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# **Ordinance Governing the Continuing Education Programs CAS in Chinese Business Management, CAS in European Business Management, and DAS and MAS in European and Asian Business Management at the Faculty of Business, Economics and Informatics of the University of Zurich**

(Dated 6 October 2021)

The Faculty Assembly has resolved the following:

## **I. Basic Principles**

### **§ 1. Object**

This Ordinance governs the delivery and organization of the continuing education programs CAS in Chinese Business Management, CAS in European Business Management, and DAS and MAS in European and Asian Business Management at the Faculty of Business, Economics and Informatics of the University of Zurich (the Programs). The Executive Committee issues rules governing the details.

### **§ 2. Governing Body**

Responsibility for the Programs rests with the Faculty of Business, Economics and Informatics. The Programs are delivered by Executive Education at the Faculty of Business, Economics and Informatics (Business Administration) in accordance with the Rules of Procedure for Executive Education at the Faculty of Business, Economics and Informatics of the University of Zurich (RP Executive Education), dated 9 December 2020.

### **§ 3. Degrees and Titles Conferred**

<sup>1</sup> The Faculty of Business, Economics and Informatics confers the following degrees and titles upon successful completion of the Programs:

- a. Certificate of Advanced Studies UZH in Chinese Business Management (CAS UZH),
- b. Certificate of Advanced Studies UZH in European Business Management (CAS UZH),
- c. Diploma of Advanced Studies UZH in European and Asian Business Management (DAS UZH),
- d. Master of Advanced Studies UZH in European and Asian Business Management (MAS UZH).

<sup>2</sup> It is not possible to earn more than one degree or title on the basis of the same ECTS credits. Upon the award of a DAS, any previously conferred CAS will be revoked. Upon the award of a MAS, any previously conferred CAS or DAS will be revoked. Any final records already issued must be returned.

#### § 4. Program Objectives

<sup>1</sup> The Programs are continuing education programs at the university level designed to familiarize participants with the theme of doing business in Europe and/or doing business in Asia. Focusing on Europe and Asia, the Programs equip participants with intercultural skills, an applied knowledge of business administration, and an understanding of macroeconomic principles.

<sup>2</sup> The Programs combine academic research and teaching with professional practice, while fostering specialist, methodological and interpersonal skills.

#### § 5. Admission to the Programs

<sup>1</sup> Admission is conditional upon a university-level degree and professional experience. The Executive Committee issues detailed rules governing the recognition of foreign university degrees. In exceptional cases, individuals with comparable qualifications and specific professional experience may be admitted upon review of their application documents. The Program Commission may also make admission conditional upon a successful interview.

<sup>2</sup> Participants must provide proof that they have the necessary English skills to participate in class. The Executive Committee issues rules governing the details.

<sup>3</sup> A maximum of 60 participants are admitted per module. The MAS Program may account for a maximum of 45 of these 60 participants. Participants matriculate (register) at the Faculty of Business, Economics and Informatics.

<sup>4</sup> Individual modules or parts of modules may be opened up to other specialists. Attendance at individual modules does not culminate in a degree.

<sup>5</sup> Participants must decide which degree they wish to pursue when they begin their studies. Participants may transfer to a higher-level program upon application to the Executive Committee, providing they meet the admission criteria for their target degree. The Executive Committee may make the transfer contingent upon the fulfillment of additional conditions.

<sup>6</sup> There is no general entitlement to admission.

#### § 6. Transfer of Credits Earned Under the CAS UZH in Chinese Business Management or the CAS UZH in European Business Management

<sup>1</sup> Participants who have successfully completed the CAS UZH in Chinese Business Management in accordance with the Regulations Governing the Continuing Education Programs CAS in European Business Management and CAS in Chinese Business Management at the Faculty of Business, Economics and Informatics of the University, dated 21 February 2017, can have the corresponding credits transferred to the DAS UZH in European and Asian Business Management or MAS UZH in European and Asian Business Management Programs.

<sup>2</sup> Participants who have successfully completed the CAS UZH in European Business Management in accordance with the Regulations Governing the Continuing Education Programs CAS in European Business Management and CAS in Chinese Business Management at the Faculty of Business, Economics and Informatics of the University, dated 21 February 2017, can have the corresponding credits transferred to the DAS UZH in European and Asian Business Management or the MAS UZH in European and Asian Business Management Programs.

<sup>3</sup> The Executive Committee issues rules governing the details.

<sup>4</sup> Upon the award of a DAS or MAS, any previously awarded CAS will be revoked. Any final records already issued must be returned.

#### § 7. Transfer of Credits Earned from Modules of the MAS UZH in European and Chinese Business Management

<sup>1</sup> Participants who have successfully completed individual modules of the MAS UZH in European and Chinese Business Management can have the corresponding credits transferred to the CAS UZH in Chinese Business Management, the CAS UZH in European Business Management, the DAS UZH in European and Asian Business Management or the MAS UZH in European and Asian Business Management. The Executive Committee issues rules governing the details.

<sup>2</sup> Credits cannot be transferred from the MAS UZH in European and Chinese Business Management to the MAS UZH in European and Asian Business Management.

## II. Organization

#### § 8. Faculty of Business, Economics and Informatics

The Faculty of Business, Economics and Informatics oversees the Programs. The Programs are subject to the general quality requirements stipulated by the University of Zurich.

#### § 9. Bodies, Committees and Roles

(Governing) bodies, committees and roles are governed by the RP Executive Education dated 9 December 2020.

#### § 10. Teaching Staff

<sup>1</sup> The teaching staff consists of instructors from the University of Zurich and other higher education institutions, as well as further specialists. The Programs' core topics are taught primarily by instructors from the University of Zurich. The teaching staff is selected to ensure that the subject matter taught is related to research at the University of Zurich.

<sup>2</sup> The teaching staff is remunerated separately for services rendered.

<sup>3</sup> University of Zurich instructors have neither a right nor an obligation to participate in the Programs.

### **III. Modules and ECTS Credits**

#### **§ 11. Modules**

The Programs are structured thematically and chronologically into coherent modules that are held in English. The content and goals of the modules are described in the Program prospectus. The Executive Committee may decide to deliver parts of the Programs at universities in Switzerland or abroad.

#### **§ 12. European Credit Transfer System**

<sup>1</sup> Academic achievement is assessed in accordance with the European Credit Transfer System (ECTS). ECTS credits are awarded, in whole numbers, for passed modules. One ECTS credit is equivalent to 30 hours of work.

<sup>2</sup> Participants must pass a predefined assessment to be awarded ECTS credits. No ECTS credits are awarded for simply attending a module.

<sup>3</sup> The number of ECTS credits assigned to a module is always awarded in its entirety; partial credit is not awarded.

<sup>4</sup> Upon application, the Executive Committee will decide on the transfer of a maximum of two ECTS credits to the CAS, a maximum of seven ECTS credits to the DAS, or a maximum of 14 ECTS credits to the MAS from an equivalent program at a university in Switzerland or abroad.

<sup>5</sup> Only ECTS credits will be transferred, not grades.

### **IV. Assessments**

#### **§ 13. Official Assessments**

<sup>1</sup> A module is deemed passed when the associated assessment has been completed successfully. An assessment may be:

- a. An oral or written examination on the content of a module
- b. A presentation as part of a module
- c. Written work as part of a module
- d. Case studies

<sup>2</sup> The type of assessment in each case is decided by the program manager in consultation with the instructors responsible.

<sup>3</sup> Written work must be submitted electronically. The work may be reviewed using appropriate plagiarism detection software.

<sup>4</sup> As a rule, assessments are graded by the instructors who have held the corresponding courses.

<sup>5</sup> Failed assessments may be retaken once, no later than twelve months after the participant has been notified in writing of that failed assignment. If an assessment is failed twice, the participant will be excluded from the course.

<sup>6</sup> Passed assessments cannot be retaken.

#### § 14. Inability to Attend, Incomplete Assessment, Unexcused Absence

<sup>1</sup> The program manager must be notified of any compelling, unforeseeable, or unavoidable event occurring prior to an assessment that prevents the participant taking that assessment.

<sup>2</sup> If such an event occurs directly prior to or during an assessment, the participant must report it to the program manager, the person responsible for the assessment, or the proctor.

<sup>3</sup> In principle it is not possible retrospectively to claim grounds for being unable to do an assessment that relate to an assessment that has already been completed.

#### § 15. Procedures in Case of Inability to Attend, Incomplete Assessment, Unexcused Absence

<sup>1</sup> In all cases, a written request stating the reasons for canceling an assessment must be submitted to the program manager no later than five working days after the assessment date/deadline, accompanied by the corresponding confirmations (e.g. a doctor's note).

<sup>2</sup> In the case of assessments that take place over a longer period of time (especially written work), an extension request may be submitted prior to the deadline for the assessment.

<sup>3</sup> The program manager decides whether to authorize the request. In case of doubt, they may bring in a physician of their choice. If the request is denied, the assessment is deemed failed.

<sup>4</sup> The assessment is deemed failed if a participant is absent unexcused from an assessment, or if they do not submit their request before the deadline.

#### § 16. Evaluation of Academic Achievement

<sup>1</sup> Assessments are generally awarded grades. Ungraded assessments are marked Pass or Fail.

<sup>2</sup> Grades for assessments are given on a scale of one to six. The highest grade is six, the lowest one. Only half-grades are permitted. A mark below four is a failing grade.

<sup>3</sup> The degree is awarded a weighted overall grade. Graded modules are included in the weighted overall grade in accordance with the weighting of their ECTS credits. The weighted overall grade is calculated exactly, with the results rounded to the nearest decimal.

<sup>4</sup> To calculate the overall grade, at least 50 % of the ECTS credits must come from graded modules.

## § 17. Academic Misconduct

<sup>1</sup> Academic misconduct is constituted by fraudulent or dishonest action. This particularly includes bringing or using unauthorized aids, unauthorized communication with third parties, and the submission of plagiarized work or a written examination/paper that has not been completed independently by the participant submitting it.

<sup>2</sup> In cases of academic misconduct as defined in subparagraph 1, the Executive Committee will rule an assessment as failed and declare any issued transcript of records null and void. Degrees already conferred will be revoked by the Faculty of Business, Economics and Informatics. All documents and diplomas issued after the act of academic misconduct must be returned.

<sup>3</sup> In such cases, the Executive Committee decides on whether to initiate disciplinary proceedings.

## V. Degrees and Titles

### § 18. Certificate of Advanced Studies UZH in Chinese Business Management (CAS UZH)

<sup>1</sup> The Program comprises 12 to 24 days of instruction over the course of one semester as a rule.

<sup>2</sup> The CAS UZH degree is awarded if at least 12 ECTS credits have been earned and fees have been paid in full.

<sup>3</sup> Participants who are not awarded a CAS receive a confirmation of their academic achievement.

### § 19. Certificate of Advanced Studies UZH in European Business Management (CAS UZH)

<sup>1</sup> The Program comprises 12 to 24 days of instruction over the course of one semester as a rule.

<sup>2</sup> The CAS UZH degree is awarded if at least 12 ECTS credits have been earned and fees have been paid in full.

<sup>3</sup> Participants who are not awarded a CAS receive a confirmation of their academic achievement.

§ 20. Diploma of Advanced Studies UZH in European and Asian Business Management (DAS UZH)

<sup>1</sup> The Program comprises 35 to 70 days of instruction over the course of two semesters as a rule.

<sup>2</sup> The DAS UZH degree is awarded if at least 35 ECTS credits have been earned and fees have been paid in full.

<sup>3</sup> Participants who are not awarded the degree receive a confirmation of their academic achievement or a certificate (CAS UZH), as appropriate.

§ 21. Master of Advanced Studies UZH in European and Asian Business Management (MAS UZH)

<sup>1</sup> The Program comprises 60 to 100 days of instruction over the course of six semesters as a rule. The Program may be completed as a course of full-time study over the course of three semesters.

<sup>2</sup> The MAS UZH degree is awarded if at least 70 ECTS credits have been earned, the confirmations of language proficiency and the final report from the internship have been submitted, a passing grade has been awarded for the MAS thesis and its defense, and fees have been paid in full.

<sup>3</sup> Participants who are not awarded the degree receive a confirmation of their academic achievement or a certificate (CAS UZH) or diploma (DAS UZH), as appropriate.

§ 22. Language Proficiency

<sup>1</sup> Participants must acquire foreign language skills, choosing either German or an Asian language. Proof of this acquired language proficiency must be submitted. The Executive Committee issues rules governing the details.

<sup>2</sup> No ECTS credits are awarded for language proficiency.

### § 23. Internship

<sup>1</sup> Participants must complete an internship of at least six months' duration in an international company in Europe or Asia, and must write a final report. The Executive Committee issues rules governing the details.

<sup>2</sup> The internship supervisor must confirm in writing that the internship has been completed successfully. The final report is reviewed by the program coordinator.

<sup>3</sup> The final report is either approved or, if it is unsatisfactory, returned to be amended once within a maximum of three months. If the report is again deemed to be unsatisfactory, it is definitively rejected.

<sup>4</sup> Five ECTS credits are awarded for the internship. Participants may not complete their internship before commencing the MAS Program.

### § 24. MAS Thesis

<sup>1</sup> Participants must write a final MAS thesis worth nine ECTS credits.

<sup>2</sup> The final MAS thesis generally consists of an academic treatment of an economic topic relating to Europe or Asia.

<sup>3</sup> As a rule, the final thesis is completed in a group of up to three participants.

<sup>4</sup> The final MAS thesis is either approved or, if it is unsatisfactory, returned to be amended once within a maximum of three months. If the thesis is again deemed to be unsatisfactory, it is definitively rejected.

<sup>5</sup> The final MAS thesis must be submitted electronically. It may be reviewed using appropriate plagiarism detection software.

<sup>6</sup> The final MAS thesis is supervised by a lecturer and graded by the supervising lecturer and one expert who is an academic or practitioner in the field.

### § 25. Defense

<sup>1</sup> Once the final MAS thesis has been accepted, participants must defend it in the same group in the form of a one-hour defense before the supervising lecturer and the academic or practitioner referred to in § 24.6. One ECTS credit is awarded for the defense.

<sup>2</sup> Participants are permitted to defend their thesis if at least 69 ECTS credits have been awarded and the final MAS thesis has been passed.

<sup>3</sup> An insufficient defense may be repeated once on the next possible date. It is otherwise deemed definitively failed.



## VI. Funding

### § 26. Fees

<sup>1</sup> The Programs must be run at cost. To ensure at-cost operations, the Executive Committee establishes a minimum number of participants.

<sup>2</sup> The costs must be met by the participants, including those taking part in individual modules or part-modules, as well as by any third-party funding.

<sup>3</sup> The Executive Committee determines the fees. These are:

- a. Between CHF 5,000 and CHF 10,000 for the CAS Program,
- b. Between CHF 15,000 and CHF 30,000 for the DAS Program,
- c. Between CHF 28,000 and CHF 40,000 for the MAS Program.

<sup>4</sup> The Executive Committee determines the fees for attending individual modules or part-modules within the Program.

<sup>5</sup> If a participant transfers to a different program, the fees set for the new program apply. Participants may transfer only to a higher-level program.

<sup>6</sup> Fees may be fully or partially waived on application to the Executive Committee.

<sup>7</sup> Participants are not entitled to a reduction in fees if a partial dispensation has been approved owing to a transfer of credits from an equivalent program at a university in Switzerland or abroad.

<sup>8</sup> The fees essentially cover all of the fees for the Program. They do not include the teaching materials supplied during the Program, or the participants' accommodation, travel, or meals costs.

<sup>9</sup> Accounting is governed by the Finance Regulations of the University of Zurich dated 16 November 2009 and the Framework Ordinance for Continuing Education at the University of Zurich dated 24 August 2020, as well as the corresponding implementation provisions.

### § 27. Withdrawal Prior to the Start of the Program and Early Termination

<sup>1</sup> Participants may withdraw from the Program or from individual modules or part-modules at no cost before the application deadline.

<sup>2</sup> Withdrawals after the application deadline are generally subject to the payment of all program fees. If a substitute can be found for the person who has withdrawn, only a processing fee of CHF 300 (for withdrawal from the Program) or CHF 50 (for withdrawal from individual modules or part-modules) is owed.

<sup>3</sup> If a participant is excluded from the Program, breaks off their studies, or decides of their own volition not to participate in the Program at all, they are generally not entitled to have their fees refunded.

<sup>4</sup> Cases of hardship are decided by the Executive Committee.

## **VII. Legal Recourse**

### **§ 28. Legal Recourse**

<sup>1</sup> New assessment results entered in a transcript of records, and all other legal orders, are subject to appeal to the Executive Committee. The appeal must be made in writing within 30 days of receipt of the transcript of records or the legal order, stating the petition and grounds. This appeal decision is subject to further appeal.

<sup>2</sup> The Appeals Commission of the Higher Education Institutions of the Canton of Zurich is competent to rule on such appeals.

## **VIII. Final Provisions**

### **§ 29. Entry into Force**

This Ordinance enters into force on 1 December 2021, following its authorization by the Extended Executive Board of the University<sup>1</sup>.

<sup>1</sup> Authorized by the Extended Executive Board of the University on 2 November 2021.