



AUS

AMERICAN UNIVERSITY
IN SWITZERLAND

Preparing you for
the business of
tomorrow.



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Welcome

AUS caters to
everyone's needs.





AUS

AMERICAN UNIVERSITY
IN SWITZERLAND

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AUS provides students with transferable skills in a multicultural and progressive environment, where cutting-edge theory interlinks with practical experience.



MESSAGE FROM THE PRESIDENT

These are exciting times in the world of business, and we are proud to be at the forefront of international business education in Switzerland for students from around the world.

Through our hands-on programs, AUS provides students with transferable skills in a multicultural and progressive environment, where cutting-edge theory interlinks with practical experience.

Our business programs provide the ideal platform, whether you, the student, are embarking on your career, re-entering the job market, or are preparing to move into a leadership position. AUS caters to every individual's needs with emphasis on a modern curriculum, enabling students to achieve their academic goals while evolving within an international milieu.

AUS is an exciting institution of Higher Education which prepares students

for confronting 21st-century business challenges while thriving within an ever-changing environment. We provide our international business students with the knowledge and tools needed to be positive contributors to any successful business organization.

Our staff is highly motivated to help you succeed in your education and career. Many of them graduated from AUS themselves, providing them with the know-how and passion to guide you on your journey.

At AUS, we are family. So, we look forward to welcoming you and helping you prepare for the business world of tomorrow.

DR. MOHAMAD EL KHANSA
PRESIDENT

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AUS is committed to being an inclusive community where all students are treated equally and are at the heart of everything we do.



MESSAGE FROM THE DIRECTOR

Based in the picturesque Swiss lakeside town of La Tour-de-Peilz, AUS offers the quintessential study opportunity in a multilingual and multi-cultural environment for the future business leaders of tomorrow.

Our friendly and professional staff will guide you in your pursuit for knowledge and a skill set to prepare for the next step in your business career.

AUS is committed to being an inclusive community where all students are treated equally and are at the heart of everything we do. It has a long tradition of ensuring all of its students fulfill their potential and we are very proud of this.

Our highly motivated and ambitious staff are dedicated to the academic and personal development of students and provide a personal approach to allow all students to grow as individuals and thrive as team members.

Our international programs reflect a sincere commitment to a Swiss vision of excellence in education that enables our students to fully embrace future opportunities. Our approach to learning encourages creativity, problem-solving and ethical decision making.

AUS follows the framework of the American, as well as European educational systems, and offers an exceptional education focused on both academic excellence and personal growth.

We hope you enjoy discovering AUS and look forward to helping you with your next step in your exciting business career path.

MRS. ELYA MOLDOKMATOVA
DIRECTOR

ABOUT AUS

The American University in Switzerland is one of Switzerland's leading institutions of higher learning. It is situated in La Tour-de-Peilz on the beautiful shores of Lake Geneva, which is close to the Olympic Capital Lausanne and Geneva, the center for diplomacy.

Throughout its 28-year history, AUS has prepared international business students with the knowledge, tools and training of today to be a positive contributor to the general management of any business organization of tomorrow.

Through our dynamic business programs, AUS offers students a tailored education in a multicultural and progressive environment, where cutting-edge theory connects to practical application.

AUS, which is recognized by multiple accreditation bodies, is surrounded by international and multinational companies, giving students the chance to immerse themselves in a global business environment, broaden their knowledge and heighten their social capacity. The state-of-the-art classrooms provide students with all the necessary tools for their business projects and a cutting-edge learning experience.

HISTORY

The story of the American University in Switzerland began in 1963, at the creation of the American College of Switzerland, whose academic body had the vision of combining both the effectiveness of American graduate education with the Swiss work ethic.

Building upon this vision, four of the ACS - American College of Switzerland teachers created the American Graduate School of Business in 1991 from which it flourished as one of the leading international business schools in Switzerland.

To accommodate its growth, AGSB moved from its initial location at the Hotel Excelsior in Montreux in 1991 to La Tour-de-Peilz and finally to its present larger campus, still in La Tour-de-Peilz, which can now receive 200 students.

In 2019 it changed its name from the American Graduate School of Business to the American University in Switzerland to reflect its growing status in the international education.





VALUES

To this day, our beliefs and values remain steadfast as confirmed by the test of time. We believe that success stems from the approach. These translate into our values which shape our pedagogy:

- **Relevant** – a modern curriculum so students can fulfill their academic goals for the business world of tomorrow.
- **Attentive** – providing personal support to students in and outside the classroom.
- **Ethical** – it is about “doing the right thing”.

VISION

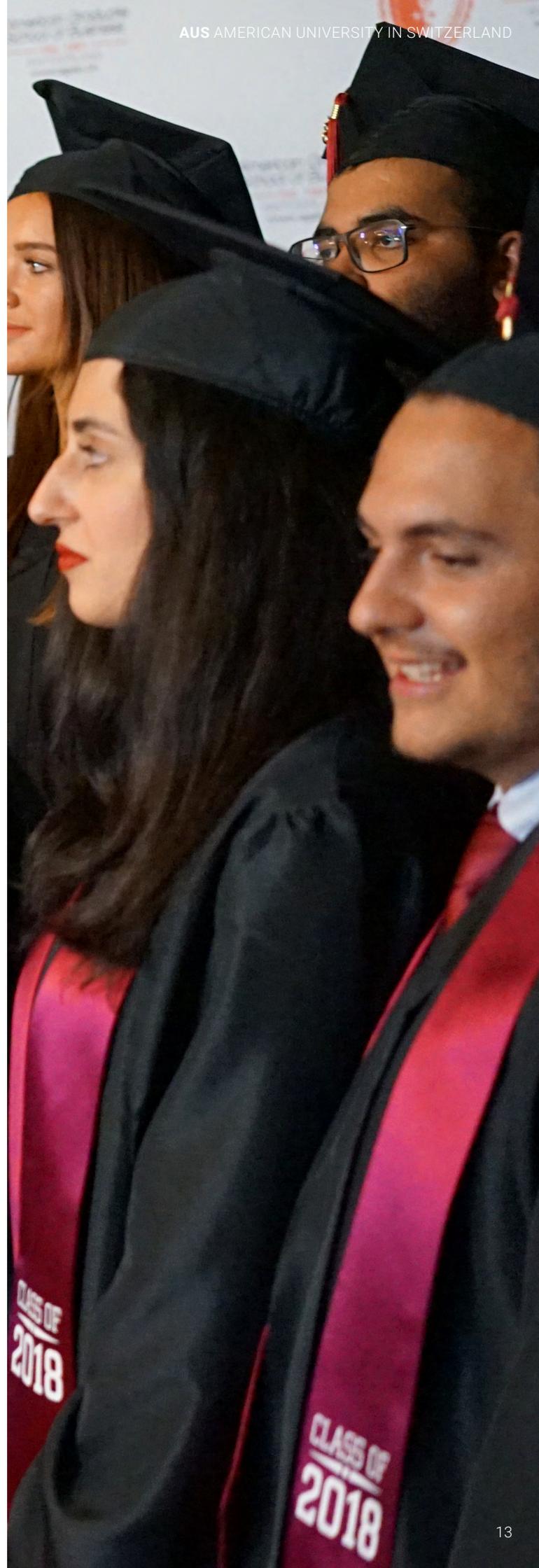
The vision of AUS is to provide education and training for the competent and responsible business leaders of tomorrow. All of AUS programs are designed to cultivate an understanding of human behavior, cultural sensibility and a global perspective in business and politics.

MISSION

The AUS mission statement represents our philosophy and informs our strategy formulation in the direction of continuous improvement as a world-class institution. AUS prepares the international business student with the knowledge, tools, and skills to be a positive contributor in the general management of any business organization.

The three pillars of AUS general management are:

- **Knowledge:** We strive to impart knowledge and teach where to find the answers to any knowledge gaps.
- **Tools:** We strive to teach the use of analytical tools for problem solving and complex decision making.
- **Skills:** Through disciplined and patient guidance, we strive to improve both the hard and soft skills needed to succeed in today's dynamic world.



Studying at AUS

State-of-the-art Classrooms Enhance Learning Experience!

CAMPUS

The American University in Switzerland's stunning location in La Tour-de-Peilz, on the shores of beautiful Lake Geneva, between picturesque Montreux and Vevey - the home of global corporation Nestle - is superbly positioned in the middle of Europe and well connected with the major European cities, such as Milan and Paris, which are only a few hours away by train or car. For sports enthusiasts, the world-renowned Swiss ski resorts and mountains are only minutes away, and La Tour-de-Peilz is conveniently located within 30 minutes of the Olympic Capital - Lausanne.

The new, dynamic, and ambitious staff at AUS provide a supportive approach - both in the classroom and outside of the school - for all students. With a maximum enrollment of 200, students also receive a personal education in English, tailored to their individual goals. The AUS campus offers a warm and welcoming environment where students learn in modern state-of-the-art facilities and pleasant and easily-

accessible surroundings.

All classrooms are equipped with the latest interactive smart screens, allowing faculty members to interact with individual and team projects.

Students have access to quiet study rooms and meeting rooms, which are available at any time, and a campus library that contains relevant research material and online databases such as "EBSCO", "ProQuest", and "Financial Times". A state-of-the-art computer room, with a fiber-optic connection, is also at the students' disposal.



EVENTS & ACTIVITIES

Students can enjoy a wide range of recreational and cultural opportunities while studying at the American University in Switzerland.

STUDENT CLUBS

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

The clubs organize a variety of social activities both on and off-campus including barbeques, hiking, club nights, cinema evenings, quiz nights and networking events. There are traditions such as annual marathons and cultural days as well as ample opportunities for students to attend musical, cultural and art shows.

RECREATION

All of our students are given the opportunities for great Swiss skiing, snowboarding and alpine experiences. There are numerous ski resorts located close by to the AUS campus. Student house groups take advantage by organizing regular ski trips and similar excursions.

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.

If the student is coming from further afield in Europe or overseas, AUS's location provides an excellent opportunity to experience the best that central Europe and Switzerland has to offer.

Studying at AUS



International Accreditations

American University in Switzerland is accredited by the European Council for Business Education (ECBE) and the International Accreditation Council for Business Education (IACBE).



Classroom Experience

State of the art business setting classrooms at AUS provide a learning environment like no other. Small class sizes and a faculty to student ratio of 1:7 allows for all students to receive personal attention.



Experienced Faculty

The lecturers at AUS are also business practitioners with years of experience. What is taught in class comes directly from real world business environment.



Multicultural Environment

Since 1991 we focus on multicultural diversity. AUS has over 40 different nationalities on campus.



International 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:

- Welcome and orientation information
- Student accommodation
- Academic and career counseling
- Healthcare and health insurance
- Career services and internships



Global Alumni Community

Soon reaching its 30th anniversary, AUS has an international alumni network, of over 1000 graduates, that fosters networking and supports current students with their studies and career.



Partner Universities

With over 10 worldwide partner universities and business schools, AUS makes it easy for students to spend a semester abroad and obtain valuable international experience.



Extracurricular Activities

At AUS we focus on more than just academics. Throughout the year, the AUS staff regularly organizes new and exciting activities, get-together, and events, where students make bonds and memories with fellow classmates that will last a lifetime.



Studying at AUS



LIVING IN SWITZERLAND

In the heart of Europe - close to all the major European capitals - with stunning scenery, quality of life and an international, multicultural environment to savor, Switzerland is the perfect location to study, work and live.

Nominated in the U.S. News, Y&R's BAV Group, and the Wharton School's 2018 "Best Countries" report as being the overall "best country to live in" because of its economic influence and power, citizenship and quality of life, Switzerland is dynamic and connected.

It offers a cosmopolitan life-style and the perfect mix of business, research and education. Being based at the American University in Switzerland in La Tour-de-Peilz, you are never far from anywhere and have access to major companies and organizations and some of the best recreational, shopping and entertainment facilities in Europe.

While Switzerland has a long history in watch making and banking, it is also a major center for world-class facilities offering advancement in research and technology.

It's the ideal location to connect, engage and explore; to take your career ahead and for you to develop the skills and insights to create value in your own offering.

With major international businesses such as the Nestle headquarters in Vevey and offices in La Tour-de-Peilz and Vevey, there is plenty of opportunity for networking and career advancement. For those who are sports-minded, the headquarters of the International Olympic Committee and UEFA are in the region along with plenty of other major international sports federations and associations.

Studying at AUS

CENTER OF EUROPE

Switzerland's location in the middle of Europe is close to all the major capitals on the continent - Rome, Madrid, Paris, London, Berlin, Brussels, Amsterdam and of course Zürich. Only three hours from Italy's fashion capital Milan and the European Parliament in France's Strasbourg, and the TGV only 20 minutes away in Lausanne, illustrates the easy options available for visiting other major cities, including Geneva with its international business and banking links.

The impeccable public transport service in Switzerland accentuates the ease at how one can get around so why wouldn't you take the opportunity? With sustainability such a key topic in today's world, it certainly makes environmental sense.

AUS's location in La Tour-de-Peilz, between Montreux and Vevey, known as Swiss Riviera. Is an attraction in itself with the best out of the world coming to such famous events as the Montreux Jazz Festival, Christmas Markets and the once in a generation Fete de Vignerons.

OUTDOOR LIVING

Among its many charms, Switzerland's scenery tops it all. Stunning Lake Geneva lends itself to great boating and swimming and of course the mountains are there for memorable hiking, skiing and snowboarding. Students are eligible for an inexpensive year-long ski pass to some of the world's best slopes. From Zermatt to St. Moritz, Switzerland is a mecca for winter sports enthusiasts.

Take a tour of historic castles and serene villages. Travel up gondolas and view jaw-dropping mountain vistas. Enjoy the local cuisine and take a trip to Evian, France to sample its water. Switzerland provides the ideal balance for focusing on study and taking advantage of nature's greatest gifts.

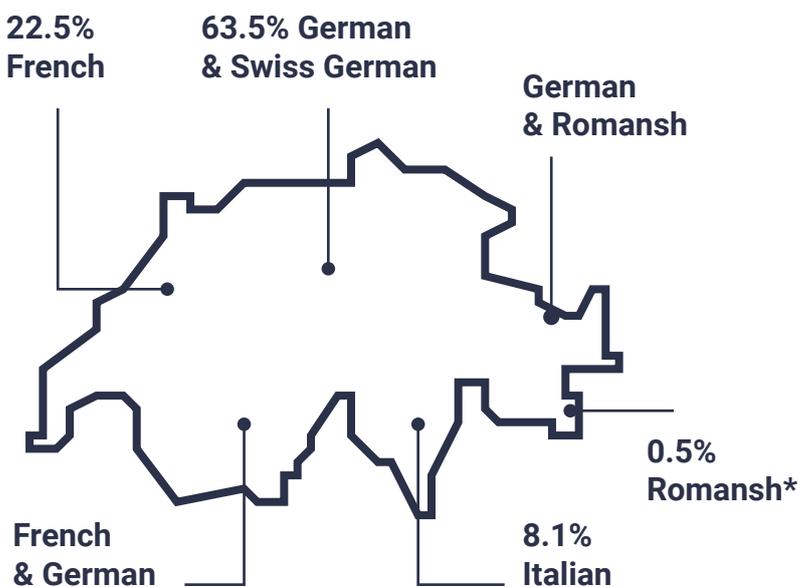
MULTI-CULTURAL

Among its many charms, Switzerland offers an international and multi-cultural experience like no other. There are three major languages - French, German and Italian – with English widely spoken which makes for an easy atmosphere whether the student is studying with classmates, enjoying leisure opportunities or making friends and business contacts.

Being a focal point for many cultures, Switzerland is where diversity comes together. With more than 80 museums and the UNESCO World Heritage Site on the doorstep of La Tour-de-Peilz, it provides an enriching experience, which can only have positive advantages in preparing student for the business of tomorrow and enhancing the world of business and education.

4 LANGUAGES

Switzerland has 4 national languages



English and Portuguese are the most commonly spoken foreign languages in Switzerland.

*Romansh is a language from the Rhaeto-Romance family, delivered from Latin and Italian.

CULINARY INFO



About 12 kg of chocolate is eaten per person every year



There are more than 450 varieties of cheese



More than 200 types of bread are baked



Approximately 250 varieties of grape are cultivated, of which 40 are unique to Switzerland

SWISS MADE



The Swiss Army Knife by Victorinox



Swiss railway station clock by Hans Hilfiker



Nespresso Capsules



Swatch, Rolex, Hublot

Studying at AUS



INDUSTRY VISITS

Throughout the year we have a large variety of industry visits organized by our professors and administrative staff. As one of the key English-language business schools in Switzerland, AUS is privileged to have the likes of global corporations such as Nestle, Hublot, the United Nations, Swiss Post and the International Olympic Committee within easy traveling distance from campus.

LANGUAGES

All of AUS's academic programs are delivered in English. Our experienced and highly qualified professors can also help students to improve their knowledge and use of English. We run special intensive English courses, which include general English courses, Business English courses, In-sessional courses and Pre-sessional courses. For some students, it may be obligatory to take extra classes, depending on their language level and study program.

While English is the principle language, there are more than 40 nationalities - speaking on average 3.5 languages - on campus so AUS offers not only business learning opportunities but an environment where cultural skills and understanding can also be acquired, providing valuable tools and opportunities for the business world of tomorrow.

CAREER SUPPORT

AUS is a career-path organization, combining theory with practical experience and is committed to the training and development of its students, empowering them to take the career path that suits them best. The AUS Career Services team is available to assist with CV-preparation and development, career guidance, networking and potential placing on internships.

INTERNSHIPS

Thanks to key partnerships with Academic Work in Lausanne, the International Association for the Exchange of Students for Technical Experience, Association (IAESTE) in Zürich and other key partners, the American University in Switzerland can help students find internships, both in Switzerland and abroad.

OTHER KEY PARTNERS

There is ample opportunity to network and seek career openings with a wide variety of business organizations close by and industry visits taking place during the academic year students can connect with AUS's alumni, living and working around the globe but maintaining a key connection with their alma mater.

Not only does AUS have a connection with its alumni, it also has partnerships with more than 10 international universities and business schools. Students have the opportunity to spend a semester abroad and gain invaluable experience and insight to further their career development.

Studying at AUS

VISA PROCEDURE

Our Immigration Advisory Service is here to answer any questions the student have about visas and student permits. Should they require help, we can also assist them with the application process through the Embassy of Switzerland in the student's country. Please note that in periods of high demand visas applications may sometimes take longer to process.

The student must complete and take the following documents to the visa department of the nearest Swiss embassy:

- Application Form (Visa D)
- Valid passport (plus one copy)
- Acceptance letter of enrollment at AUS
- Study plan from AUS
- "Written undertaking" (stating that the student will leave Switzerland at the end of studies)
- CV / resume
- A signed letter of motivation stating both the reason for studying in Switzerland and detailing student's post-study plans
- Bank certificate indicating that the student has an active account with sufficient funds
- Six passport photos (35mm x 45mm)

Start proceedings as soon as possible as administrators will need time to process the request for a visa.

Once in Switzerland, AUS will assist and inform the students about the next steps regarding the residence permit.

STUDENT PERMIT

All students enrolled at the American University in Switzerland will be granted a student residency permit, which allows them to legally live in Switzerland. The permit can further be used by students to discover Europe.

WORKING IN SWITZERLAND

Conveniently located near many of the world's best-known international corporations and many of the best-run family businesses, AUS is uniquely positioned to offer its students access to superlative professors, internships, and company visits that is unparalleled by any other institute of higher learning. This unique offering has helped make AUS the gold standard in business administration and a highly sought-after destination for students around the world. Non-EU citizens are not allowed to work initially on a student visa in Switzerland; however, exceptions are available for internships.

Thanks to the knowledge and practical experience gained at AUS, our students can expect an easy transition into companies of every size and structure. Some students chose to work for public corporations and many others return home to work in family-owned companies. At AUS, we work closely with students and their families to help them bring home fresh ideas and experiences that immediately add value.

HEALTH INSURANCE

Having Swiss health insurance is mandatory for all people living in Switzerland and AUS has a partner company that provides students with the latest solutions in terms of health and accident insurance.

Student insurance starts at CHF1'300 per year and may vary depending on the student needs. Should students already be in possession of international insurance they will have to contact the administration team for further assistance and assure the validity in Switzerland.

ACCOMMODATION

At the American University in Switzerland, we want the student to have a fantastic experience. There are many great options for living arrangements while the student studies with us.

The student affairs office can assist the student with some limited placement into accommodation and this is based on a first-come-first-served and individual inquiry basis.

Contact: info@agsb.ch

Whichever option student decide to go with, all new students coming to study at AUS should plan to arrive in La Tour-de-Peilz at least seven days prior to starting their courses.

This allows students to have enough time to settle in the area before classes begin.



Career opportunities

Career opportunities

The AUS teaching method and the experiences beyond the classroom will ensure that graduates are ready to face the business world of tomorrow. Depending on the chosen curriculum and course work, graduates can aspire to follow these business paths:

- **Business owner:** setting up a business or businesses, a business owner installs trust through sound decision making and rational thinking. Understanding the risks and advantages, the business owner serves as the chief decision maker; monitoring and controlling business activities, budget and resources.
- **General manager:** a leader who can inspire staff and motivate to ensure individuals and work teams achieve their common goals. Encompassing all the major skills in business, a general manager makes key business decisions which are logical, supported by facts and can be effectively communicated.
- **Business consultant:** providing managing consulting services to help organizations improve performance and efficiency; analyzing businesses and creating solutions to help meet goals
- **Business development manager:** accounting management, building relationships and business plans to ensure maximum efficiency in business operations.
- **Marketing and communications officer:** implementing communication and marketing strategies; maximizing public relations opportunities and communication tools such as websites, social media and the media.



Programs

Bachelor's Degree

Master's Degree

International Foundation



Bachelor's Degree

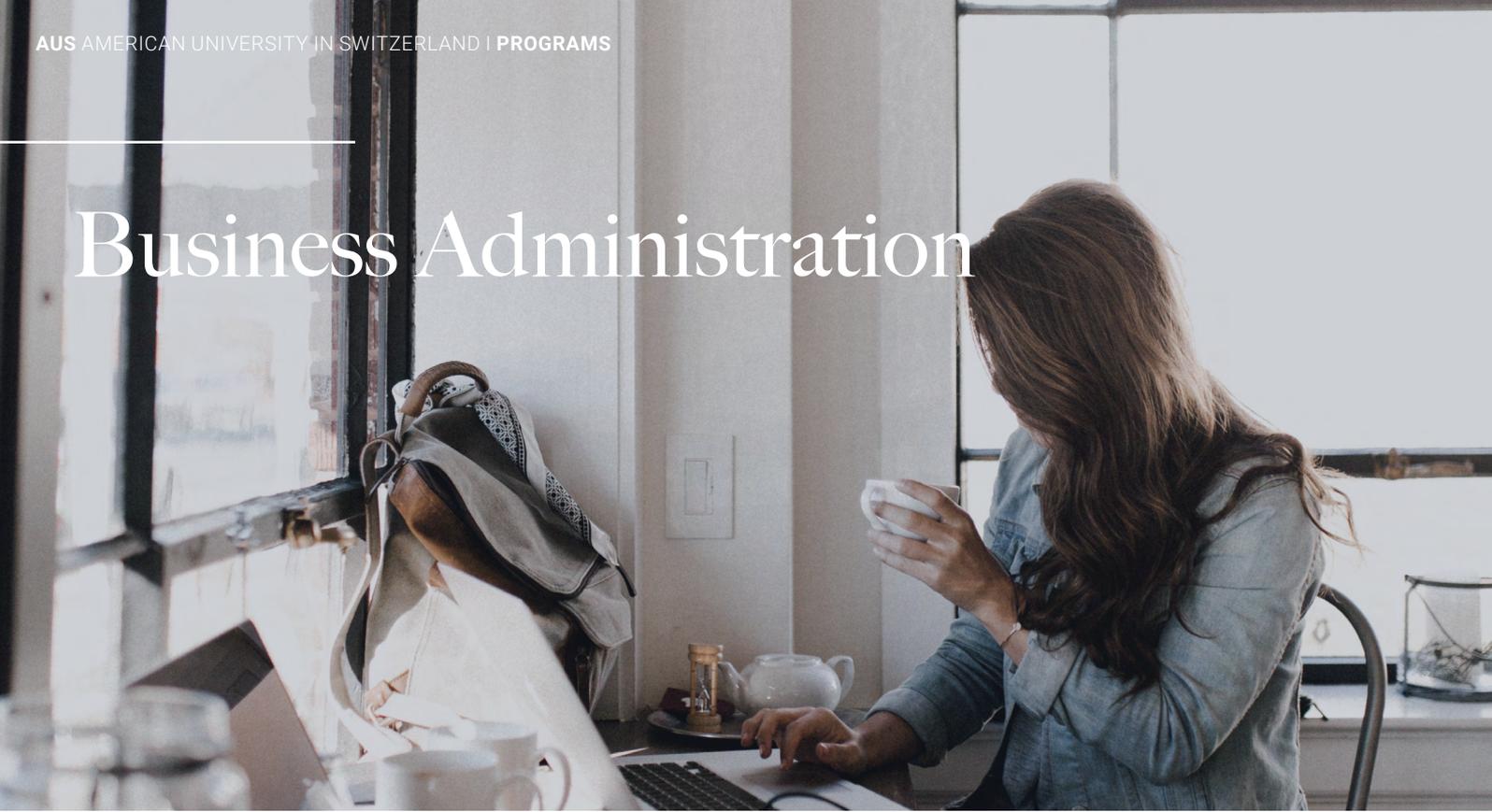
Aviation Management
Business Administration
Entrepreneurship
Luxury Management
Fashion Design & Management
Interior Design & Management
Cybersecurity Business Management
FinTech Management

The American University in Switzerland bachelor combines theoretical learning with relevant, real-world business problems to give students the skills and understanding of key issues that affect businesses on a day-to-day basis.

The tailored course work and student-centric approach sets the AUS business degree apart. The goal of this program is to give students the confidence from the learned knowledge and acquired skill to kick-start their career or pursue entrepreneurship in an ever-changing business environment.



Business Administration



There is something exciting about living, learning, and growing as a future business leader in the most innovative, business-friendly, and beautiful country in the world.

Why Business Administration?

After extensive market research and feedback from business professionals, professors, and corporations, an immense opportunity was identified for business degree graduates with the necessary practical experience and international exposure to immediately contribute and build teams with diverse stakeholders in an organization. The career opportunities for someone with these skills and education is enormous and expanding rapidly.

Why Switzerland?

Conveniently located near many of the world's best-known international corporations and many of the best-run family businesses, AUS is uniquely positioned to offer its students access to superlative professors, internships, and company visits that is unparalleled by any other institute of higher learning. This unique

offering has helped make AUS the gold standard in business administration and a highly sought-after destination for students around the world.

Why AUS?

The American University in Switzerland (AUS) is a private and fully accredited institution of higher learning located near beautiful Lake Geneva. Unlike many behemoth universities, AUS offers a very personal experience. With a professor to student ratio of only 1 to 7 and a graduation rate of nearly 95%, students will experience the individual attention they deserve and the career they desire.

We offer bachelor's and master's degrees in Business Administration. If elected, students may focus their degree further through highly relevant degree concentrations or short-term course certificates in Aviation Management (IATA certified), Luxury Management, Entrepreneurship, Cybersecurity Business Management, or FinTech Management.

At AUS, we recognize that business leaders today must not only master the hard skills needed to make data-driven decisions but also the soft skills needed to promote them. IT, Policy, Legal, Sales, Human Resources, and Corporate Governance must work in tandem. To foster this atmosphere of engagement and to truly drive value in an organization, leaders must gain the

management skills necessary to interface across the organization. Recognizing the need for this skillset in the market, AUS has developed a holistic approach to educating tomorrow's leaders in business administration.

Program Overview:

All courses are taught in English by leading business visionaries in small dynamic cohorts. All professors are actively engaged in successful business ventures. This real-time applied experience is in stark contrast to many university professors focused solely on theory or outdated methodologies.

The curriculum links cutting-edge business theory to practical application as students are guided to solve real-world challenges. This environment emphasizes collaboration and team building alongside healthy competition. At AUS, top-tier internationally diverse classmates come together, share professional experiences, and form synergistic groups where mutual commitment and joint accountability lead to highly effective teams.

Beyond the depth and breadth of knowledge gained in the classroom, the life-long connections developed while attending AUS will be of immeasurable value. To this end, we require and actively support internship placement, on-site company visits, and executive mentoring. With our vast network of contacts at nearby, world-renowned corporate headquarters, students are sure to find opportunities tailored to meet their specific needs.

Course/Module Examples:

- Oral and Writing Communication Skills
- Business Information Systems
- Financial Accounting
- Human Resource Management
- Introduction to Business Finance
- Principles of Management
- Principles of Marketing



Duration 6-9 trimesters, full time
Start dates September, January, April



Credits ECTS 180
 CH 135



Location La Tour-de-Peilz
 Switzerland



Internship Required 3 internships
 in Switzerland or abroad



Semester abroad Advised, but not required



Study Language English only



- Entry requirements**
- High school certificate
 - Letter of motivation
 - Recommendation letter
 - Proof of English level proficiency
 - CV/résumé
 - Personal interview

English language requirements At least TOEFL 550 score
 or at least IELTS 6.0 score.



Registration fee CHF 3'500

Trimester fee CHF 8'000



For module descriptions, visit our website
aus.ch/programs

Aviation Management



“Over the next two decades, the demand for air transportation will double, resulting in ever-increasing job creation.”

Why Aviation Management?

After extensive market research and feedback from aviation professionals, professors, and businesses, an immense shortage was identified for certified aviation personnel with the requisite business skills to transition into management roles. The career opportunities for someone with these skills is enormous and expanding rapidly.

According to the International Air Transport Association (IATA), the number of air travelers will balloon to 7.2 billion in 2035, a near doubling of current levels. This trend is supported by the growth of the middle class in China and its impact on domestic travels and the economic rise of the Asia Pacific as an international destination.

Why Switzerland?

Conveniently located near the company headquarters The International Aviation Transportation Association (IATA), AUS is

uniquely positioned to offer its students access to superlative professors, internships, and IATA certification that is unparalleled by any other institute of higher learning. This unique offering has helped make AUS the gold standard in Aviation Management and a highly sought-after destination for students around the world.

Why AUS?

AUS is bridging the gap between aviation experience and management expertise. Building on traditional Swiss hospitality training, and business fundamentals, students will learn to create lifelong customers. Because at AUS, we recognize that the air transportation industry is more than just moving customers physically, it's about moving customers emotionally.

To foster an atmosphere of engagement and to truly drive value in an organization, aviation experts must learn the management skills necessary to interface across the organization effectively. Recognizing the need for this skillset in the market, AUS has developed a holistic approach to educating tomorrow's leaders in aviation management.

On May 24, 2019, the International Aviation Transportation Association (IATA) and the American University in Switzerland (AUS)

announced a partnership recognizing AUS as an IATA Authorized Training Center. So, in addition to an accredited degree, students can also earn industry certification that is recognized worldwide.

Program Overview:

While at AUS, the student will acquire the necessary skills to fast-track his/her management career in aviation management. Grounded in cutting-edge business theory, the student will learn to sell ideas while establishing, implementing, and overseeing an aviation structure for an organization.

All courses are taught onsite by AUS professors, who are distinguished thought leaders in the fields of air transportation, hospitality, and business management. The curriculum is comprised of ever-evolving theory and real-world practical examples, and internships are required for candidates during their third term of study.

To support internship placement, AUS is partnering with leaders in the aviation field such as PrivatPort. PrivatPort is a company backed by Swissport International Ltd, which provides best-in-class airport ground services on behalf of more than 850 client – companies for some 265 million passengers annually in 50 countries.

The degree starts with several fundamental courses. These are followed by core courses that give students a solid grasp of the fundamentals of business, such as finance, economics, marketing and entrepreneurship. Students can select topical courses to tailor their degree.

Course/Module Examples:

- Accounting and Financial Management for Travel Agencies
- Social Media for the Travel Industry
- Airline Marketing
- Managing the Travel Business
- Air Transport Fundamentals
- Aviation Security Awareness



Duration 6-9 trimesters, full time
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 CH 135



Location La Tour-de-Peilz
 Switzerland



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Semester abroad Advised, but not required



Study Language English only



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 - Recommendation letter
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Registration fee CHF 3'500

Trimester fee CHF 8'000



For module descriptions, visit our website aus.ch/programs

Entrepreneurship



For the seventh consecutive years, Switzerland has ranked second worldwide on the 2018 Global Entrepreneurship Index.

Why Entrepreneurship?

Enterprise is a vital engine of economic expansion. Without enterprise and entrepreneurs, there would be little innovation, little productivity growth, and few new jobs.

The average lifespan of an S&P 500 company shrunk from 60 to 15 years since 1960. "Disruption" is commonplace in the market, and companies are seeking "intrapreneur" minded individuals to secure their survival.

Why Switzerland?

- Awarded 2017 Most Innovative Country in the World.
- For the six consecutive years, Switzerland has ranked number 1 for Innovation Output Sub-Index, and number 1 in the Knowledge and Technology Outputs pillar by the Global Entrepreneurship and Development Institute.

- Canton de Vaud Number 1 for Venture Capital in Switzerland.
- More than half of the total invested flowed into this canton. Vaud-based start-ups generated more than CHF 460 million.

Why AUS?

The American University in Switzerland (AUS) is a private and fully accredited institution of higher learning located near beautiful Lake Geneva. Unlike many behemoth universities, AUS offers a very personal experience. With a professor to student ratio of only 1 to 7 and a graduation rate of nearly 95%, students will experience the individual attention they deserve and the career they desire.

The AUS Entrepreneurship program links theory to practical application through relevant, real-world business problems giving students the skills and understanding of critical issues that effect businesses on a day-to-day basis. The tailored course work and student-centric approach set the AUS business degree apart.

The goal of this program is to give students the confidence from the academic knowledge and acquired skill to kick-start their career or pursue entrepreneurship in an ever-changing business environment.

Program Overview:

All courses are taught in English by leading business visionaries in small dynamic cohorts. Our teachers are involved in entrepreneurship whether as former start-up creators or through coaching start-ups in local and international start-up accelerators and multinational corporations. This real-time applied experience is in stark contrast to many university professors focused solely on theory or outdated methodologies.

The curriculum links cutting-edge business theory to practical application as students are guided to solve real-world challenges. This environment emphasizes collaboration and team building alongside healthy competition. At AUS, top-tier internationally diverse classmates come together, share professional experiences, and form synergistic groups where mutual commitment and joint accountability lead to highly effective teams.

Beyond the depth and breadth of knowledge gained in the classroom, the life-long connections developed while attending AUS will be of immeasurable value. To this end, we require and actively support internship placement, on-site company visits, and executive mentoring. With our vast network of contacts at nearby, world-renowned, corporate headquarters, students are sure to find opportunities tailored to meet their specific needs.

Course/Module Examples:

- Critical and Creative Thinking
- New Venture Financing
- Entrepreneurship and Innovation
- Public Relations and Networking Skills
- The Psychology of Creativity
- Leadership and Team-building
- Decision Making



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Switzerland



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Semester abroad Advised, but not required



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Entry requirements

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aus.ch/programs

Luxury Management



Luxury Management takes a strategic view of the dynamic industry that has evolved rapidly over the last decade.

Why Luxury Management?

This program is for the student seeking to be part of an industry that is growing at twice the rate of growth of the world economy.

It is a program which focuses on customer experience through the conceptualization and development of a brand, the ownership and marketing of that brand, as well as its strategic positioning.

Why Switzerland?

Switzerland hosts two of the top ten luxury groups in the world (Richemont SA and the Swatch Group Ltd., Rolex SA, Patek Philippe SA, Audemars Piguet & Cie, Chopard). AUS is located within a few hours of Paris, Milan and London, the top three-fashion capitals of the world. Visits to these cities, accompanied by professors working in the industry, provide insight into the field of Luxury Management and serve as inspiration for student projects.

Why AUS?

The program aims to provide the student with a complete understanding of the context in which organizations operate in today's modern world by developing the student's knowledge and skills across areas including strategy, marketing and finance. Core topics cover customer relationship management, digital marketing, data analysis for decision-making, strategic marketing, and financial management.

The intimate and familiar, multi-cultural environment of AUS also provides inspiration in terms of unique customer experience which can be transferred into student projects within the program.

Program Overview:

The objective of this program is to provide the tools needed to approach the luxury market with an entrepreneurial mindset. This program will build on the knowledge acquired through the foundation programs.

Courses will include Specificities of the Luxury Market, Fundamentals of Management applied to the Luxury Industry, Luxury industry and Entrepreneurship.

Course/Module Examples:

- Brand Identity and image
- Digital Strategy in Luxury
- Principles of Brand Management
- Retail Management
- Principles of Store Management
- Boutique Design
- Interpersonal Skills
- Luxury Attitude
- Instagram Strategy
- Marketing Management



Duration 6-9 trimesters, full time
Start dates September, January, April



Credits ECTS 180
 CH 135



Location La Tour-de-Peilz
 Switzerland



Internship Required 3 internships
 in Switzerland or abroad



**Semester
 abroad** Advised, but not required



**Study
 Language** English only



- Entry requirements**
- High school certificate
 - Letter of motivation
 - Recommendation letter
 - Proof of English level proficiency
 - CV/résumé
 - Personal interview

English language requirements At least TOEFL 550 score
 or at least IELTS 6.0 score.



Registration fee CHF 3'500

Trimester fee CHF 8'000



For module descriptions, visit our website
aus.ch/programs

Fashion Design & Management

Revolutionize the fashion industry, set new trends, and develop the signature style.

Why Fashion Design and Management?

The Fashion Design and Management program encourages drive, passion and creativity while focusing on the goals needed to succeed in the world of fashion. Innovation is interlinked with business through design, sales strategies and hands on studio-based projects, seminar courses, and liberal arts. Guidance by experts in the field and continuous immersion in the industry are the basis of this three-year program. It prepares a student for entrepreneurial and management positions in the competitive world of creative industries. Marketing, communication, management of innovation, entrepreneurship, strategic management, product development, ethical business, and other core courses are part of the studies.

Why Switzerland?

Switzerland has served as an inspiration for many evolutionary artists and entrepreneurs such as Jean Tinguely, who is known worldwide for his kinetic art or Nicolas Hayek, instrumental

in the development and launching of Swatch.

Centrally positioned, the country is in close proximity to Italy, specifically Milan, the heart of the fashion industry. Furthermore, it is home to numerous leading companies such as Nestle, which provide models for future managers and entrepreneurs.

Why AUS?

At AUS, Fashion Design and Management the student is guided throughout by professionals who provide them with pertinent tools for creative opportunities: analytical, strategic, and business skills in the context of fashion and luxury industries, as well as art, and design. The program interlinks business and design, enabling a student to establish a strong foothold in the market.

Through the courses offered, the student will gain a solid understanding of the strategic design necessary for a competitive edge as well as the management of creative teams. They are encouraged to collaborate with various designers and managers within a creative company or startup. A series of workshops and collaborative projects involve partnerships with companies worldwide.

Program Overview:

The strong links with the industry and the ongoing involvement of professionals within the field will provide the student with concrete knowledge and valuable networking opportunities. The program prepares for a broad variety of career opportunities, from managerial positions to leadership positions within startup companies.

Course/Module Examples:

- Brand Product Development
- Entrepreneurship and Fashion Design
- Advertising and Promotion Planning
- International Trade
- Fashion Design and Management



Duration 6-9 trimesters, full time

Start dates September, January, April



Credits ECTS 180
CH 135



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**Semester
abroad** Advised, but not required



**Study
Language** English only



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 - Recommendation letter
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 - Personal interview

English language requirements At least TOEFL 550 score
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Registration fee CHF 3'500

Trimester fee CHF 8'000



For module descriptions, visit our website
aus.ch/programs

Interior Design & Management

Combining a comprehensive interior design curriculum with a powerful management courses.

Why Interior Design and Management?

The Interior Design program will introduce the student to a broad range of methods and principles within their field of study. This program aims to guide the student on a creative path while providing the necessary tools to channel and market that creativity. Hands on workshops, seminars, as well as theory interlinked with practical experience will help to identify a student's individual approach to design, composition and visualization of space.

At the same time, emphasis will be placed on collaboration, administration and management within the spheres of interior design.

Why Switzerland?

Switzerland is becoming more and more avant-garde as an environment friendly country. Energy saving houses are one of the examples of its ability to combine innovation and sustainability. Interior Design in the 21st century not only

seeks to develop imaginative spaces but spaces that benefit the planet. The planning and management of such an environment is both intricate and unique.

Switzerland provides inspiration for future leaders in the field of Interior Design in its ability to use problem solving skills and scenario planning to develop innovative spaces.

Why AUS?

AUS has an array of international experts in the field who offer insight from their own culture while exposing students to industries in the field within Switzerland. This combination and insight into the different worlds of Interior Design provides the student with vast knowledge of the field while encouraging them to develop their individual skills using their own cultural knowledge.

Program Overview:

Throughout the student's studies they will develop creative and leadership skills through fundamental managerial courses, graphic courses and interior theory courses. Exciting design projects are a part of the curriculum as well. They will have the opportunity to collaborate with other students on campus in order to present and showcase their work and

will gain insight into the industry through case studies and company visits.

Employing acquired skills while bringing entrepreneurial ideas to the table, they will learn how to manage their own business and be an added value to any startup.

Throughout the AUS Interior Design and Management program, each student develops their visual identity and style within a business context.

Course/Module Examples:

- Colors and fabrics
- Eco-design, pre-fab and container houses
- Global perspective
- History and culture of interior and design
- Objects and decoration
- Technology and sustainability
- Visual communication



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 CH 135



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Internship Required 3 internships
 in Switzerland or abroad



Semester abroad Advised, but not required



Study Language English only



Entry requirements

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Registration fee CHF 3'500

Trimester fee CHF 8'000



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Cybersecurity Business Management

“The global cybersecurity market is set to grow from its current market value of more than \$120 billion to over \$300 billion by 2024.”

Why Cybersecurity Business Management?

After extensive market research and feedback from IT professionals, professors, and businesses, an immense shortage was identified for technical cybersecurity personnel with the requisite business skills to transition into management roles. The career opportunities for someone with these skills is enormous and expanding rapidly.

Why Switzerland?

Conveniently located near the company headquarters for the world leader in digital security, AUS is uniquely positioned to offer its students access to superlative professors, internships, and company visits that is unparalleled by any other institute of higher learning. This unique offering has helped make AUS the gold standard in Cybersecurity Business Management and a highly sought after

destination for students around the world.

Why AUS?

With three new programs starting in September of 2019, AUS is bridging the gap between technical and management expertise. At AUS, we recognize that cybersecurity is not just a technical problem. It is a business problem. IT, Policy, Legal, Sales, Human Resources, and Corporate Governance must work in tandem. To foster this atmosphere of engagement and to truly drive value in an organization, IT experts must learn the management skills necessary to interface across the organization effectively. Recognizing the need for this skillset in the market, AUS has developed a holistic approach to educating tomorrow's leaders in cybersecurity operations and management.

Program Overview:

All courses are taught on-site by AUS professors, who are distinguished thought leaders in the fields of cybersecurity, blockchain technology, and business management. The curriculum is comprised of ever-evolving theory and real-world practical examples, and internships are required for Bachelor's and Master's candidates during the Spring quarter of each academic year.

While at AUS, the student will acquire the

necessary skills to fast-track his/her management career in cybersecurity. Grounded in cutting-edge business theory, the student will learn to sell his/her ideas while establishing, implementing, and overseeing a cybersecurity structure for an organization. Applying theory to real-world scenarios, the student will complete several practical objectives, such as creating a security strategy that combines governance, compliance, and technology viewpoints. Moreover, the student will gain advanced knowledge in organizational structures, communication, operational business processes, and the legal framework for cybersecurity policy.

Course/Module Examples:

- Communicating, Problem Solving, and Leading in Cybersecurity
- Foundations in Cybersecurity Management
- Cybersecurity Governance
- Risk Management and Organizational Resilience
- Cybersecurity Program Development
- Cybersecurity - Protecting client privacy as a competitive advantage
- Capstone in Cybersecurity



Duration 6-9 trimesters, full time
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 CH 135



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Internship Required 3 internships
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Semester abroad Advised, but not required



Study Language English only



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 - Personal interview

English language requirements At least TOEFL 550 score
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Registration fee CHF 3'500

Trimester fee CHF 8'000



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FinTech Management



“The global FinTech Market is projected to grow at a CAGR of 22.17%, reaching USD 305.7 billion by 2023.”

Why FinTech Management?

The career opportunities for someone with both the technical and business skills needed to manage FinTech implementations is enormous and expanding rapidly. As this emerging field surges forward, traditional banking institutions and corporations of every size and geographic location are struggling to understand, staff for, and implement FinTech. After extensive market research and feedback from FinTech service and technology providers, traditional financial services providers, and businesses of every type, an immense shortage was identified for technical personnel with the requisite business skills to transition into management roles. Through a holistic approach that incorporates these complementary skills, AUS is helping to educate FinTech professionals while offering them a competitive advantage in the job market.

Why Switzerland?

The digitalization of financial markets has brought about exciting and fast-paced developments, and in this Switzerland is a leader in many ways, tracking these trends and establishing itself as a catalyst for financial innovation on a global level.

- In global terms, every tenth FinTech Startup was founded in Switzerland.
- As of 2019, investments on the global financial market in Swiss FinTech enterprises amount to CHF 10-14 billion.
- From 2016 to 2019, the amount of FinTech Startups in Switzerland, currently 170, increased sixfold, with 14 incubators in the FinTech ecosystem.

Both philosophically and geographically, AUS's FinTech Management program is strategically located between traditional Swiss banking powerhouses and Switzerland's emerging "Crypto valley." Thanks to this location and our strategic partnerships, students at AUS can expect access to superlative professors, internships, and company visits that is unparalleled by any other institute of higher learning. This unique offering has helped make AUS the gold standard in FinTech Management and a highly sought-after destination for students around the world.

Why AUS?

Switzerland is world renowned for its traditional technology and financial services training programs and schools. With three new programs starting in September of 2019, AUS is uniquely positioned to bridge the gap between traditional business education and emerging business requirements enabled by FinTech. Regardless of the student background, AUS is dedicated to helping each student understand how to leverage FinTech to drive value in their organization.

Program Overview

As a central theme, the FinTech Management program at AUS examines the various services provided and the key technologies involved in the FinTech sector. All courses are taught on-site by AUS professors, who are distinguished thought leaders in the fields of crypto economics, cybersecurity, and financial services.

The program considers the disruptive and innovative nature of FinTech as a technology-enabled business model. Moreover, as FinTech is continuously changing and evolving, so too will the curriculum at AUS evolve to keep pace. Examples of key technologies that are core to the current curriculum are listed below.

Course/Module Examples:

- FinTech - Applications in Corporate and Entrepreneurial Finance
- Communicating, Problem Solving, and Leading in Cybersecurity
- FinTech - Blockchain Technology, Cryptocurrency, and Cybersecurity
- Financial Information Systems
- Robo Advisors & Systematic Trading
- FinTech Analytics: Data-Driven Credit Modeling
- Risk Management and Organizational Resilience
- FinTech - Managing Change and Fostering Innovation
- Transaction verification: reducing cost and risk with emerging technology
- Marketplace Facilitation through Non-Traditional intermediaries
- Cybersecurity - Protecting client privacy as a competitive advantage



Duration 6-9 trimesters, full time
Start dates September, January, April



Credits ECTS 180
 CH 135



Location La Tour-de-Peilz
 Switzerland



Internship Required 3 internships
 in Switzerland or abroad



Semester abroad Advised, but not required



Study Language English only



Entry requirements

- High school certificate
- Letter of motivation
- Recommendation letter
- Proof of English level proficiency
- CV/résumé
- Personal interview

English language requirements At least TOEFL 550 score
 or at least IELTS 6.0 score.



Registration fee CHF 3'500

Trimester fee CHF 8'000



For module descriptions, visit our website
aus.ch/programs

Bachelor's Admission

ACADEMIC CALENDAR

Fall Term

Courses: September - December
Winter Break: 4 weeks

Winter Term

Courses: January - March
Spring Break: 2 weeks

Spring Term

Courses: April - July
Summer Break: 10 weeks

ADMISSION CRITERIA

Entry to the bachelor's program requires completion and graduation at the high school level from a recognized institution. AUS may administer one or more entrance exams to determine that a candidate meets the minimum program requirements while AUS may require additional foundation courses for students who miss some fundamentals of business management.

DEADLINE

AUS operates on a rolling admissions basis, which requires that completed application materials, as well as all academic records and the applicable fee, be received by AUS a minimum of 10 weeks before the start of each term.

If accepted, you will receive an official Letter of Acceptance and an invitation to enroll. At this time, you will also be advised of any additional information that should be provided in order to complete your file. A payment schedule of the tuition and fees due will be included in the Offer Letter sent within the Letter of Acceptance.

TRANSFERRING CREDITS

Transfer credits may be accepted from other recognized colleges and universities for those courses which apply to AUS programs. Advanced placement (AP) credits obtained at the high school level may be applied to an undergraduate program. Transfer credits may only be awarded for a grade of C (75%) or higher. All graduating students must complete at least half of their Academic Credit requirements at AUS.

APPLICATION PROCESS

1 Application Form

Fill in the application form, which the student could either download or fill in on-line. Make sure to provide us with correct information. You can apply directly to us through our website at aus.ch/apply-now/ or you can send us a general inquiry or give us a call.

2 Additional Documents

Gather all of the additional documents that we require for the selected program. A list of the documents is mentioned on the individual program page of the AUS website.

3 Interview

A phone-call or a video interview will take place with the applicant.

4 Making an offer

We will assess whether the student meet AUS' minimum entry requirements and will make the student an offer or notify them that they have been unsuccessful via email.

If the student have met all the conditions, you will be sent an unconditional offer. If you still have to finish your exams, or have yet to submit supporting documentation, you will be issued a conditional offer. You can expect to receive a decision on your application within 20 working days of receipt of your completed application and supporting documents.

Visit www.aus.ch for further details of the application process.

Master's Degree

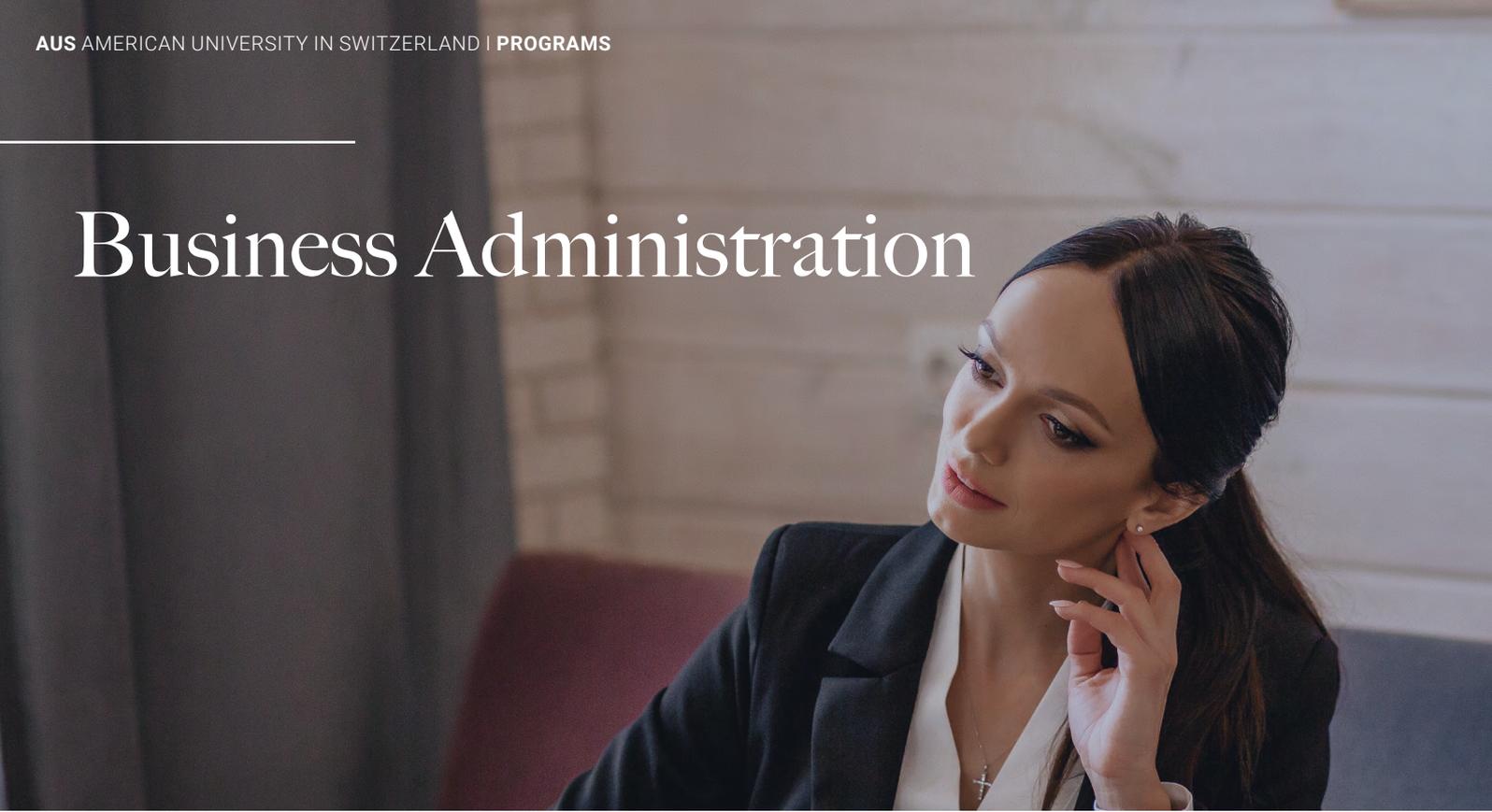
Aviation Management
Business Administration
Entrepreneurship
Luxury Management
Fashion Design & Management
Interior Design & Management
Cybersecurity Business Management
FinTech Management

The program prepares students for work in the global competitive market. It is a combination of learning academic fundamentals, teamwork, and personal development and prepares students to develop into a well-rounded business professional.

All the modules students study support students to acquire higher skills - especially Creativeness and Critical Thinking. These are the skills students will need to bring ones project to reality as an entrepreneur and/or to build a successful career in a corporation. They are also the skills investors and corporations are looking for in potential employees.



Business Administration

A woman with dark hair, wearing a black blazer over a white top, is shown in profile, looking thoughtfully to the right. Her hand is near her chin, suggesting deep contemplation. The background is a blurred indoor setting with light-colored walls.

There is something exciting about living, learning, and growing as a future business leader in the most innovative, business-friendly, and beautiful country in the world.

Why Business Administration?

After extensive market research and feedback from business professionals, professors, and corporations, an immense opportunity was identified for business degree graduates with the necessary practical experience and international exposure to immediately contribute and build teams with diverse stakeholders in an organization. The career opportunities for someone with these skills and education is enormous and expanding rapidly.

Why Switzerland?

Conveniently located near many of the world's best-known international corporations and many of the best-run family businesses, AUS is uniquely positioned to offer its students access to superlative professors, internships,

and company visits that is unparalleled by any other institute of higher learning. This unique offering has helped make AUS the gold standard in business administration and a highly sought-after destination for students around the world.

Why AUS?

The American University in Switzerland (AUS) is a private and fully accredited institution of higher learning located near beautiful Lake Geneva. Unlike many behemoth universities, AUS offers a very personal experience. With a professor to student ratio of only 1 to 7 and a graduation rate of nearly 95%, students will experience the individual attention they deserve and the career they desire.

At AUS, we recognize that business leaders today must not only master the hard skills needed to make data-driven decisions but also the soft skills needed to promote them. IT, Policy, Legal, Sales, Human Resources, and Corporate Governance must work in tandem. To foster this atmosphere of engagement and to truly drive value in an organization, leaders must gain the management skills necessary to interface across the organization. Recognizing the need for this skillset in the market, AUS has developed a holistic approach to educating tomorrow's leaders in business administration.

Program Overview:

All courses are taught in English by leading business visionaries in small dynamic cohorts. All professors are actively engaged in successful business ventures. This real-time applied experience is in stark contrast to many university professors focused solely on theory or outdated methodologies.

The curriculum links cutting-edge business theory to practical application as students are guided to solve real-world challenges. This environment emphasizes collaboration and team building alongside healthy competition. At AUS, top-tier internationally diverse classmates come together, share professional experiences, and form synergistic groups where mutual commitment and joint accountability lead to highly effective teams.

Beyond the depth and breadth of knowledge gained in the classroom, the life-long connections developed while attending AUS will be of immeasurable value. To this end, we require and actively support internship placement, on-site company visits, and executive mentoring. With our vast network of contacts at nearby, world-renowned, corporate headquarters, students are sure to find opportunities tailored to meet their specific needs.

Course/Module Examples:

- International Finance
- International Business Law
- National Competitiveness
- Integrated HRM and Intangible Assets
- Management of Corporate Strategy
- International Management



Duration 4 trimesters, full time
Start dates September, January, April



Credits ECTS 112
 CH 79



Location La Tour-de-Peilz
 Switzerland



Internship Required internship



Semester abroad Advised, but not required



Study Language English only



- Entry requirements**
- Undergraduate degree
 - Letter of motivation
 - Recommendation letter
 - Proof of English level proficiency
 - CV/résumé
 - Personal interview

English language requirements At least TOEFL 550 score or at least IELTS 6.0 score.



Registration fee CHF 3'500

Trimester fee CHF 7'625



For module descriptions, visit our website aus.ch/programs

Aviation Management



“Over the next two decades, the demand for air transportation will double, resulting in ever-increasing job creation.”

Why Aviation Management?

After extensive market research and feedback from aviation professionals, professors, and businesses, an immense shortage was identified for certified aviation personnel with the requisite business skills to transition into management roles. The career opportunities for someone with these skills is enormous and expanding rapidly.

According to the International Air Transport Association (IATA), the number of air travelers will balloon to 7.2 billion in 2035, a near doubling of current levels. This trend is supported by the growth of the middle class in China and its impact on domestic travels and the economic rise of the Asia Pacific as an international destination.

Why Switzerland?

Conveniently located near the company headquarters The International Aviation Transportation Association (IATA), AUS is

uniquely positioned to offer its students access to superlative professors, internships, and IATA certification that is unparalleled by any other institute of higher learning. This unique offering has helped make AUS the gold standard in Aviation Management and a highly sought-after destination for students around the world.

Why AUS?

With three new programs starting in September of 2019, AUS is bridging the gap between aviation experience and management expertise. Building on traditional Swiss hospitality training, and business fundamentals, students will learn to create lifelong customers. Because at AUS, we recognize that the air transportation industry is more than just moving customers physically, it's about moving customers emotionally.

To foster an atmosphere of engagement and to truly drive value in an organization, aviation experts must learn the management skills necessary to interface across the organization effectively. Recognizing the need for this skillset in the market, AUS has developed a holistic approach to educating tomorrow's leaders in aviation management.

On May 24, 2019, the International Aviation Transportation Association (IATA) and the

American University in Switzerland (AUS) announced a partnership recognizing AUS as an IATA Authorized Training Center. So, in addition to an accredited degree, students can also earn industry certification that is recognized worldwide.

Program Overview:

While at AUS, students will acquire the necessary skills to fast-track ones management career in aviation management. Grounded in cutting-edge business theory, students will learn to sell ones ideas while establishing, implementing, and overseeing an aviation structure for an organization.

All courses are taught on site by AUS professors, who are distinguished thought leaders in the fields of air transportation, hospitality, and business management. The curriculum is comprised of ever-evolving theory and real-world practical examples, internship is required for Master’s candidates after the last trimester.

To support internship placement, AUS is partnering with leaders in the aviation field such as PrivatPort. PrivatPort is a company backed by Swissport International Ltd, which provides best-in-class airport ground services on behalf of more than 850 client – companies for some 265 million passengers annually in 50 countries.

The degree starts with several fundamental courses. These are followed by core courses that give students a solid grasp of the fundamentals of business, such as finance, economics, marketing and entrepreneurship. Students can select topical courses to tailor their degree.

Course/Module Examples:

- Accounting and Financial Management for Travel Agencies
- Social Media for the Travel Industry
- Airline Marketing
- Managing the Travel Business
- Air Transport Fundamentals
- Aviation Security Awareness



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 CH 79



Location La Tour-de-Peilz
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Internship Required internship



Semester abroad Advised, but not required



Study Language English only



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Registration fee CHF 3'500

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Entrepreneurship



For the seventh consecutive years, Switzerland has ranked second worldwide on the 2018 Global Entrepreneurship Index .

Why Entrepreneurship?

Enterprise is a vital engine of economic expansion. Without enterprise and entrepreneurs, there would be little innovation, little productivity growth, and few new jobs.

The average lifespan of an S&P 500 company shrunk from 60 to 15 years since 1960. "Disruption" is commonplace in the market, and companies are seeking "intrapreneur" minded individuals to secure their survival.

Why Switzerland?

- Awarded 2017 Most Innovative Country in the World.
- For the six consecutive years, Switzerland has ranked number 1 for Innovation Output Sub-Index, and number 1 in the Knowledge and Technology Outputs pillar by the Global Entrepreneurship and Development Institute.

- Canton de Vaud Number 1 for Venture Capital in Switzerland.
- More than half of the total invested flowed into this canton. Vaud-based start-ups generated more than CHF 460 million.

Why AUS?

The American University in Switzerland (AUS) is a private and fully accredited institution of higher learning located near beautiful Lake Geneva. Unlike many behemoth universities, AUS offers a very personal experience. With a professor to student ratio of only 1 to 7 and a graduation rate of nearly 95%, students will experience the individual attention they deserve and the career they desire.

The AUS Entrepreneurship program links theory to practical application through relevant, real-world business problems giving students the skills and understanding of critical issues that effect businesses on a day-to-day basis. The tailored course work and student-centric approach set the AUS business degree apart.

The goal of this program is to give students the confidence from the academic knowledge and acquired skill to kick-start their career or pursue entrepreneurship in an ever-changing business environment.

Program Overview:

All courses are taught in English by leading business visionaries in small dynamic cohorts. Our teachers are involved in entrepreneurship whether as former start-up creators or through coaching start-ups in local and international start-up accelerators and multinational corporations. This real-time applied experience is in stark contrast to many university professors focused solely on theory or outdated methodologies.

The curriculum links cutting-edge business theory to practical application as students are guided to solve real-world challenges. This environment emphasizes collaboration and team building alongside healthy competition. At AUS, top-tier internationally diverse classmates come together, share professional experiences, and form synergistic groups where mutual commitment and joint accountability lead to highly effective teams.

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Course/Module Examples:

- Critical Thinking
- New Venture Financing
- Finance for Entrepreneurs and Innovators
- Entrepreneurship and Innovation
- Public Relations and Networking Skills
- The Psychology of Creativity
- Strategy for Entrepreneurs



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Luxury Management



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The intimate and familiar, multi-cultural environment of AUS also provides inspiration in terms of unique customer experience which can be transferred into student projects within the program.

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Course/Module Examples:

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- Retail Management
- Store Management
- Boutique Design
- Interpersonal Skills
- Luxury Attitude
- Instagram Strategy



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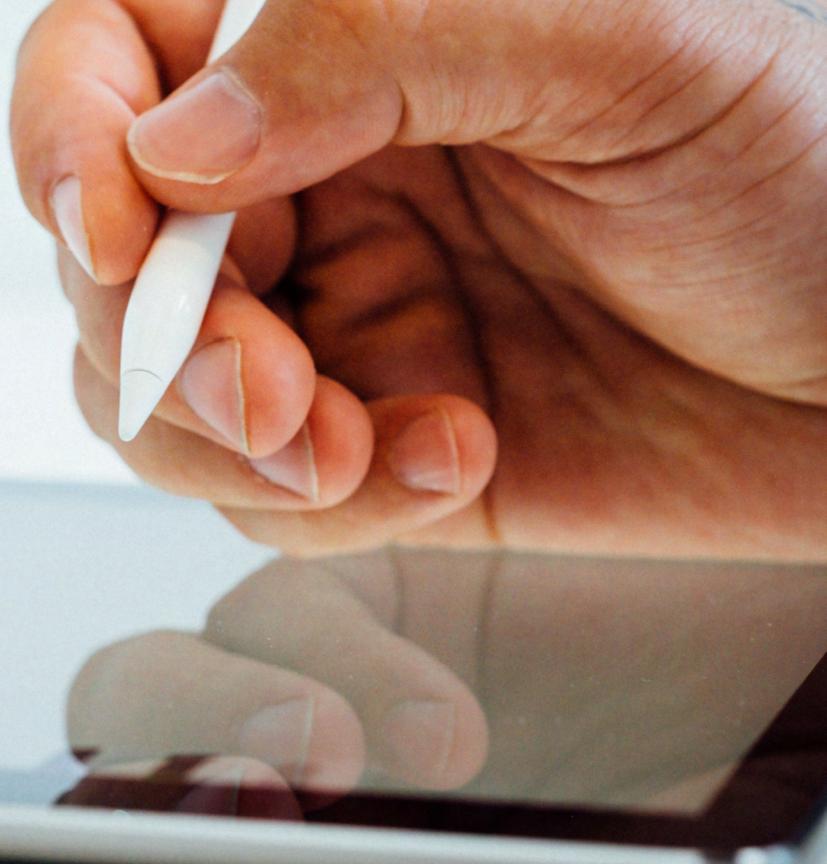
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Fashion Design & Management



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Why Fashion Design and Management?

The Fashion Design and Management program encourages drive, passion and creativity while focusing on the goals needed to succeed in the world of fashion. Innovation is interlinked with business through design, sales strategies and hands on studio-based projects, seminar courses, and liberal arts.

Guidance by experts in the field and continuous immersion in the industry are the basis of this three-year program. It prepares a student for entrepreneurial and management positions in the competitive world of creative industries. Marketing, communication, management of innovation, entrepreneurship, strategic management, product development, ethical business, and other core courses are part of the studies.

Why Switzerland?

Switzerland has served as an inspiration for many evolutionary artists and entrepreneurs

such as Jean Tinguely, who is known worldwide for his kinetic art or Nicolas Hayek, instrumental in the development and launching of Swatch.

Centrally positioned, the country is in close proximity to Italy, specifically Milan, the heart of the fashion industry. Furthermore, it is home to numerous leading companies such as Nestle, which provide models for future managers and entrepreneurs.

Why AUS?

At AUS, Fashion Design and Management the student is guided throughout by professionals who provide them with pertinent tools for creative opportunities: analytical, strategic, and business skills in the context of fashion and luxury industries, as well as art, and design. The program interlinks business and design, enabling a student to establish a strong foothold in the market.

Through the courses offered, the student will gain a solid understanding of the strategic design necessary for a competitive edge as well as the management of creative teams. They are encouraged to collaborate with various designers and managers within a creative company or startup. A series of workshops and collaborative projects involve partnerships with

companies worldwide.

Program Overview:

The strong links with the industry and the ongoing involvement of professionals within the field will provide the student with concrete knowledge and valuable networking opportunities. The program prepares for a broad variety of career opportunities, from managerial positions to leadership positions within startup companies.

Course/Module Examples:

- Brand Product Development
- Entrepreneurship and Fashion Design
- Advertising and Promotion Planning
- International trade
- Fashion Design and Management



Duration 4 trimesters, full time
Start dates September, January, April



Credits ECTS 112
 CH 79



Location La Tour-de-Peilz
 Switzerland



Internship Required internship



Semester abroad Advised, but not required



Study Language English only



Entry requirements

- Undergraduate degree
- Letter of motivation
- Recommendation letter
- Proof of English level proficiency
- CV/résumé
- Personal interview

English language requirements At least TOEFL 550 score or at least IELTS 6.0 score.



Registration fee CHF 3'500

Trimester fee CHF 7'625



For module descriptions, visit our website aus.ch/programs

Interior Design & Management



Combining a comprehensive interior design curriculum with a powerful management courses.

Why Interior Design and Management?

The Interior Design program will introduce the student to a broad range of methods and principles within their field of study. This program aims to guide the student on a creative path while providing the necessary tools to channel and market that creativity. Hands on workshops, seminars, as well as theory interlinked with practical experience will help to identify a student's individual approach to design, composition and visualization of space.

At the same time, emphasis will be placed on collaboration, administration and management within the spheres of interior design.

Why Switzerland?

Switzerland is becoming more and more avant-garde as an environment friendly country. Energy saving houses are one of the examples of its ability to combine innovation and sustainability. Interior Design in the 21st century not only

seeks to develop imaginative spaces but spaces that benefit the planet. The planning and management of such an environment is both intricate and unique.

Switzerland provides inspiration for future leaders in the field of Interior Design in its ability to use problem solving skills and scenario planning to develop innovative spaces.

Why AUS?

AUS has an array of international experts in the field who offer insight from their own culture while exposing students to industries in the field within Switzerland. This combination and insight into the different worlds of Interior Design provides the student with vast knowledge of the field while encouraging them to develop their individual skills using their own cultural knowledge.

Program Overview:

Throughout the student's studies they will develop creative and leadership skills through fundamental managerial courses, graphic courses and interior theory courses. Exciting design projects are a part of the curriculum as well. They will have the opportunity to collaborate with other students on campus in order to present and showcase their work and

will gain insight into the industry through case studies and company visits.

Employing acquired skills while bringing entrepreneurial ideas to the table, they will learn how to manage their own business and be an added value to any startup.

Throughout the AUS Interior Design and Management program, each student develops their visual identity and style within a business context.

Course/Module Examples:

- Colors and fabrics
- Eco-design, pre-fab and container houses
- Global perspective
- History and culture of interior and design
- Objects and decoration
- Technology and sustainability
- Visual communication



	Duration	4 trimesters, full time
	Start dates	September, January, April
	Credits	ECTS 112 CH 79
	Location	La Tour-de-Peilz Switzerland
	Internship	Required internship
	Semester abroad	Advised, but not required
	Study Language	English only

	Entry requirements	<ul style="list-style-type: none"> • Undergraduate degree • Letter of motivation • Recommendation letter • Proof of English level proficiency • CV/résumé • Personal interview
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English language requirements At least TOEFL 550 score or at least IELTS 6.0 score.

	Registration fee	CHF 3'500
	Trimester fee	CHF 7'625

 For module descriptions, visit our website aus.ch/programs

Cybersecurity Business Management

“The global cybersecurity market is set to grow from its current market value of more than \$120 billion to over \$300 billion by 2024.”

Why Cybersecurity Business Management?

After extensive market research and feedback from IT professionals, professors, and businesses, an immense shortage was identified for technical cybersecurity personnel with the requisite business skills to transition into management roles. The career opportunities for someone with these skills is enormous and expanding rapidly.

Why Switzerland?

Conveniently located near the company headquarters for the world leader in digital security, AUS is uniquely positioned to offer its students access to superlative professors, internships, and company visits that is unparalleled by any other institute of higher learning. This unique offering has helped make AUS the gold standard in Cybersecurity Business Management and a highly sought after

destination for students around the world.

Why AUS?

With three new programs starting in September of 2019, AUS is bridging the gap between technical and management expertise. At AUS, we recognize that cybersecurity is not just a technical problem. It is a business problem. IT, Policy, Legal, Sales, Human Resources, and Corporate Governance must work in tandem. To foster this atmosphere of engagement and to truly drive value in an organization, IT experts must learn the management skills necessary to interface across the organization effectively. Recognizing the need for this skillset in the market, AUS has developed a holistic approach to educating tomorrow's leaders in cybersecurity operations and management.

Program Overview:

All courses are taught on site by AUS professors, who are distinguished thought leaders in the fields of cybersecurity, blockchain technology, and business management. The curriculum is comprised of ever-evolving theory and real-world practical examples, and internships are required for Bachelor's and Master's candidates during the Spring quarter of each academic year.

While at AUS, students will acquire the necessary

skills to fast-track ones management career in cybersecurity. Grounded in cutting-edge business theory, students will learn to sell ones ideas while establishing, implementing, and overseeing a cybersecurity structure for an organization. Applying theory to real-world scenarios, students will complete several practical objectives, such as creating a security strategy that combines governance, compliance, and technology viewpoints. Moreover, students will gain advanced knowledge in organizational structures, communication, operational business processes, and the legal framework for cybersecurity policy.

Course/Module Examples:

- Communicating, Problem Solving, and Leading in Cybersecurity
- Foundations in Cybersecurity Management
- Cybersecurity Governance
- Risk Management and Organizational Resilience
- Cybersecurity Program Development
- Cybersecurity - Protecting client privacy as a competitive advantage
- Capstone in Cybersecurity



Duration 4 trimesters, full time
Start dates September, January, April



Credits ECTS 112
 CH 79



Location La Tour-de-Peilz
 Switzerland



Internship Required internship



Semester abroad Advised, but not required



Study Language English only



Entry requirements

- Undergraduate degree
- Letter of motivation
- Recommendation letter
- Proof of English level proficiency
- CV/résumé
- Personal interview

English language requirements At least TOEFL 550 score or at least IELTS 6.0 score.



Registration fee CHF 3'500

Trimester fee CHF 7'625



For module descriptions, visit our website aus.ch/programs

FinTech Management

“The global FinTech Market is projected to grow at a CAGR of 22.17%, reaching USD 305.7 billion by 2023.”

Why FinTech Management?

The career opportunities for someone with both the technical and business skills needed to manage FinTech implementations is enormous and expanding rapidly. As this emerging field surges forward, traditional banking institutions and corporations of every size and geographic location are struggling to understand, staff for, and implement FinTech. After extensive market research and feedback from FinTech service and technology providers, traditional financial services providers, and businesses of every type, an immense shortage was identified for technical personnel with the requisite business skills to transition into management roles. Through a holistic approach that incorporates these complementary skills, AUS is helping to educate FinTech professionals while offering them a competitive advantage in the job market.

Why Switzerland?

The digitalization of financial markets has brought about exciting and fast-paced developments, and in this Switzerland is a leader in many ways, tracking these trends and establishing itself as a catalyst for financial innovation on a global level.

- In global terms, every tenth FinTech Startup was founded in Switzerland.
- As of 2019, investments on the global financial market in Swiss FinTech enterprises amount to CHF 10-14 billion.
- From 2016 to 2019, the amount of FinTech Startups in Switzerland, currently 170, increased sixfold, with 14 incubators in the FinTech ecosystem.

Both philosophically and geographically, AUS's FinTech Management program is strategically located between traditional Swiss banking powerhouses and Switzerland's emerging "Crypto valley." Thanks to this location and our strategic partnerships, students at AUS can expect access to superlative professors, internships, and company visits that is unparalleled by any other institute of higher learning. This unique offering has helped make AUS the gold standard in FinTech Management and a highly sought-after destination for students around the world.

Why AUS?

Switzerland is world renowned for its traditional technology and financial services training programs and schools. With three new programs starting in September of 2019, AUS is uniquely positioned to bridge the gap between traditional business education and emerging business requirements enabled by FinTech. Regardless of one's background, AUS is dedicated to helping each student understand how to leverage FinTech to drive value in their organization.

Program Overview

As a central theme, the FinTech Management program at AUS examines the various services provided and the key technologies involved in the FinTech sector. All courses are taught on site by AUS professors, who are distinguished thought leaders in the fields of crypto economics, cybersecurity, and financial services.

The program considers the disruptive and innovative nature of FinTech as a technology-enabled business model. Moreover, as FinTech is continuously changing and evolving, so too will the curriculum at AUS evolve to keep pace. Examples of key technologies that are core to the current curriculum are listed below.

Course/Module Examples:

- FinTech - Applications in Corporate and Entrepreneurial Finance
- Communicating, Problem Solving, and Leading in Cybersecurity
- FinTech - Blockchain Technology, Cryptocurrency, and Cybersecurity
- Financial Information Systems
- Robo Advisors & Systematic Trading
- FinTech Analytics: Data-Driven Credit Modeling
- Risk Management and Organizational Resilience
- FinTech - Managing Change and Fostering Innovation
- Transaction verification: reducing cost and risk with emerging technology
- Marketplace Facilitation through Non-Traditional intermediaries
- Cybersecurity - Protecting client privacy as a competitive advantage



Duration 4 trimesters, full time
Start dates September, January, April



Credits ECTS 112
CH 79



Location La Tour-de-Peilz
Switzerland



Internship Required internship



Semester abroad Advised, but not required



Study Language English only



Entry requirements

- Undergraduate degree
- Letter of motivation
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English language requirements At least TOEFL 550 score or at least IELTS 6.0 score.



Registration fee CHF 3'500

Trimester fee CHF 7'625



For module descriptions, visit our website aus.ch/programs

Graduate Admission

ACADEMIC CALENDAR

Fall Term

Courses: September - December

Winter Break: 4 weeks

Winter Term

Courses: January - March

Spring Break: 3 weeks

Spring Term

Courses: April - July

Summer Break: 12 weeks

ADMISSION CRITERIA

Entry to the master's program requires completion and graduation from a recognized undergraduate program. AUS may require students who do not have an undergraduate degree in business to take additional undergraduate level modules.

Graduates of non-American institutions of higher learning must be able to document that their degree is equivalent to a recognized Bachelor's degree. Certified translations in English are required for all records, not in English.

DEADLINE

AUS operates on a rolling admissions basis, which requires that completed application materials, as well as all academic records and the applicable fee, be received by AUS a minimum of 10 weeks before the start of each term.

If accepted, you will receive an official Letter of Acceptance and an invitation to enroll. At this time, you will also be advised of any additional information that should be provided in order to complete your file. A payment schedule of the tuition and fees due will be included in the Offer Letter sent within the Letter of Acceptance.

TRANSFERRING CREDITS

Transfer credits may be accepted from other recognized colleges and universities for those courses which apply to AUS programs. Advanced placement (AP) credits obtained at the high school level may be applied to an undergraduate program. Transfer credits may only be awarded for a grade of C (75%) or higher. All graduating students must complete at least half of their Academic Credit requirements at AUS.

APPLICATION PROCESS

1 Application Form

Fill in the application form, which you could either download or fill in on-line. Make sure to provide us with correct information. You can apply directly to us through our website at aus.ch/apply-now/ or you can send us a general inquiry or give us a call.

2 Additional Documents

Gather all of the additional documents that we require for the selected program. A list of the documents is mentioned on the individual program page of the AUS website.

3 Interview

A phone-call or a video interview will take place with the applicant.

4 Making an offer

We will assess whether you meet our minimum entry requirements and will make you an offer or notify you that you have been unsuccessful via email.

If you have met all the conditions, you will be sent an unconditional offer. If you still have to finish your exams, or have yet to submit supporting documentation, you will be issued a conditional offer. You can expect to receive a decision on your application within 20 working days of receipt of your completed application and supporting documents.

Visit www.aus.ch for further details of the application process.

International Foundation Program

Candidates accepted into the International Foundation Program become AUS's undergraduate students. However, in order to proceed further in undergraduate studies, they must successfully complete the IFP, including the degree credit-course; the discipline-specific course; and the language and academic development courses.

The IFP is only available to international students currently graduating from high school. Students who have previously attended any post-secondary institution are not eligible for the program.

Throughout the IFP, continual assessment raises student awareness of their standing and provides opportunities to improve their performance. Those who do not successfully complete all courses will have their offers withdrawn.

Generally this course will be between 3 to 12 months, depending on the level of the student and his/her background. Students applying to AUS should have demonstrated a high level of academic achievement in high school. Students may start this certificate program in September, January or April.

Courses

High-impact short courses custom-designed for the International Foundation Program. The fundamentals of business management are covered in areas such as:

- Applied IT
- Business Math
- Introduction to Business Finance
- Oral and Writing Communication Skills
- Principles of Accounting
- Principles of Management
- Principles of Marketing

Intensive English:

For those students seeking to improve their English language skills before continuing their studies, AUS offers an Intensive English Course. A great emphasis is placed on the correct intake of language through selected and authentic reading text and a wide variety of listening activities. Weekly writing assignments develop a range of writing skills, with particular attention paid to acquiring different kinds of discourse language. Throughout the course students practice numerous situational dialogue covering such areas as negotiation and social and professional interaction, and they are given a thorough grounding in the techniques of clear presentation.

To enter IFM program at AUS students are required to have successfully completed their secondary education.



Why an AUS degree

Tailored Contemporary Curriculum

AUS offers a tailored education, with practical and theoretical courses, which are relevant for today's market. Prioritizing the latest business subjects, the highly motivated and ambitious staff and administration at AUS are dedicated to the academic and personal development of students, working closely on a one-to-one basis to help them achieve their career objectives.

Recognized Accreditation

AUS's backing by internationally-recognized and strong local organizations provides the assurance of quality education for its students. AUS is recognized as a university by multiple accreditation bodies including the U.S based International Accreditation Council for Business Education (IABCE), and the European Council for Business Education (ECBE). AUS also belongs to the Swiss-American Chamber of Commerce, FSEP - Fédération Suisse des Ecoles Privées, AVDEP - Association Vaudoise des Ecoles Privées, as well as Promove.

International Status and Network

AUS offers an international, multicultural environment based on the beautiful shores of Lake Geneva. AUS is one of the country's leading institutions of higher learning. Throughout its history, AUS has prepared international business students with the relevant knowledge, tools, and training of today which support them in becoming value-added leaders in the enterprises of tomorrow. AUS is privileged and proud to have alumni currently working in high-level management roles at global corporations and organizations such as Nestle, Hublot, the United Nations, and the International Olympic Committee.

Environment

AUS is committed to being an inclusive community where all students are treated equally and individually. AUS caters to each student's individual needs with personal tutors who provide advice about academic studies and out of school demands. AUS is an exciting and dynamic institution preparing students for the business challenges of the 21st century. AUS is a career-path organization, combining theory with practical experience and is committed to the training and development of its students, empowering them to take the career path that suits them best.

Program Details

AUS programs are designed to interlink theory with practice. This approach allows participants to build on their knowledge and develop skills to successfully contribute to any business organization.

Courses

Thanks to our holistic approach, an AUS degree provides students with practical experience and the knowledge, tools and training of today to be a positive contributor to the general management of any business organization of tomorrow.

Practical Experience

The degree provides students with practical experience and the knowledge, tools and training of today to be a positive contributor to the general management of any business organization of tomorrow.

- Participate in group projects, encouraging all students to learn teamwork and inter-cultural skills required to meet the demands of a global workplace.
- Participate in work-integrated learning and industry visits to help engage with business in a real-world environment.





It was my great pleasure to be a part of the American University in Switzerland! I thank AUS for the care and support throughout my educational journey as well as creating such a pleasant environment for me to study in. I enjoyed the classes very much. They were all very exciting, challenging, interesting and interactive!”

Yanina Stanislavskaya-Thöle



Tuition Fees Policy

All fees are quoted in CHF (Swiss Francs). AUS - American University in Switzerland is a private institution, all students pay the same fees regardless of nationality. Fees are reviewed from time to time and may change from those listed.

The University reserves the right to make such alterations or amendments as necessary. Please consult the website for current information.

How to pay

Application and registration fees must be paid before the visa application process. Tuition fees must be paid at least two weeks before the start date of the academic program. If the payment is not completed, students may not enroll and start classes until payment has been made. Payments may be made by bank transfer or in person. A student will not be fully registered until full payment is received. Tuition and services may be withdrawn in the case of non-payment.

Refund policy

If students begin a program of study and then wish to withdraw, students must advise the Administration in writing. Any refund will be made according to our Refund Policy.

Note: This process may take a few months.

Scholarships

AUS offers a number of scholarships and bursaries to help students with their education.

More information may be collected from our Administration team directly.

Additional fees

- Obligatory health insurance
- Accommodation
- Transport
- Photocopying costs
- Books
- Social activities and trims





AUS

AMERICAN UNIVERSITY
IN SWITZERLAND