



Study Guide for Economic Sciences

Sustainable Development in Degree Courses at Swiss Universities

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Editorial



Thomas Vellacott
CEO WWF Switzerland

Dear prospective students

Humanity is facing great challenges: Climate change and water scarcity, loss of habitat and biodiversity, famines, international migration flows, overexploitation of natural resources, global financial market risks - to name but a few. As a future specialist or manager in economy, administration, society or politics, you have a central role to play in coping with these challenges. What is needed are motivated and committed graduates of economics courses with sound knowledge and action skills to promote truly Sustainable Development - as defined by the UN's Sustainable Development Goals.

We are very pleased to present our study guide economic sciences with a focus on Sustainable Development. The guide gives you a comprehensive overview of Sustainable Development in the economics courses at Swiss universities.

The study guide shows how important economic sciences are for Sustainable Development and how important corresponding competencies are for your career entry. Students report first-hand on the contents of their studies and how they are taught in a practice-oriented manner.

I invite you to discover and to take an exciting look at the topics and ways of thinking of Sustainable Development in the context of your studies. I hope that the study guide will help you choose your course.

A handwritten signature in black ink, which appears to read 'Thomas Vellacott'. The signature is fluid and stylized.

Thomas Vellacott
CEO WWF Switzerland

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Economic Sciences

Economic Sciences - also known as **business and economics** - is the generic term for various scientific fields that deal with economic interdependencies. At its core, economics deals with the question of how limited resources and goods can be used (more economically) in a society. Business administration and economics are the two main disciplines. They each differ in the consideration, description and explanation of economic events and their contexts.

Business Administration

Business Administration (also called Management) deals with economic relationships and principles of legality of individual companies with the aim of providing concrete support for decision-making processes. The focus is on profit-oriented companies as well as public administration and non-profit organisations such as associations, foundations, cooperatives and international organisations.



The main objective is to manage the resources available to the company, such as employees, capital or raw materials, in such a way that long-term economic success can be achieved. Here, the best possible compromise must be reached between the partly different goals of the players and the possibilities of the market. The focus is on topics that are important for the management of organisations - the definition of corporate strategy, accounting, financial management and controlling to personnel and marketing issues.

What does a company have to do to survive in international competition? How can optimal prices for a product

be determined? How can a company reduce its ecological footprint? What is a fair wage policy? How does a company guarantee that human rights are respected along the supply chain (e.g. at suppliers)? These are all questions that business economists deal with.

Economics

In contrast to business administration, economics is not focused on a single company, but focuses on the economy as a whole. Economics tries to find regularities in an economy and derives explanations and recommendations for action, for example on the causes of unemployment, the functioning of markets, the effectiveness of development aid or international economic relations.

There are two main areas within economics: Microeconomics and macroeconomics. Microeconomics examines the behaviour and decisions of individuals, households or companies and the markets in which they operate. The goal here is to understand how and why an economic subject makes a certain decision. In contrast to microeconomics, macroeconomics works with aggregated values, for example with the total income of all households. It examines the behaviour of an entire economy. Macroeconomics can make use of the results of microeconomics studies and then compile an overall view from several components.

How can social security be guaranteed in an increasingly ageing society? How can a fair distribution of income and wealth be achieved? How does a society deal with increasingly scarce resources? How can the stability of the international financial system be strengthened? All these are questions that economists are dealing with.

Economy and Sustainable Development

Humanity is facing great challenges: Climate change, loss of habitat and biodiversity, famines, international migration flows, overexploitation of natural resources, global financial market risks - and much more. The economy has a particularly important role to play in responding to such challenges. On the one hand, the economy is a central driver of these problems, and on the other, it has a great leverage effect for environmentally friendly solutions. As a future specialist or manager in economy, administration or politics, you have a central role to play in overcoming these challenges.

Sustainable Development Goals (SDGs)

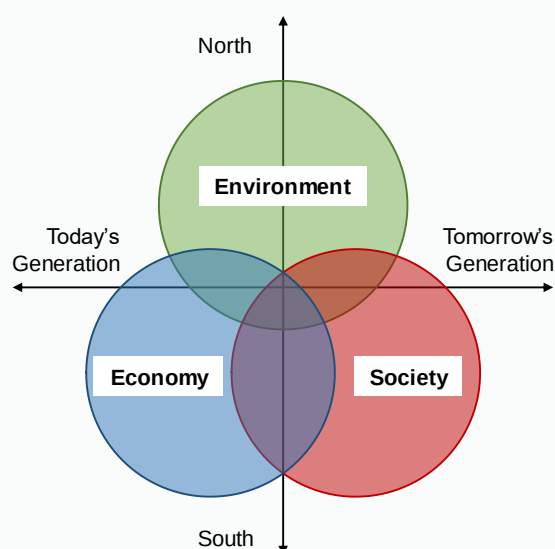
In 2015, 193 UN states adopted the "Agenda 2030 for Sustainable Development" with 17 targets for Sustainable Development (SDGs). Since 2016, the SDGs have formed the globally applicable framework for national and international efforts to jointly solve the world's major challenges. They bring together the social, economic and environmental dimensions of Sustainable Development and are a general call to action. The objectives cover issues such as sustainable energy supply, climate change, gender equality, innovation and inequalities within and between countries.



Switzerland is also called upon to implement the goals nationally. To this end, incentives are to be created so that non-state actors (e.g. companies or research) make an active contribution to Sustainable Development. For without a targeted design of entrepreneurial, regional and macroeconomic transformation processes to a sustainable economy, it will not be possible to achieve the SDGs. Accordingly, the SDGs will have a significant impact on

Definition of „Sustainable Development“

“Sustainable Development is development that satisfies the needs of the present without compromising the ability of future generations to meet their own needs” (quoted from the Brundtland Report). Satisfying current needs means ensuring the quality of life of today's generations in all areas (material living conditions, health, environmental quality, etc.).



However, our current needs must not be met by destroying nature, overexploiting natural resources or at the expense of the quality of life of future generations (today-tomorrow). It must not harm other people here or elsewhere (North-South). The aim is a fairer distribution of resources at regional and global level. Always taking into account ecological, social and economic aspects.

strategies and measures of governments, companies and organisations in the coming years. This will require specialists and managers in business, administration and politics with the knowledge, skills and the will to promote Sustainable Development in accordance with the SDGs.

Transformation of the Economy

Natural resources have limited regenerative capacity and are becoming increasingly scarce. In science and politics, this insight has triggered intensive debates on resource efficiency, decarbonisation of the economy, innovation, the development of "clean" technologies and a sustainable economic policy. As in many other countries, consumption and production in Switzerland are not sustainable, because if everyone lived like us, we would need three planets. Without concern for natural resources, sooner or later companies, as well as the economy as a whole, will run into difficulties.



A sustainable economy recognises that non-renewable resources are becoming scarce and identifies to what extent renewable resources are regenerating. More than

ever, we need a change towards a sustainable economy that takes into account the conditions and opportunities of Sustainable Development. A transformation to resource-conserving, climate-neutral and socially acceptable products and business models is necessary. For the future, new ways of thinking and acting are required that consider the natural limits of the planet.

As educational institutions for the executives and academic specialists of tomorrow, as think tanks and innovation promoters, universities play a central role in this transformation towards a sustainable economy and society. Especially in the economic sciences, which are extremely important for transformation, the goal of maximum increase in profits and the production of goods still dominates in research and teaching. The often-proven market failure in the three dimensions of Sustainable Development (environment, society, economy) is still ignored or systematically underestimated.

That has to change. Higher education institutions must provide study-based knowledge, skills and abilities to understand and address the problems of the 21st century (such as climate change, overexploitation of natural resources, poverty and distributional injustice). The demand for graduates with competences for sustainable development will continue to increase and a much broader range of topics is needed in all dimensions of sustainable development in all degree courses.



«For us, sustainability means reconciling economic action with responsibility for the environment and society and is a tradition we live by. We promote the exchange between teaching and practice and expect university graduates to make a contribution to our bank's commitment to sustainability as employees.»

- Marit Kruthoff, Head of Sustainability at Zürcher Kantonalbank

Students About Their Studies

«Wir haben eine Verantwortung gegenüber zukünftigen Generationen und ich möchte, dass es meinen Kindern eines Tages auch so gut geht wie uns. Deshalb interessiere ich mich für die Nachhaltige Entwicklung und setze mich dafür ein. Ich glaube mit meinem Studium in Betriebswirtschaft zukünftig die Gelegenheit zu erhalten, einen Beitrag zur Nachhaltigen Entwicklung leisten zu können – zum Beispiel in einem Einzelunternehmen die Nachhaltige Entwicklung in die Unternehmenskultur zu verankern.

Angehenden Studierenden rate ich, sich bei der Studienwahl mit dem Thema Nachhaltige Entwicklung sehr gut auseinander zu setzen. In meinem Fall hatte ich Glück, dass ich mich durch die breite Vereinslandschaft an der Hochschule sehr stark für die Nachhaltige Entwicklung bei StudentImpact einsetzen konnte. Ich bin mir nicht sicher, ob mir das Studium ohne mein Engagement im Studierendenverein so viel Spass gemacht hätte. Deshalb: sich unbedingt vorher über das Angebot im Studiengang erkundigen, damit man 100 Prozent sicher ist, dass man die richtige Entscheidung trifft.»



Florian Sander / BA in Betriebswirtschaft (Uni)

Angela Honegger / MA in Rechnungswesen und Finanzen (Uni)

«Wenn man in der Schweiz geboren ist, gehört man zu einem kleinen Teil der Menschheit, der einfach Glück hatte. Wir haben hier eine super Ausgangslage, gerade in Sachen Bildung. Für mich sind wir deshalb auch mitverantwortlich, eine Zukunft zu schaffen, in der mehr Menschen von einer solchen Ausgangslage profitieren können. Die Wirtschaftswissenschaft ist ein wichtiger Hebel, um Ideen einzubringen oder Projekte umzusetzen, die einem wichtig sind.

Universitäten machen aus meiner Sicht noch nicht genug für die Nachhaltige Entwicklung – das darf man ansprechen und offen auf den Tisch legen. Studentinnen und Studenten haben eine wichtige Stimme, sowohl an der Hochschule selbst als auch in der Gesellschaft. Wir müssen neue Themen, die uns wichtig sind, einfordern und versuchen vorwärts zu bringen. Unsere Gesellschaft muss sich ändern. Wir sind die neue Generation, die in Zukunft die Entscheidungen trifft und uns ist die Nachhaltige Entwicklung wichtig.»



Adèle Bouscasse, BSc en Management (Uni)

«J'ai décidé d'étudier les sciences économiques et le management parce que je pensais que c'était quelque chose qui me permettait de toucher à tout et d'avoir beaucoup d'opportunités dans le monde du travail sans me spécialiser après mon lycée ou mon gymnase.

Alors pour moi le Développement Durable c'est quelque chose qui touche à tout, qui se retrouve dans tous les domaines de la société actuellement, qu'il faut prendre en compte, qui devrait être inscrit dans les mentalités. C'est surtout à travers l'économie et les innovations de demain qu'on pourra faire changer les choses et donc pour moi c'est vraiment très très important.»

VIDEO

«Quand j'ai choisi mon programme, j'ai consulté internet pour trouver exactement quels sont les cours proposés dans le Développement Durable, parce que c'était quelque chose qui m'intéressait beaucoup et puis j'ai trouvé cette spécialisation «Behavior, Economics and Evolution». Pour vous je pense que c'est important de bien vous renseigner sur les cours proposés.

Dans mon Master nous pouvons nous spécialiser dans le «Behavior economics and evolution». C'est une spécialisation où économistes et biologistes peuvent se retrouver dans une même classe pour partager sur la façon dont on peut améliorer le monde avec le Développement Durable et utiliser les modèles économiques pour aborder le problème des ressources limitées et leurs implications dans la société et l'environnement.»



Olivia Meiners, Master en Économie politique (Uni)

«I was always fascinated about exchanging something – such as goods – and, therefore, to study economic sciences was the obvious decision for me. In the future I would like to work in a fair-trade company or even to create my own fair trade label in the food or cotton industry. If you know already the direction you want to go after your studies it can help you to choose the right programme.

For me Sustainable Development is mainly a challenge, doing what you have to do for your business, but at the same time considering your environment, the nature and natural resources. Without the nature and natural resources, you cannot do any economic activity. I think our degree gives us the possibilities to understand how businesses and the economy affects almost everything in the world and if you understand that, it can help you to make a change.»



Olin Heitmann, BSc in International Business Administration (FH)

Samira Schmitter, BSc in International Business Administration (FH)

«One day I would like to work in the field of sustainable supply chain management or environmental protection in an international organisation. And I think economic sciences are cool because you get to know all the important processes in business and you receive a wholistic picture about economics in general. Moreover, in the international programme there is a lot of diversity within the class and I love to work with people from different parts of the world.

I have always been drawn by nature, animals and the environment. However, the point where I really got involved into Sustainable Development was during my studies when I realised that in economic sciences people are almost exclusively focused on profits, yet I believe there is so much more out there. For me it is key to have the knowledge in the field of Sustainable Development because one day I might be the person who makes the decisions in an organisation and I want to make them right. If we can now change our behaviour and then teach the future generations to become change makers as well, we can really make a difference.»

Courses Offered

There are around 100 courses at 20 recognised Swiss universities. Here is an overview of what is on offer in the field of Sustainable Development. Find out how much sustainability is involved in the respective degree courses. The offers vary depending on the university and it is, thus, worth comparing.

Economic sciences can be studied at all universities and universities of applied sciences in Switzerland. A degree in economic sciences usually starts with the basics of both business administration and economics. During your studies, you can then set different priorities depending on your university. You can choose between specialisations in specific business areas or sectors such as marketing or banking & finance.

In almost all degree courses you can choose a part of your studies individually from various elective courses. In addition, many degree courses have predetermined specialisations that can or must be chosen. However, a focus in economics is only offered at universities. In addition, most universities offer the opportunity to choose an elective field (minor) outside the economic sciences, e.g. in environmental sciences or Sustainable Development.

The range of courses is constantly being adapted by the universities and it is worth checking current and further information on the websites of the universities.

The following information can be found in this study guide:

- which specialisations can be chosen in the different courses
- which sustainability topics are covered in the specific degree courses and to what extent
- what proportion of sustainability topics are taught with practice-oriented learning methods

Learning Methods are Important

Good education goes beyond mere factual knowledge; it conveys competencies and values that enable students, for example, to think ahead, to plan and act together with others or to motivate themselves and others to become active. The desired set of these interdisciplinary competencies is called shaping competence (Gestaltungskompetenz).



Such competences can be effectively promoted through the use of practice-oriented learning methods (e.g. case studies, problem-based learning or service learning). That is why it is important that universities often and consistently use practice-oriented learning methods that promote the competence to act when teaching topics - especially in the field of Sustainable Development. The aim is to enable graduates to apply their knowledge in practice - whether in business, administration or research.

Select Your Preferred Field of Study:

Bachelor's Programmes at Universities

- Economic Sciences (Management and Economics Combined)
- Business Administration (Management)
- Economics

Master's Programmes at Universities

- Economic Sciences (Management and Economics Combined)
- Business Administration (Management)
- Economics
- Banking & Finance

Bachelor's Programmes at Universities of Applied Sciences

- Economic Sciences (Management and Economics Combined)
- Business Administration (Management)
- Banking & Finance

Master's Programmes at Universities of Applied Sciences

- Business Administration (Management)
- Banking & Finance

How to Read the Degree Course Tables?

The example below shows how to read the course overviews on the following pages:

- Within the Degree Course Y at University X you can choose the majors "Banking & Finance" and "Marketing".
- In the Degree Course Y, the topic "**Sustainable Consumption**" is covered in a **compulsory course 1-3 hours**.
- In the Degree Course Y, the topic "**Corporate Social Responsibility (CSR)**" is covered in a **compulsory course 4-6 hours**.
- In the Degree Course Y, the topic "**Innovation Management, Digitalisation and Sustainable Development**" is covered in an **elective course more than 6 hours**.
- **40 percent** of the sustainability topics are taught using **practice-oriented learning methods**.
- For degree courses marked with an **asterisk (*)**, the information on sustainability topics and learning methods does not represent the entire degree course (reason: information was only provided for parts of the degree course).

Degree Course	Majors	Sustainability Topics	Learning Methods																																				
University X																																							
Degree Course Y *	Banking & Finance / Marketing	<table><tr><th></th><th>1</th><th>2</th><th>3</th><th>4</th><th>5</th><th>6</th><th>7</th><th>8</th><th>9</th><th>10</th><th>11</th></tr><tr><td>Compulsory</td><td></td><td></td><td></td><td></td><td>■</td><td></td><td></td><td></td><td></td><td>■</td><td></td></tr><tr><td>Elective</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>■</td><td></td><td></td><td></td></tr></table>		1	2	3	4	5	6	7	8	9	10	11	Compulsory					■					■		Elective								■				40%
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1 Sustainable Development and Sustainability Concepts 2 Natural Resources, Global Environmental Problems and Goals 3 Business and Human Rights 4 Sustainability Management & Sustainability Strategy 5 Corporate Social Responsibility (CSR) 6 Sustainable Human Resources Management 7 Marketing, Communication and Sustainability 8 Innovation Management, Digitalisation and Sustainable Development 9 Sustainable Financial Management (Raising Capital & Investments) 10 Sustainable Supply Chain Management 11 Sustainable Consumption																																							
■ = Topic is not covered ■ = Topic is covered 1-3h ■ = Topic is covered 4-6h ■ = Topic is covered more than 6h																																							
Learning Methods = Proportion of practice-oriented learning methods for teaching the sustainability topics																																							
*Information on sustainability topics and learning methods does not represent the entire degree course																																							



Degree courses with a focus on Sustainable Development in the title are portrayed in a box.

General remarks:

- The sustainability topics differ according to the field of study (Business Administration, Economics, Banking & Finance)
- **More information** on the respective **sustainability topics** and **practice-oriented learning methods** can be found in the document "**Sustainable Development in Economics**".
- All information is based on data that WWF Switzerland has received from the universities on request. WWF Switzerland therefore cannot guarantee the accuracy and completeness of the information. If information is missing, it is worth asking the respective universities directly. **More details on data collection**, can be found in the **report**.
- Not all degree courses have compulsory, respectively, elective courses.

Bachelor's Programmes at Universities

Bachelor in Economic Sciences (Management and Economics Combined)

Degree Course	Majors	Sustainability Topics	Learning Methods																																																						
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Economie et Management BSc*	Economie / Management	<table><tr><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td></tr><tr><td>Compulsory</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>Elective</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	Compulsory																		Elective																		60%
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- 2 Natural Resources, Global Environmental Problems and Goals
- 3 Business and Human Rights
- 4 Sustainability Management & Sustainability Strategy
- 5 Corporate Social Responsibility (CSR)
- 6 Sustainable Human Resources Management
- 7 Marketing, Communication and Sustainability
- 8 Innovation Management, Digitalisation and Sustainable Development
- 9 Sustainable Financial Management (Raising Capital & Investments)

- 10 Sustainable Supply Chain Management
- 11 Sustainable Consumption
- 12 Sustainable Economy
- 13 Transition Towards a Sustainable Economy
- 14 Globalisation and Sustainability
- 15 Development Economy
- 16 Equal opportunity and Just Distribution
- 17 Sustainable Finance

□ = Topic is not covered

■ = Topic is covered 1-3h

■ = Topic is covered 4-6h

■ = Topic is covered more than 6h

Learning Methods = Proportion of practice-oriented learning methods for teaching the sustainability topics

*Information on sustainability topics and learning methods does not represent the entire degree course

BSc BWL oder BSc VWL mit Minor Nachhaltige Entwicklung

Universität Bern

Der Bachelor Minor Nachhaltige Entwicklung vermittelt disziplinäres und interdisziplinäres Grundwissen zu Nachhaltiger Entwicklung. Dabei wird ein Schwerpunkt auf die Integration Nachhaltiger Entwicklung in Major-Studiengänge gelegt, um Sie zu befähigen, berufliche Tätigkeiten mit Bezug zu Nachhaltiger Entwicklung auszuüben. Neben der Förderung von fachlichen und methodischen Kompetenzen wird Wert auf die Stärkung von Sozial-, Kommunikations- und Gestaltungskompetenzen gelegt, die für inter- und transdisziplinäre Zusammenarbeit von zentraler Bedeutung sind.



BA BWL oder BA VWL mit Minor Umweltwissenschaften

Universität Zürich

Im Minor Umweltwissenschaften beschäftigen Sie sich mit den Lebensgrundlagen und den Wechselwirkungen von Menschen, Tieren, Pflanzen und Mikroorganismen. Als Studierende lernen Sie gegenwärtige Umweltprobleme wie beispielsweise Klimaerwärmung, Biodiversitätsrückgang, Qualitätsverlust bei Böden und Gewässern ganzheitlich zu betrachten und zu analysieren. In der Lehre und der Forschung werden zentrale Themen der Umweltwissenschaften exemplarisch herausgegriffen und mit Methoden aus Natur-, Sozial- und Geisteswissenschaften bearbeitet.



Bachelor in Business Administration (Management)

Degree Course	Majors	Sustainability Topics	Learning Methods																																				
Universität Bern																																							
Betriebswirtschaftslehre BSc		N/A	N/A																																				
Universität Freiburg																																							
Betriebswirtschaftslehre BA		N/A	N/A																																				
Université de Lausanne																																							
Management BSc*		<table><tr><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td></tr><tr><td>Compulsory</td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td></tr><tr><td>Elective</td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td></tr></table>		1	2	3	4	5	6	7	8	9	10	11	Compulsory												Elective												N/A
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Elective																																							
Universität St. Gallen																																							
Betriebswirtschaftslehre BA		<table><tr><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td></tr><tr><td>Compulsory</td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td></tr><tr><td>Elective</td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td></tr></table>		1	2	3	4	5	6	7	8	9	10	11	Compulsory												Elective												60%
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 8 Innovation Management, Digitalisation and Sustainable Development
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 10 Sustainable Supply Chain Management
 11 Sustainable Consumption

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Bachelor in Economics

Degree Course	Majors	Sustainability Topics	Learning Methods																											
Universität Bern																														
Volkswirtschaftslehre BSc		N/A	N/A																											
Universität Freiburg																														
Volkswirtschaftslehre BA*		<table><tr><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td></tr><tr><td>Compulsory</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>Elective</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>		1	2	3	4	5	6	7	8	Compulsory									Elective									N/A
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Compulsory																														
Elective																														
Université de Lausanne																														
Economie politique BSc*		<table><tr><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td></tr><tr><td>Compulsory</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>Elective</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>		1	2	3	4	5	6	7	8	Compulsory									Elective									N/A
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Volkswirtschaftslehre BA		<table><tr><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td></tr><tr><td>Compulsory</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>Elective</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>		1	2	3	4	5	6	7	8	Compulsory									Elective									30%
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Compulsory																														
Elective																														
Schweizer Fernuniversität																														
Economics BSc		N/A	N/A																											

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Bachelor's Programmes at Universities of Applied Sciences

Bachelor in Business Administration (Management)

Degree Course	Majors	Sustainability Topics	Learning Methods																																				
BFH Berner Fachhochschule																																							
Betriebsökonomie BSc	Accounting & Controlling / Banking & Finance / Corporate Communication & Marketing / Public & Non-profit Management / Management in Practice: Strategy & Managing Dynamics / HRM & Managing Dynamics / International Business Management & Managing Dynamics	<table><tr><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td></tr><tr><td>Compulsory</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>Elective</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>		1	2	3	4	5	6	7	8	9	10	11	Compulsory												Elective												70%
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Compulsory																																							
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Business Administration BSc – International Program	Banking & Finance / International Business Management	<table><tr><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td></tr><tr><td>Compulsory</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>Elective</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>		1	2	3	4	5	6	7	8	9	10	11	Compulsory												Elective												70%
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Compulsory																																							
Elective																																							
FHNW Fachhochschule Nordwestschweiz																																							
Betriebsökonomie BSc	Banking & Finance / Finance / Digital Business / Finanzmanagement / International Business in Asia / Marketing / Entrepreneurship / Unternehmenskommunikation / International Entrepreneurship / HRM	<table><tr><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td></tr><tr><td>Compulsory</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>Elective</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>		1	2	3	4	5	6	7	8	9	10	11	Compulsory												Elective												N/A
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Compulsory																																							
Elective																																							
Business Administration (International Management) BSc	Banking and Finance / Finance / Digital Business / Financial Management / International Business Asia / Marketing / Entrepreneurship / Corporate Communication / International Entrepreneurship / HRM	<table><tr><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td></tr><tr><td>Compulsory</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>Elective</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>		1	2	3	4	5	6	7	8	9	10	11	Compulsory												Elective												10%
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International Business Management BSc (in Basel, Colmar und Lörrach)		<table><tr><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td></tr><tr><td>Compulsory</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>Elective</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>		1	2	3	4	5	6	7	8	9	10	11	Compulsory												Elective												30%
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FHS St. Gallen, Hochschule für Angewandte Wissenschaften																																							
Betriebsökonomie BSc	General Management / International Management	<table><tr><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td></tr><tr><td>Compulsory</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>Elective</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>		1	2	3	4	5	6	7	8	9	10	11	Compulsory												Elective												10%
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Compulsory																																							
Elective																																							
HTW Hochschule für Technik und Wirtschaft, Chur																																							
Betriebsökonomie BSc	Accounting and Finance / Banking / Corporate Responsibility / Entrepreneurship / Leadership and Change / Smart Marketing / Sports Management	<table><tr><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td></tr><tr><td>Compulsory</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>Elective</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>		1	2	3	4	5	6	7	8	9	10	11	Compulsory												Elective												60%
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Compulsory																																							
Elective																																							
HES-SO Haute école spécialisée de Suisse occidentale																																							
Betriebsökonomie BSc / Economie d'entreprise BSc (in Neuchâtel, Freiburg, Genève oder Siders)	Neuchâtel: Marketing / Finance / Supply Chain Management / HRM; Freiburg: Finance & Accounting / Banking & Finance / Marketing & Strategy / Leadership & Human Resources / KMU & Entrepreneurship; Genève: Banking & Finance; Siders: Business Process Integration with SAP / Business eXperience / Energy Management / eMarketing Project	N/A	N/A																																				
International Business Management BSc (in Genève)	Global Business and Asian Markets / International Commodity Trading / Business Analysis and Decision Support	N/A	N/A																																				

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= Topic is covered 1-3h

= Topic is covered 4-6h

= Topic is covered more than 6h

Learning Methods = Proportion of practice-oriented learning methods for teaching the sustainability topics

Continuation Bachelor in Business Administration (Management)

Degree Course	Majors	Sustainability Topics											Learning Methods		
HSLU Hochschule Luzern															
Betriebsökonomie BSc	Controlling & Accounting / Finance & Banking / HRM / Immobilien / Kommunikation / Management & Law / Marketing / Mobilität / Public & Nonprofit Management / Tourismus / Value Network Management		1	2	3	4	5	6	7	8	9	10	11	10%	
		Compulsory													
		Elective													
International Business Administration BSc	Accounting, Finance & Banking / International Management & Economics / Tourism & Hospitality Management		1	2	3	4	5	6	7	8	9	10	11	40%	
		Compulsory													
		Elective													
ZHAW Zürcher Hochschule für Angewandte Wissenschaften															
Betriebsökonomie BSc	General Management / Banking and Finance / Accounting, Controlling, Auditing / Economics and Politics / Risk and Insurance		1	2	3	4	5	6	7	8	9	10	11	40%	
		Compulsory													
		Elective													
International Management BSc			1	2	3	4	5	6	7	8	9	10	11	70%	
		Compulsory													
		Elective													
SUPSI Scuola universitaria professionale della Svizzera italiana															
Economia aziendale BSc	Accounting & Controlling / Banking & Finance / Marketing		1	2	3	4	5	6	7	8	9	10	11	30%	
		Compulsory													
		Elective													
Fachhochschule Kalaidos															
Betriebsökonomie BSc	Accounting und Controlling / Banking & Finance / International Operations und Supply Chain Management / Marketing & Business Communications / Treuhand & Unternehmensberatung & Wirtschaftspsychologie / Internationales Management / Unternehmensführung KMU / Umweltmanagement - Eco Economics		1	2	3	4	5	6	7	8	9	10	11	10%	
		Compulsory													
		Elective													
Wirtschaftsrecht BSc			1	2	3	4	5	6	7	8	9	10	11	10%	
		Compulsory													
		Elective													
HWZ – Hochschule für Wirtschaft															
Betriebsökonomie BSc	Banking & Finance / General Management / International Business		1	2	3	4	5	6	7	8	9	10	11	80%	
		Compulsory													
		Elective													
FFHS – Fernfachhochschule Schweiz															
Betriebsökonomie BSc	Accounting, Controlling & Taxation / Finance & Banking / General Management / HRM / Marketing & Communications		1	2	3	4	5	6	7	8	9	10	11	60%	
		Compulsory													
		Elective													

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Bachelor in Banking & Finance

Degree Course	Majors	Sustainability Topics	Learning Methods																								
Fachhochschule Kalaidos																											
Banking & Finance BSc		<table><tr><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr><tr><td>Compulsory</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>Elective</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>		1	2	3	4	5	6	7	Compulsory								Elective								10%
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Compulsory																											
Elective																											

- 1 Sustainable Development and Sustainability Concepts
 2 Sustainable Finance
 3 Corporate Social Responsibility (CSR)
 4 Sustainability in Banks and Insurances

- 5 Sustainable and Responsible Investment (SRI)
 6 Sustainability Performance Evaluation of Organisations
 7 Microfinance

= Topic is not covered

= Topic is covered 1-3h

= Topic is covered 4-6h

= Topic is covered more than 6h

Learning Methods = Proportion of practice-oriented learning methods for teaching the sustainability topics

Bachelor in Economic Sciences (Management and Economics Combined)

Degree Course	Majors	Sustainability Topics	Learning Methods																																																						
Fachhochschule Kalaidos																																																									
Umweltökonomie & -management BSc		<table><tr><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td></tr><tr><td>Compulsory</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>Elective</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	Compulsory																		Elective																		40%
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Learning Methods = Proportion of practice-oriented learning methods for teaching the sustainability topics

BSc Betriebsökonomie mit Vertiefung Corporate Responsibility HTW Chur

Unternehmen befinden sich in einem vielfältigen Anspruchsfeld aus Politik, Menschenrechten, Umweltschutz und globalem ökonomischem Leistungsdruck. Um passende Lösungen für diese Herausforderungen zu entwickeln, lernen Sie die bestehenden, komplexen Beziehungen zwischen Unternehmen und Gesellschaft zu analysieren. Sie lernen diese Beziehungen im Sinne eines verantwortungsvollen und kooperativen Wirtschaftens zu bewerten und Sie werden in der Lage sein, Empfehlungen fürs Ressourcen-, Lieferketten- und Umweltmanagement abzugeben.



BSc in Umweltökonomie & -management Kalaidos Fachhochschule

Optimal mit knappen Ressourcen zu wirtschaften ist wichtiger denn je, Nachhaltigkeit mehr als ein Schlagwort. Im Studiengang Umweltökonomie und -management lernen Sie, wie sich die Wirtschaft und die Ökologie optimal verbinden lassen und ökologische Aspekte als Wettbewerbsvorteile genutzt werden können. Der Studiengang bietet eine ganzheitliche Ausbildung an der Schnittstelle zwischen Betriebswirtschaftslehre und Umweltschutz. Sie erhalten Grundwissen in allen relevanten Umweltbereichen, in der Innovation wie beispielsweise Ökodesign, in Energie und CO₂, im Umweltmanagement und in Öko-Ökonomie.



Master's Programmes at Universities

Master in Economic Sciences (Management and Economics Combined)

Degree Course	Majors	Sustainability Topics	Learning Methods																																																						
Eidgenössische Technische Hochschule Zürich ETHZ																																																									
Management, Technologie und Ökonomie MSc		<table><tr><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td></tr><tr><td>Compulsory</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>Elective</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	Compulsory																		Elective																		30%
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Wirtschaftswissenschaften MSc	Ohne Vertiefung / Finance, Controlling & Banking / International Trade, Growth & the Environment / Labour Economics, HR & Organization / Marketing & Strategic Management / Markets & Public Policy / Monetary Economics & Financial Markets / Quantitative Methods	<table><tr><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td></tr><tr><td>Compulsory</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>Elective</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	Compulsory																		Elective																		N/A
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Business and Economics MSc		N/A	N/A																																																						
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Commodity Trading MSc		N/A	N/A																																																						
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Wirtschaftswissenschaften MA (ab Herbstsemester 2019)	Politische Ökonomie / Unternehmens Management / Integriertes Gesundheitsmanagement und Gesundheitsökonomie	Course contents in development	N/A																																																						
Université de Neuchâtel																																																									
MSc in Innovation	Innovation and society / R&D management / Innovation law	<table><tr><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td></tr><tr><td>Compulsory</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>Elective</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	Compulsory																		Elective																		30%
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Wirtschaftswissenschaften MA	Banking and Finance / Betriebswirtschaftslehre / Economics / Management and Economics	<table><tr><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td></tr><tr><td>Compulsory</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>Elective</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	Compulsory																		Elective																		30%
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- 10 Sustainable Supply Chain Management
- 11 Sustainable Consumption
- 12 Sustainable Economy
- 13 Transition Towards a Sustainable Economy
- 14 Globalisation and Sustainability
- 15 Development Economy
- 16 Equal opportunity and Just Distribution
- 17 Sustainable Finance

□ = Topic is not covered

■ = Topic is covered 1-3h

■ = Topic is covered 4-6h

■ = Topic is covered more than 6h

Learning Methods = Proportion of practice-oriented learning methods for teaching the sustainability topics

*Information on sustainability topics and learning methods does not represent the entire degree course

Master in Business Administration (Management)

Degree Course	Majors	Sustainability Topics	Learning Methods																																				
EPF Lausanne																																							
Management, Technology and Entrepreneurship MSc*	Strategy, Innovation & Entrepreneurship / Operations Management & Systems Modeling / Business Analytics	<table><tr><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td></tr><tr><td>Compulsory</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>1</td><td></td><td></td><td></td></tr><tr><td>Elective</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td></tr></table>		1	2	3	4	5	6	7	8	9	10	11	Compulsory								1				Elective	1	1	1	1	1	1	1	1	1	1	1	40%
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Elective	1	1	1	1	1	1	1	1	1	1	1																												
Universität Bern																																							
Betriebswirtschaftslehre MSc	Finanzmanagement und Rechnungswesen / Management / Marketing / Wirtschaftsinformatik	N/A	N/A																																				
Universität Freiburg																																							
Betriebswirtschaftslehre MA		<table><tr><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td></tr><tr><td>Compulsory</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>Elective</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td></tr></table>		1	2	3	4	5	6	7	8	9	10	11	Compulsory												Elective	1	1	1	1	1	1	1	1	1	1	1	30%
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International and European Business MA		<table><tr><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td></tr><tr><td>Compulsory</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>Elective</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td></tr></table>		1	2	3	4	5	6	7	8	9	10	11	Compulsory												Elective	1	1	1	1	1	1	1	1	1	1	1	30%
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Université de Genève																																							
Management MSc*	Quantitative Marketing / Strategic & International Management	<table><tr><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td></tr><tr><td>Compulsory</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>Elective</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td></tr></table>		1	2	3	4	5	6	7	8	9	10	11	Compulsory												Elective	1	1	1	1	1	1	1	1	1	1	1	50%
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Université de Lausanne																																							
Management MSc*	Business Analytics / Strategy, Organization and Leadership / Marketing / Behaviour, Economics and Evolution	<table><tr><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td></tr><tr><td>Compulsory</td><td></td><td></td><td></td><td></td><td>1</td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>Elective</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td></tr></table>		1	2	3	4	5	6	7	8	9	10	11	Compulsory					1							Elective	1	1	1	1	1	1	1	1	1	1	1	N/A
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Développement international des affaires MSc		<table><tr><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td></tr><tr><td>Compulsory</td><td>1</td><td></td><td>1</td><td></td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td>1</td><td></td></tr><tr><td>Elective</td><td>1</td><td>1</td><td>1</td><td></td><td>1</td><td>1</td><td></td><td>1</td><td></td><td>1</td><td>1</td></tr></table>		1	2	3	4	5	6	7	8	9	10	11	Compulsory	1		1		1	1	1	1	1	1		Elective	1	1	1		1	1		1		1	1	N/A
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Continuation Master in Business Administration (Management)

Degree Course	Majors	Sustainability Topics	Learning Methods																																				
Universität St. Gallen																																							
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Management, Organisation und Kultur MA		<table><tr><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td></tr><tr><td>Compulsory</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>Elective</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>		1	2	3	4	5	6	7	8	9	10	11	Compulsory												Elective												90%
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Compulsory																																							
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Università della Svizzera Italiana																																							
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International Tourism MSc	Ohne Vertiefung / eTourism / Management	<table><tr><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td></tr><tr><td>Compulsory</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>Elective</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>		1	2	3	4	5	6	7	8	9	10	11	Compulsory												Elective												70%
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1 Sustainable Development and Sustainability Concepts
 2 Natural Resources, Global Environmental Problems and Goals
 3 Business and Human Rights
 4 Sustainability Management & Sustainability Strategy
 5 Corporate Social Responsibility (CSR)
 6 Sustainable Human Resources Management

7 Marketing, Communication and Sustainability
 8 Innovation Management, Digitalisation and Sustainable Development
 9 Sustainable Financial Management (Raising Capital & Investments)
 10 Sustainable Supply Chain Management
 11 Sustainable Consumption

□ = Topic is not covered

■ = Topic is covered 1-3h

■ = Topic is covered 4-6h

■ = Topic is covered more than 6h

Learning Methods = Proportion of practice-oriented learning methods for teaching the sustainability topics

*Information on sustainability topics and learning methods does not represent the entire degree course

MSc in Marketing and Transformative Economy Università della Svizzera Italiana

This Master brings marketing aims beyond customer needs, satisfaction, and value, to include individual and collective well-being. Developments in marketing prove that marketers' decisions do affect and should envision customer welfare. This not only reflects marketers' ethical responsibilities but also unveils new business opportunities for companies supporting 'the good life'. Traditional marketing just focuses on price-regulated exchanges, yet new market systems have emerged. When marketing pursues economic interest while also advancing social wealth, and when it inspires fairer forms of market exchange, the transformative economy is here to come.



MSc in Management mit Major Socially Responsible Management Università della Svizzera Italiana

The Social Responsibility track offers a cluster of courses dealing with the social, environmental and long-term responsibility of corporations. The track emphasizes managers need to consider the broader challenges posed to corporations and use their managerial skills to design and manage socially sustainable enterprises. This Minor will help students understand the common tradeoffs faced by corporations and how to navigate such tradeoffs to design sustainable organizations.



Master in Economics

Degree Course	Majors	Sustainability Topics								Learning Methods	
Institut de hautes études internationales et du développement											
International Economics MSc			1	2	3	4	5	6	7	8	30%
		Compulsory									
		Elective									
Universitäten Basel und Bern											
International and Monetary Economics MSc	International and/or Monetary Economics	N/A								N/A	
Universität Bern											
Applied Economic Analysis MSc	Ohne Vertiefung / Regional Economic Development / Trade and International Development	N/A								N/A	
Volkswirtschaftslehre MSc		N/A								N/A	
Universität Freiburg											
Volkswirtschaftslehre MA*	Ohne Vertiefung / Politik des öffentlichen Sektors / Nachhaltige Entwicklung & soziale Verantwortung / Industrieökonomik & Finanzwirtschaft / Public Economics & Public Finance		1	2	3	4	5	6	7	8	20%
		Compulsory									
		Elective									
Université de Genève											
Economics MSc	Quantitative Marketing / Strategic and International Management	N/A								N/A	
Université de Lausanne											
Economics MSc*	Macroeconomic policy / Microeconomic policy / Quantitative economics / Business economics		1	2	3	4	5	6	7	8	N/A
		Compulsory									
		Elective									
Université de Neuchâtel											
Applied Economics MSc	Ohne Vertiefung / Public finance and regulation / Energy and environmental policy / Trade and migration policy		1	2	3	4	5	6	7	8	30%
		Compulsory									
		Elective									
Universität St. Gallen											
Volkswirtschaftslehre MA			1	2	3	4	5	6	7	8	20%
		Compulsory									
		Elective									
Università della Svizzera Italiana											
Economia e Politiche Internazionali MSc			1	2	3	4	5	6	7	8	N/A
		Compulsory									
		Elective									
Economic Policy MSc			1	2	3	4	5	6	7	8	10%
		Compulsory									
		Elective									

1 Sustainable Development and Sustainability Concepts
 2 Natural Resources, Global Environmental Problems and Goals
 3 Sustainable Economy
 4 Transition Towards a Sustainable Economy

5 Globalisation and Sustainability
 6 Development Economy
 7 Equal opportunity and Just Distribution
 8 Sustainable Finance

= Topic is not covered

= Topic is covered 1-3h

= Topic is covered 4-6h

= Topic is covered more than 6h

Learning Methods = Proportion of practice-oriented learning methods for teaching the sustainability topics

*Information on sustainability topics and learning methods does not represent the entire degree course

MA in Economics with the Option Sustainable Development and Social Responsibility / Universität Freiburg

The study programme in economics focuses on the analysis and evaluation of economic, social and development policies. Within the MA in Economics, the option "Sustainable Development and Social Responsibility" can be chosen. The specialization is based on combining two compulsory modules (Economic Sustainability and Development; Business Ethics and Social Responsibility) with further elective courses and modules in the MA programme.



MA in Ethik und Volkswirtschaftslehre Universität Freiburg

Ethik und Volkswirtschaftslehre teilen sich einen gemeinsamen Bereich: die Frage der Gerechtigkeit in den Handels- und sonstigen Beziehungen. Die gemeinsam vom Institut für Ethik und Menschenrechte und dem Departement für Volkswirtschaftslehre gegründete interdisziplinäre Ausbildung ist zu diesem Thema einzigartig in der Schweiz. Den Studierenden werden in zwei Bereichen Denkanstösse und die notwendigen Methoden für einen konkreten Ansatz in Bezug auf ethische Fragen an die Hand gegeben: (private und öffentliche) Governance und nachhaltige Entwicklung.



MSc in Applied Economics with a Major in Energy and Environmental Policy / Université de Neuchâtel

Humanity faces growing challenges in dealing with environmental and natural resources. In this course you will get an overview of some of the main topics of resource and environmental economics. The application of economic theory in this field requires consideration of a number of specific points. The main focus of the major is to familiarize the students with a wide range of knowledge and tools used in environmental and natural resource economics and to encourage them to think critically..



MSc BWL oder BSc VWL mit Minor Nachhaltige Entwicklung Universität Bern

Der Bachelor Minor Nachhaltige Entwicklung vermittelt disziplinäres und interdisziplinäres Grundwissen zu Nachhaltiger Entwicklung. Dabei wird ein Schwerpunkt auf die Integration Nachhaltiger Entwicklung in Ihre Major-Studiengänge gelegt, um Sie zu befähigen, berufliche Tätigkeiten mit Bezug zu Nachhaltiger Entwicklung auszuüben. Neben der Förderung von fachlichen und methodischen Kompetenzen wird Wert auf die Stärkung von Sozial-, Kommunikations- und Gestaltungskompetenzen gelegt, die für inter- und transdisziplinäre Zusammenarbeit von zentraler Bedeutung sind.



Master in Banking & Finance

Degree Course	Majors	Sustainability Topics							Learning Methods	
EPF Lausanne										
Financial Engineering MSc			1	2	3	4	5	6	7	10%
		Compulsory								
		Elective								
Universität Freiburg										
Accounting and Finance MA	Accounting & Control / Finance		1	2	3	4	5	6	7	30%
		Compulsory								
		Elective								
Université de Genève										
Wealth Management MSc			1	2	3	4	5	6	7	50%
		Compulsory								
		Elective								
Université de Lausanne										
Comptabilité, Contrôle et Finance MSc*			1	2	3	4	5	6	7	N/A
		Compulsory								
		Elective								
Finance MSc*	Asset and Risk Management / Corporate Finance / Financial Entrepreneurship and Data Science		1	2	3	4	5	6	7	N/A
		Compulsory								
		Elective								
Université de Neuchâtel										
Finance MSc			1	2	3	4	5	6	7	10%
		Compulsory								
		Elective								
Universität St. Gallen										
Banking and Finance MA*			1	2	3	4	5	6	7	10%
		Compulsory								
		Elective								
Quantitative Economics and Finance MA	Ohne Vertiefung / Quantitative economics / Quantitative finance / Corporate finance, banking and insurance		1	2	3	4	5	6	7	20%
		Compulsory								
		Elective								
Rechnungswesen und Finanzen MA			1	2	3	4	5	6	7	90%
		Compulsory								
		Elective								
Università della Svizzera Italiana										
Finance MSc	Quantitative Finance / Banking and Finance / Digital Finance		1	2	3	4	5	6	7	N/A
		Compulsory								
		Elective								
Universität Zürich und ETH Zürich										
Quantitative Finance MSc			1	2	3	4	5	6	7	20%
		Compulsory								
		Elective								

1 Sustainable Development and Sustainability Concepts
 2 Sustainable Finance
 3 Corporate Social Responsibility (CSR)
 4. Sustainability in Banks and Insurances

5 Sustainable and Responsible Investment (SRI)
 6 Sustainability Performance Evaluation of Organisations
 7 Microfinance

 = Topic is not covered

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Master's Programmes at Universities of Applied Sciences

Master in Business Administration (Management)

Degree Course	Majors	Sustainability Topics											Learning Methods	
BFH Berner Fachhochschule														
Business Administration MSc	Corporate/Business Development		1	2	3	4	5	6	7	8	9	10	11	50%
		Compulsory												
		Elective												
FHNW Fachhochschule Nordwestschweiz														
International Management MSc			1	2	3	4	5	6	7	8	9	10	11	N/A
		Compulsory												
		Elective												
FHS St. Gallen, Hochschule für Angewandte Wissenschaften														
Business Administration MSc	Corporate/Business Development		1	2	3	4	5	6	7	8	9	10	11	50%
		Compulsory												
		Elective												
HTW Hochschule für Technik und Wirtschaft, Chur														
Business Administration MSc	Information and Data Management / New Business / Tourism		1	2	3	4	5	6	7	8	9	10	11	70%
		Compulsory												
		Elective												
HES-SO Haute école spécialisée de Suisse occidentale														
Business Administration MSc	Entrepreneurship / Management of Information Systems / Prospective / Service Management & Service Engineering	N/A												N/A
HSLU Hochschule Luzern														
Business Administration MSc	Business Development and Promotion / Online Business and Marketing / Public and Nonprofit Management / Tourism		1	2	3	4	5	6	7	8	9	10	11	60%
		Compulsory												
		Elective												
Real Estate Management MSc			1	2	3	4	5	6	7	8	9	10	11	20%
		Compulsory												
		Elective												
SUPSI Scuola universitaria professionale della Svizzera italiana														
Business Administration MSc	Innovation Management		1	2	3	4	5	6	7	8	9	10	11	50%
		Compulsory												
		Elective												

1 Sustainable Development and Sustainability Concepts
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Continuation Master in Business Administration (Management)

Degree Course	Majors	Sustainability Topics	Learning Methods																																				
ZHAW Zürcher Hochschule für Angewandte Wissenschaften																																							
Accounting and Controlling MSc		<table><tr><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td></tr><tr><td>Compulsory</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>Elective</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>		1	2	3	4	5	6	7	8	9	10	11	Compulsory												Elective												50%
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Elective																																							
Business Administration MSc	Marketing / Public and Nonprofit Management / Health Economics & Healthcare Management	<table><tr><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td></tr><tr><td>Compulsory</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>Elective</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>		1	2	3	4	5	6	7	8	9	10	11	Compulsory												Elective												50%
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International Business MSc		<table><tr><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td></tr><tr><td>Compulsory</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>Elective</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>		1	2	3	4	5	6	7	8	9	10	11	Compulsory												Elective												50%
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HWZ – Hochschule für Wirtschaft																																							
Business Administration MSc	Strategic Management, Entrepreneurship & Leadership	<table><tr><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td></tr><tr><td>Compulsory</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>Elective</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>		1	2	3	4	5	6	7	8	9	10	11	Compulsory												Elective												80%
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Elective																																							
FFHS – Fernfachhochschule Schweiz																																							
Business Administration MSc	Innovation Management	<table><tr><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td></tr><tr><td>Compulsory</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>Elective</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>		1	2	3	4	5	6	7	8	9	10	11	Compulsory												Elective												0%
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MSc in Sustainable Development Uni Basel

Contributions to sustainable development are one of the challenges of our time and call for approaches designed on an interdisciplinary basis. In addition to specific specialist competences, the course is based on sustainability aspects from the natural sciences, social sciences, humanities and economic sciences. Methodologically, analytical and integrative skills for dealing with complex sustainability-relevant questions as well as reflective skills and knowledge in dealing with the instruments are taught.



MSc in Energy Management and Sustainability EPFL

This Master will train professionals who will tackle critical issues in energy management and sustainability such as climate change, enhanced urbanization, energy demand, wind and water use, etc... The aim is to prepare highly-skilled scientists and leaders with scientific rigor and professional practice, for their life in industry, government or academia, anywhere in the world. The new generation of problem solvers will be able to understand complex systems such as: smart grids for electricity distribution; water dissemination systems; environmental services and electronic networks that control energy consumption.



Master in Banking & Finance

Studiengang	Vertiefungen	Sustainability Topics	Learning Methods																								
HSLU Hochschule Luzern																											
Banking & Finance MSc		<table><tr><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr><tr><td>Compulsory</td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td></tr><tr><td>Elective</td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td></tr></table>		1	2	3	4	5	6	7	Compulsory								Elective								70%
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Compulsory																											
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International Financial Management MSc		<table><tr><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr><tr><td>Compulsory</td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td></tr><tr><td>Elective</td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td></tr></table>		1	2	3	4	5	6	7	Compulsory								Elective								30%
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ZHAW Zürcher Hochschule für Angewandte Wissenschaften																											
Banking and Finance MSc		<table><tr><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr><tr><td>Compulsory</td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td></tr><tr><td>Elective</td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td></tr></table>		1	2	3	4	5	6	7	Compulsory								Elective								70%
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Learning Methods = Proportion of practice-oriented learning methods for teaching the sustainability topics



Career Perspectives

There is hardly an area in our society that does not also have economic aspects. Economists find a broad spectrum of professional activities in various sectors and fields of employment. Thereby, competencies in Sustainable Development are a prerequisite.



«Sustainability is part of everyday life throughout the Coop Group and is an integral part of our business and corporate culture. We are very interested in university graduates who are familiar with the values of Sustainable Development and who would like to support us in these areas.»

- Nadine Gembler, Head of Human Resources at Coop

As a graduate in economic sciences, you will hold management positions in national and international companies, start a consulting career or conduct research at universities or think-tanks on various topics regarding the economy. Positions in federal and cantonal administrations, NGOs and international organisations are also possible. Depending on the major, there are specific career opportunities. Of course you can also venture into self-employment and create your own start-up company.

Business Administration

Depending on the chosen field of study and orientation of the degree course, graduates in business administration may find employment with financial service providers and banks, in commerce or public administration, with auditing companies, insurance companies, fiduciary and consulting firms, in trade, industry, in the cultural and social sector, as well as in the health sector.

You will occupy specialist and management positions in areas such as marketing, human resources management, production, logistics, accounting, project management, quality / environment and safety, organisational design and organisational development, financing & investment or sustainability management.

Economics

Economists often pursue academic careers or find attractive career opportunities in large companies (especially in banks, industry, trade, data management and media), consulting firms, (market) research institutes, business and professional associations (e.g. trade unions), international organisations (e.g. UNO) and in the public sector (e.g. administration at cantonal or federal level). They hold, for example, managerial or advisory functions in public administration at federal level or take on consulting activities in consulting firms and with auditors.

Competencies in Sustainable Development are in Demand!

Business and economics graduates with skills in sustainable development are in demand in the labour market. For Seta Thakur, former Managing Director of öbu, the Association for Sustainable Management in Switzerland, there are hardly any sectors or areas of employment that have no potential in the field of Sustainable Development.



«All positions within the company are affected by Sustainable Development, regardless of hierarchy levels. Classic corporate functions (management, marketing, communication, finance, human resources, etc.) can all come into contact with the topic and contribute to Sustainable Development.»

- Seta Thakur, former Managing Director of öbu - The Association for Sustainable Management

Ms. Thakur, why should a student of business and/or economics deal with topics of Sustainable Development?

Because global trends such as climate change, resource scarcity, migration or digital transformation have arrived in the economic discourse. Today, the economy has to face topics such as environmental services, resource efficiency, disinvestment in fossil fuels, supply chains and sustainability. In cooperation with other important actors (NGOs, science, etc.), it has a major impact on Sustainable Development.

Today's consumers want to know where products come from, how they were transported, who produced them and under what conditions. This can be clearly seen in the topic of food, for example in meat consumption and vegan nutrition. Or at Fair Fashion, which is also a lifestyle theme. 30 years ago, only a few people questioned these methods of production.

For the young generation of today a responsible handling of resources is more natural. These are new opportunities for companies, which is evident due to the creation

of countless start-ups. Companies can also use this development in marketing; it is therefore important to follow the business trends. This calls for graduates in economic sciences with the corresponding skills.

Global trends are constantly creating opportunities for new job profiles in the field of Sustainable Development. These jobs require management skills, knowledge of corporate realities and economic background knowledge. In addition, there are other areas of business such as circular economy or sustainability communication.

Where in the economy are competencies in Sustainable Development in demand?

In all positions, at all hierarchy levels. It is no longer just the sustainability officer or the environmental officer, who play a key role. Numerous traditional corporate functions (management, marketing, communication, finance, human resources, procurement, etc.) affect and contribute to Sustainable Development.

All major management consultancies advise companies in respect of sustainable development on strategy,

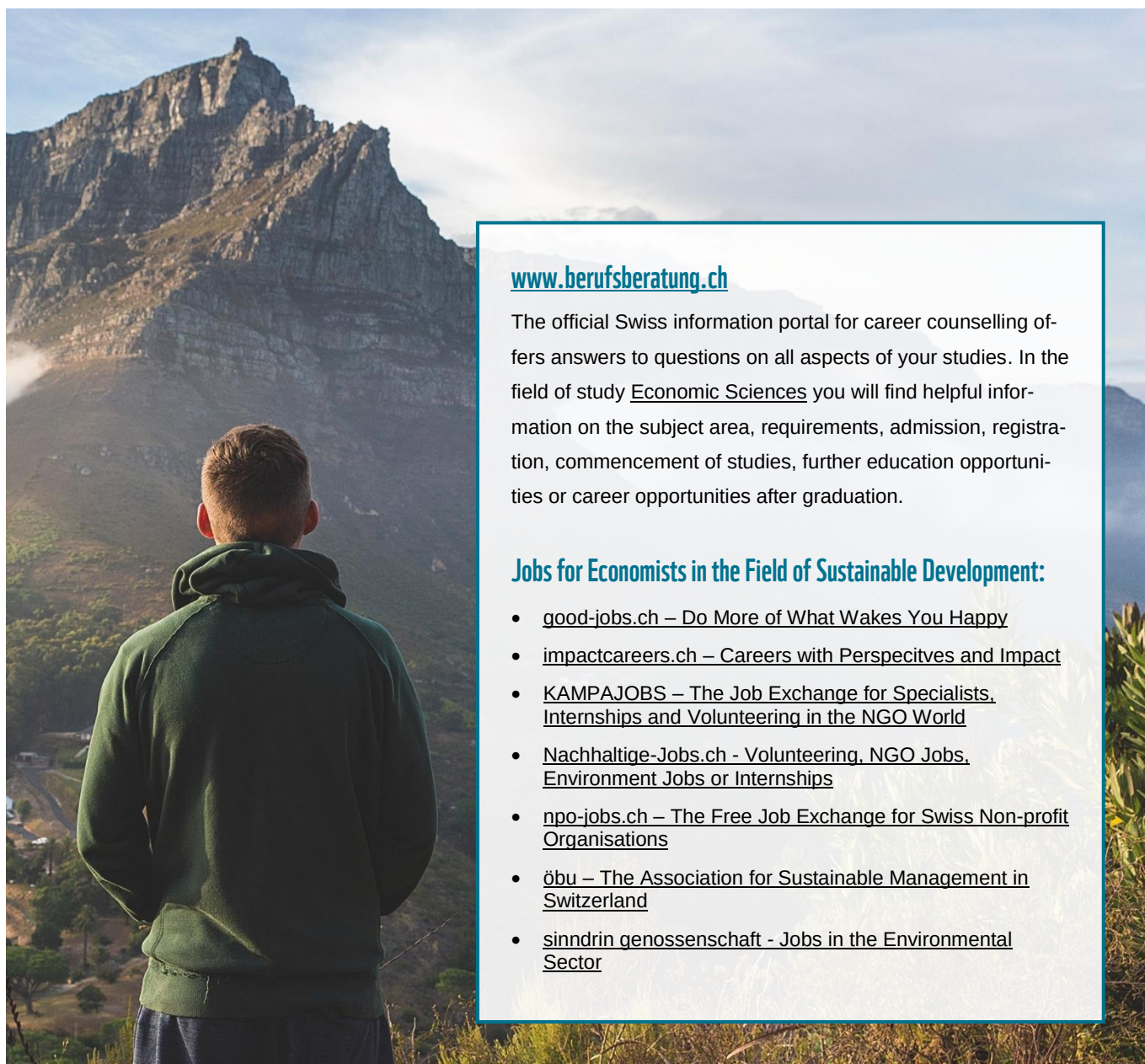
management systems, stakeholder engagement, assurance or investment. A modern company today also shows social and ecological values in its reporting. Especially in large companies, a lot of know-how in the field of sustainable development is in demand. In addition, there are many initiatives in the area of social entrepreneurship in which business skills are required.

But knowledge at the interface of business and sustainability is also in demand among the federal government, cantons, cities and municipalities. I will only mention the example of a 2000-watt society in Zurich. And then there are NGOs, think tanks or trade associations such as

economiesuisse or Swissmem. Expertise in Sustainable Development is in demand everywhere.

What recommendations would you give future students who want to make a commitment to a sustainable economy?

Basically, to follow his or her own wishes and interests. It is also helpful to network early and comprehensively and to inform oneself about new (global) trends. And if you have the opportunity, you can make a voluntary commitment already during your studies and, thus, gain first experiences and establish contacts.

A photograph of a person from behind, wearing a green hoodie, looking out over a valley towards a large, rocky mountain peak under a blue sky with some clouds. The person is standing on a grassy hillside.

www.berufsberatung.ch

The official Swiss information portal for career counselling offers answers to questions on all aspects of your studies. In the field of study Economic Sciences you will find helpful information on the subject area, requirements, admission, registration, commencement of studies, further education opportunities or career opportunities after graduation.

Jobs for Economists in the Field of Sustainable Development:

- good-jobs.ch – Do More of What Wakes You Happy
- impactcareers.ch – Careers with Perspectives and Impact
- KAMPAJOBS – The Job Exchange for Specialists, Internships and Volunteering in the NGO World
- Nachhaltige-Jobs.ch - Volunteering, NGO Jobs, Environment Jobs or Internships
- ngo-jobs.ch – The Free Job Exchange for Swiss Non-profit Organisations
- öbu – The Association for Sustainable Management in Switzerland
- sinndrin genossenschaft - Jobs in the Environmental Sector

Useful Information

Overview Swiss Universities

Universities

Ecole polytechnique fédérale de Lausanne EPFL
Eidgenössische Technische Hochschule Zürich ETHZ
Universität Basel
Universität Bern
Université de Fribourg
Université de Genève
Université de Lausanne
Universität Luzern
Université de Neuchâtel
Universität St. Gallen
Università della Svizzera italiana
Universität Zürich

Higher Education Institutions

Institut de hautes études internationales et du développement, Genève, IHEID
Stiftung Universitäre Fernstudien Schweiz, Brig

Universities of Applied Sciences

Berner Fachhochschule, BFH
Fachhochschule Nordwestschweiz, FHNW
Fachhochschule Ostschweiz, FHO:

- FHS St. Gallen, Hochschule für Angewandte Wissenschaften
- HTW Hochschule für Technik und Wirtschaft, Chur

HES-SO Haute école spécialisée de Suisse occidentale
Hochschule Luzern, HSLU
Scuola universitaria professionale della Svizzera italiana, SUPSI:

- Dipartimento economia aziendale, sanità e sociale
- Fernfachhochschule Schweiz, Brig (FFHS)

Zürcher Fachhochschule, ZFH:

- HWZ Hochschule für Wirtschaft Zürich
- ZHAW Zürcher Hochschule für Angewandte Wissenschaften

Kalaisdos Fachhochschule

www.swissuniversities.ch

On the Internet portal swissuniversities, the Rectors' Conference of Swiss Universities, you will find further information on work experience, employability, joint and double degrees, mobility, scholarships, studies and disabilities, part-time studies and further information on studying.

Student Organisations

[Swiss Association of Student Organisations for Sustainability \(VSN FDD FSS\)](#)

Swiss Association of Student Organisations for Sustainability (VSN FDD FSS) unites and connects student run organizations in Switzerland who work for sustainability. We support sustainability everywhere, especially in science and teaching but also in everyday life and infrastructure. To spread awareness for the topic we address all university members with our actions..

[The Swiss Student Union \(VSS-UNES-USU\)](#)

VSS-UNES-USU represents students of universities, universities of applied sciences, pedagogical universities and Swiss federal institutes of technology on the national level. Its most important goals are equal opportunities in the access to higher education and democratisation of higher education institutions.

Promotion of Student Projects

U Change: Student initiatives for Sustainable Development

The "U Change - Student Initiatives for Sustainable Development" (2017-2020) funding programme promotes the implementation of project ideas by students from Swiss universities of applied sciences, universities of teacher education and universities and the Swiss Federal Institute of Technology (ETH).

Swiss Student Sustainability Challenge

University students have a whole host of ideas on issues in our society, whether they relate to social matters such as healthcare and education, the environment or infrastructural issues like public mobility and sustainable building. The Swiss Student Sustainability Challenge focusses on supporting these students in developing and implementing their ideas and projects, to help them succeed in their commitment to the good of their community.

Get Involved!

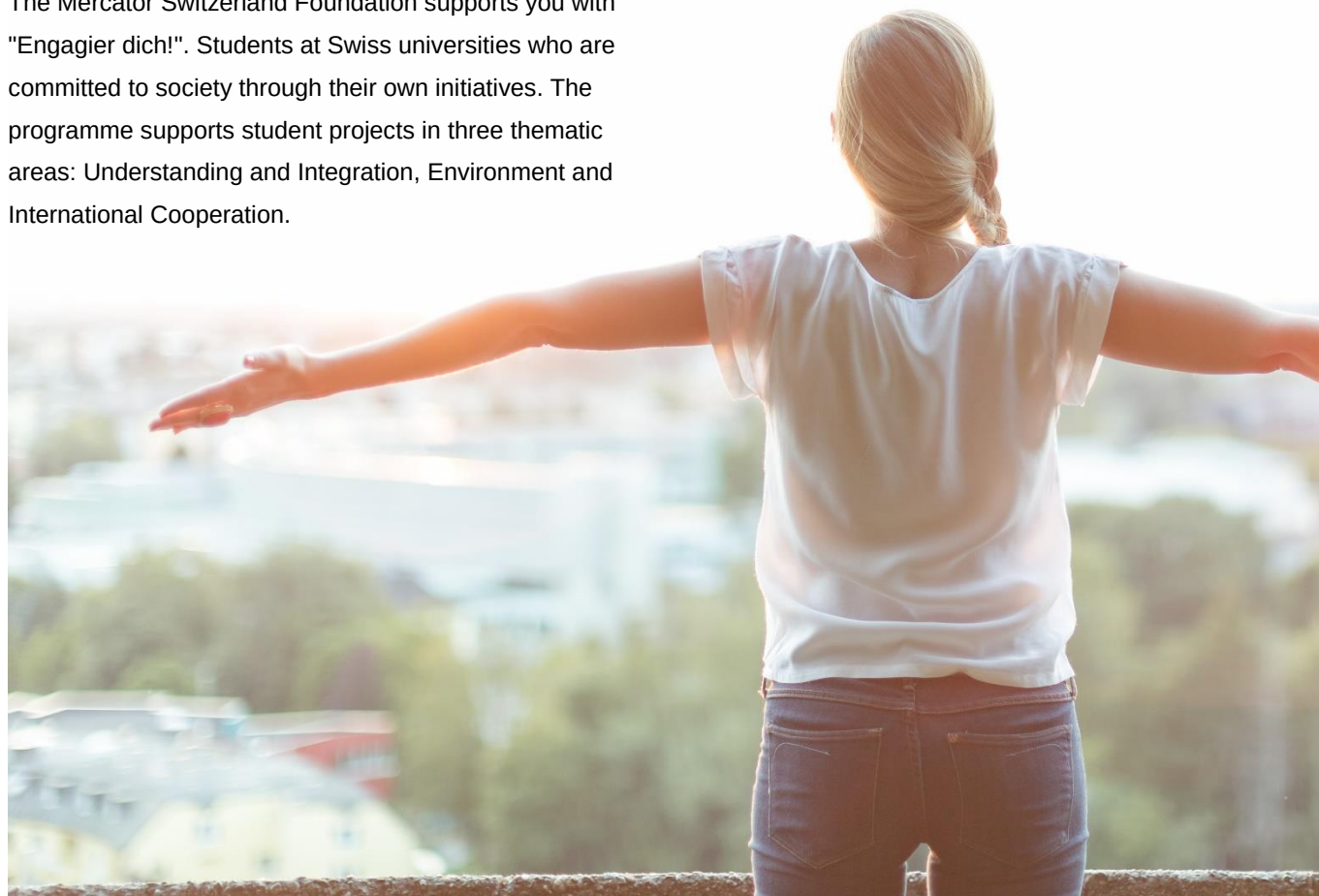
The Mercator Switzerland Foundation supports you with "Engagier dich!". Students at Swiss universities who are committed to society through their own initiatives. The programme supports student projects in three thematic areas: Understanding and Integration, Environment and International Cooperation.

Impulsfabrik (University of Zurich)

The goal of the Impulsfabrik is the promotion of charitable commitment among students. It provides targeted support to student organisations and individuals in questions concerning financial resources, rooms at the UZH, advertising channels, the recruitment of new club members and so on.

WWF's Commitment to Higher Education

WWF Switzerland promotes Sustainable Development in economy and society. As important players, universities are called upon to step up their commitment to Sustainable Development. There is great interest in Sustainable Development, but its anchoring in universities and degree programmes is unsatisfactory. This is shown by a survey of students at Swiss universities. WWF is therefore committed to ensuring that universities and lecturers consistently promote and implement Sustainable Development in all areas. www.wwf.ch/hochschulen



**Our Mission**

Together, we protect the environment and create
a future worth living for generations to come.

WWF Switzerland

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