  
Structure: 9 Academic Terms  
Study Mode: Full-Time

Credits: 135 CH | 180 ECTS  
Language: English  
Tuition & Fees: CHF 9'350.- per term  
Location: La Tour-de-Peilz, Switzerland

## ➤ KEY FEATURES



### Two Degrees - One Program

Graduate with a Bachelor of Science in Business Administration (BSBA) from AUS in **Switzerland** and a Bachelor of Business Administration (BBA) 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

BSBA Courses	#	CH	ECTS
AUS Core	27	81	108
AUS Elective	5	15	20
TU Core	10	30	40
Capstone: Business Plan	3	9	12



Photo location: The AUS campus

# DUAL DEGREE SPECIALIZATIONS

## 2 DEGREES IN 3 YEARS

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



### Accounting

The Accounting specialization will provide you with a solid understanding of accounting principles and techniques, as well as the key decision-making and problem-solving skills used in a challenging and fulfilling career as a professional accountant.

### Business Management

The Business Management specialization will equip you with the knowledge and skills to confidently and successfully manage in today's fast-paced, global business environment. The Business Management specialization takes a generalist approach and focuses on skill development and managerial problem-solving.



### Healthcare Administration

This specialization is designed to provide you with the knowledge, skills and competencies necessary for managing in the 21st century healthcare industry. Healthcare managers must have expertise not only in healthcare, but also a working knowledge in key business areas such as operations, accounting, marketing, leadership, strategy and more.

### Human Resource Management

This specialization equips individuals with the skills needed to impact the workforce, covering areas like employee acquisition, training, appraisals, labor laws, evaluations, compensation, safety management, and employee well-being. Whether in a multinational or a small business, this program prepares you to make a difference in managing people and workplaces.





## Integrated and Digital Marketing

The Integrated and Digital Marketing specialization provides a holistic approach to the discipline. Emphasis is on the development and implementation of marketing strategies and on the effective use of the marketing mix.

## International Business

The global world of business is rapidly growing and ever-changing. The International Business specialization will prepare you for the opportunities of doing business in a complex and fascinating global economy. You will acquire a solid foundation of knowledge in international finance, marketing, trade, and management.



## Athletic Administration

This specialization is designed to help you build a solid base of knowledge in the core areas of business, while at the same time learning the principles and practices of sports administration. Classes cover all aspects of the field and are taught by industry-savvy instructors and enhanced by real-world experiences.

## Sports Marketing

This specialization is designed to provide you with the management and marketing fundamentals you'll need to launch or enhance a sports business career. The courses cover all aspects of sports marketing and allow you to gain practical insights into the world of sports marketing, as well as professional connections – all part of a hands-on, real-world sports marketing education.

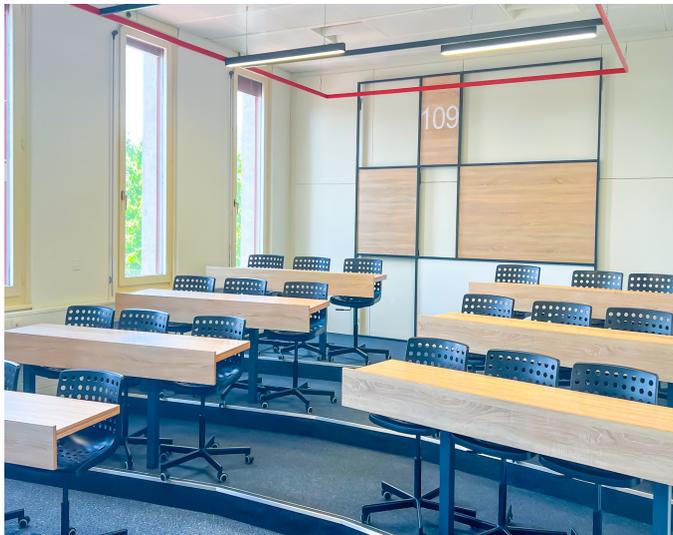


# AUS CAMPUS

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-renown companies such as the 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

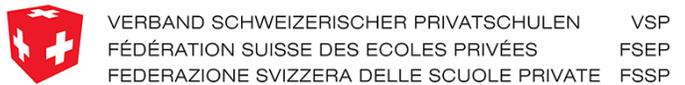
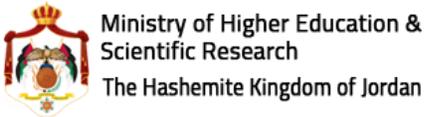
At AUS, we embrace a holistic approach to education. Beyond the classroom, our staff and students unite to organize a diverse range of events throughout the year. These activities foster lasting friendships and create enduring memories, enhancing the university experience.



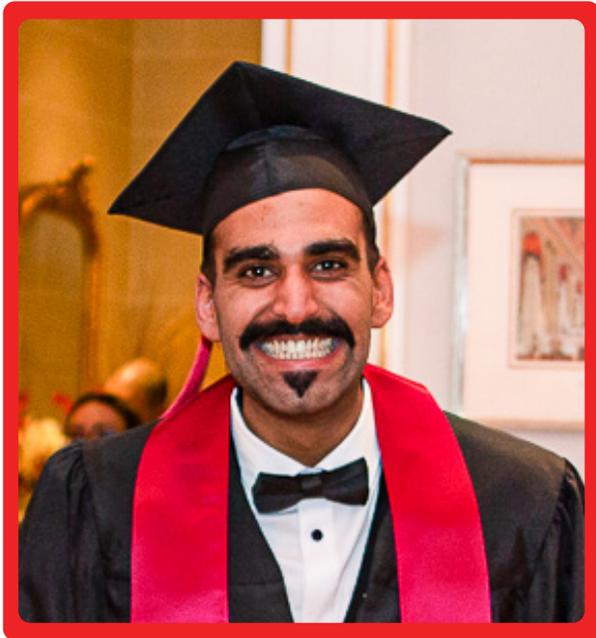
Authorised  
Training Centre  
Education



# 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.”

“When choosing a business school for my bachelor’s degree, I knew I wanted a small institution with a personalized approach where professors would take the time to understand each student’s needs. This desire for individualized education led me to AUS.

From the start, AUS stood out for its commitment to personalized learning. Professors weren’t just educators—they became mentors who genuinely cared about my progress. They were always available to ensure I fully grasped the material, making my academic journey both enriching and supportive.

AUS’s emphasis on practical learning further enhanced my experience. Through real-world case studies and hands-on projects, I was able to apply my knowledge in meaningful ways, preparing me for future success. I would highly recommend AUS to anyone seeking a truly tailored and empowering education.”



**Olena Lysak**  
Ukraine

# 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



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.



### Contact Us

☎ +41 (0) 21 944 95 01

✉ info@aus.swiss

🌐 www.aus.swiss



[www.aus.swiss](http://www.aus.swiss)



# AUS

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*Driving global business excellence*

