

Information regarding MAS (Master of Advanced Studies)

Why a Master of Advanced Studies (MAS)?

Today's leaders are confronted with barely manageable and complex challenges, despite the comprehensive management know-how and available resources within their organizations. Businesses seek employees who are willing to learn and raise questions with the aim of seizing opportunities and developing sustainable solutions. Business leaders, engineers, architects, biologists, chemists, medical doctors etc. are expected to have specific knowledge and skills to tackle these complex challenges.

Master Degrees in Switzerland

MBA

Parallel to day-job;
for professionals with
work experience but without
formal degree in Business
Administration

Goals:

Career advancement;
training of knowledge,
skills and competencies
in Business Administration

Average age of students:
35

75 ECTS

MAS International Management

Parallel to day-job;
for professionals with
work experience, both with
and without
formal degree in Business
Administration

Goals:

Career advancement;
training of knowledge,
skills and competencies
in Business Administration –
with an international
orientation

Average age of students:
35 - 40

60 ECTS

Master of Science

For students without
or with little work experience

Goals:

Training for a first job;
training of foundational skills

Average Age:
26

90 ECTS

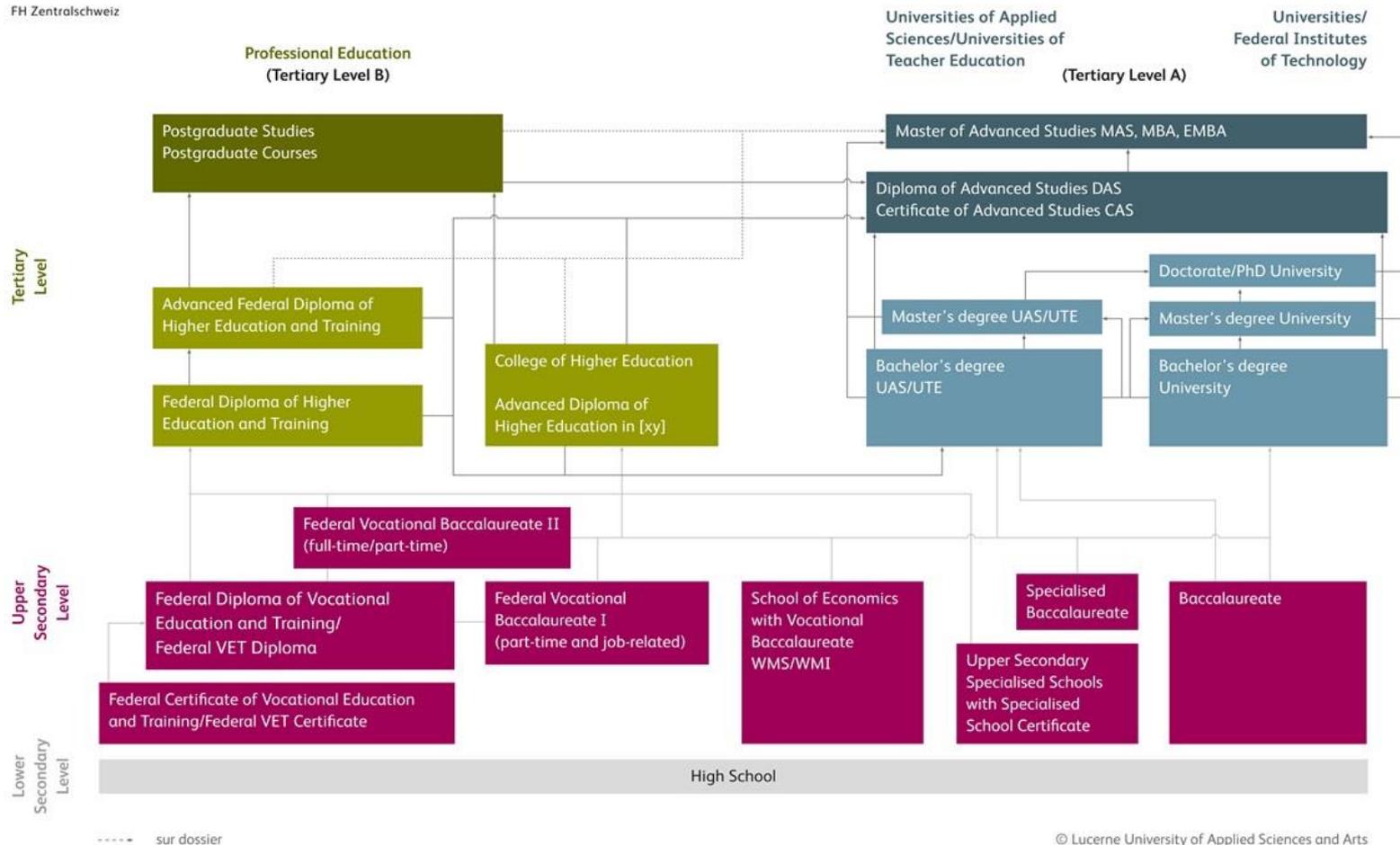
Swiss Educational System

Lucerne University of Applied Sciences and Arts

**HOCHSCHULE
LUZERN**

FH Zentralschweiz

Continuing Education and Training Programmes at the Lucerne University of Applied Sciences within the Swiss Education System



Strong Focus on Competencies

Expertise competencies

- You possess broad business knowledge.
- You know and understand management theories and models and are able to apply them in practice.
- You can analyse well-founded economic problems and identify systemic coherences.
- You are able to lead employees and align business and individual related needs.

Methodological competencies

- You master interconnected, system-oriented and analytical thinking.
- You grasp complex practice-oriented and scientific problems and develop innovative solutions accordingly.
- You apply acquired management tools and concepts into your business.
- You are aware of your leadership role in terms of expectations and norms of your stakeholders.

Social competencies

- You know your strengths and weaknesses and are able to be critical and sociably sound.
- You conduct business in a fair manner and actively find consensus reaching solutions.
- You display your management competencies in a responsible fashion within different social and cultural contexts.
- You are open to new ways, actively take initiative and are able to motivate.
- You develop communication skills in order to successfully lead interdisciplinary teams.

Assured Quality of a MAS degree

- This title is nationally protected under the regulations of the 'Swiss Center of Accreditation and Quality Assurance in Higher Education' in conjunction with the Central Swiss University of Applied Sciences and the academic regulations of continuing education programs at the Lucerne University of Applied Sciences and Arts
- The first university of applied sciences in both Switzerland and Germany to earn the "Recognised for Excellence 5*" award level of the European Foundation for Quality Management (EFQM)
- The Lucerne University of Applied Sciences and Arts – Business is now in the process of AACSB accreditation.



Lucerne University of Applied Sciences and Arts

The Lucerne University of Applied Sciences and Arts –Business is the Central Swiss competence centre for tertiary-level management education. With its bachelor's degrees, master's degrees and continuing-education programs, as well as its consulting services and research, the Lucerne University of Applied Sciences and Arts – Business makes an important contribution to the development of the knowledge society.

Institute of Business and Regional Economics IBR

The Institute of Business and Regional Economics IBR of the Lucerne University of Applied Sciences and Arts – Business was founded in 1979 and currently employs over 100 people. The IBR is the Central Swiss knowledge and education partner for management and regional economics. With more than 150 projects per year, the institute supports businesses with innovative and sustainable solutions. More than 6,000 executives have developed their expert knowledge and experience in our well-designed continuing education programs. The mission of the IBR is to help people, organizations and regions to move forward. Further, it is very well connected in the region and has a broad national and international network of companies, public administrators and other universities.

MAS: Oriented towards practice

A consistently practical approach is a principle objective of an MAS offered in Lucerne. This is also supported by the collective sharing of situational business know-how from all participants (Transfer Learning). The Directors of Studies along with the professors have a strong and practical business background. Be it, they hold leadership business positions in parallel to their teaching duties, manage their own consulting projects or are active in applied research.

The students however are continuously required to bring in and exchange their practical experiences during the lectures (Reflective Learning). This ensures the integration of the partaker's practical knowledge throughout the study period. For the group performance assessments, the students are expected to contribute by theoretically applying examples of their practical experiences. Furthermore, in knowledge transfer exercises as well as in the final Master thesis, the partakers incorporate scientifically founded and at the same time practically oriented solutions from their respective professional environments.

MAS: Career benefits

The Lucerne University of Applied Sciences and Arts sets out to aspire prospective leaders to dynamically guide their businesses into the future while recognizing and making full use of their workforce potential. When filling management positions, businesses expect future leadership personalities to bring along additional economic education or are otherwise prepared to begin such studies soon.

An MAS from Lucerne equips the students with the necessary competencies to assume business-related and demanding tasks as well as leadership positions. Human resource experts of different companies confirm that a post-graduate study such as MAS is a prerequisite for internal recruitment and career progression.

An MAS considers itself a post-graduate study that accompanies the partakers on their career path and assists them in their further development. This is achieved by creating a network amongst the partakers during the study and may lead to the continuation of the Executive MBA Lucerne.