

Lucerne University of
Applied Sciences and Arts

**HOCHSCHULE
LUZERN**

**Study Tours to Switzerland
with a Special Focus on
Financial Management**

**Looking for a different, intellectually challenging trip?
Want to see Switzerland doing business at it's best ?
TRY ONE OF OUR STUDY TOURS!**

What is the Purpose of the Study Tours?

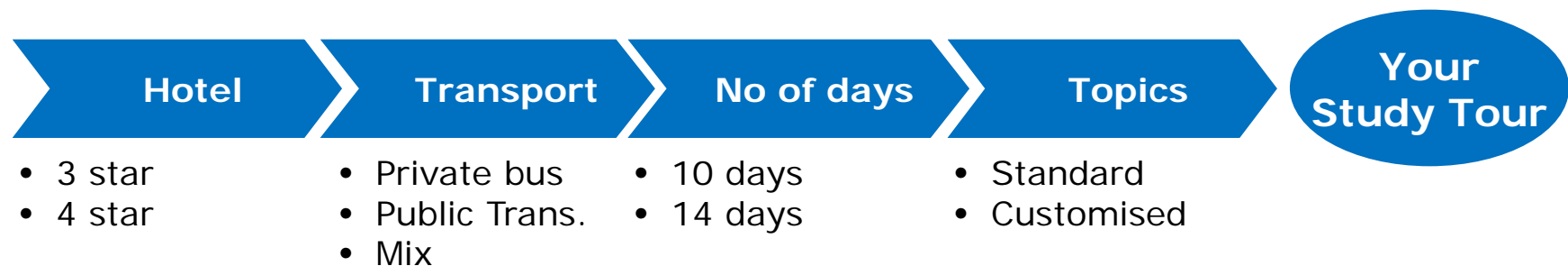
Recognizing the growing importance of global economic cooperation, a study tour to Switzerland offers a chance to participate in a cultural and economic exchange.

- Get familiar with the Swiss excellence in Financial Management
- Experience the spirit of doing business in Switzerland
- Meet Swiss top managers that shape Switzerland's most known industries
- Get to know and analyse one Swiss company as you prepare for the trip

- Participate in workshops and company visits
- Enjoy a wide range of city tours, sightseeing and adventure
- Gain credit points

Our Tours - Factsheet

- Study Tours with Special Focus on Financial Management
- Bachelor and / or Master Students
- 10 days or 14 days
- Start date flexible
- Possibility to include performance records to receive credits
- The companies visited and the topics covered will be tailored to the group's requirements:





Our tour concept – 10 days (1)

1 Zurich

Put your first steps on Switzerland biggest city

2 Swiss Banking

Visit one or two international swiss banks and learn about recent concerns with monetary decisions

3 Science Day

Collect your thoughts and prepare in a workshop for the on-going tour. Meet professors and discuss about the most recent financial developments

4 Industry sector

Visit a worldwide operating industrial company and learn about their investing strategy in Asia. Later experience dinner in the mountain air of the Alps

5 Tourism and Services

Learn how the tourism industry designed the financial crisis period through innovation. Later visit a country-wide well-known professor in tourism at Lucerne University ASA



Our tour concept – 10 days (2)

6 Lucerne

The city has it all: international companies, an upstanding cultural offer and a lake surrounded by mountains

7 Swiss National Bank Berne

Get to know the Swiss national bank and find out how it successfully led the country through a rough past

8 Parliament & Politics

In the middle of Switzerland's capital city the historical Parliament is situated. Find out how the country is ruled

9 Chocolate

The famous Swiss Chocolate is manufactured here. Learn how a company in nutrition manages their most important topics in financial management.

Visit Switzerland most international, French speaking city Geneva

10 Departure

Finish your trip with profound knowledge on financial business in Switzerland and reflect the knowledge gained in a podiums discussion before travelling back to Zurich and return home

Benefits for Participants

- Unique opportunity to travel, study and gain access to a range of leading businesses in Europe
- Gain academically evaluated credits of your university
- Cultural exchange and networking
- The students will be escorted by specialists from Lucerne University ASA
- Lively and interesting cultural program
- Trips to some of Europe's most beautiful and historical cities
- Perfect jumping of point to extend your Europe trip

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**Thank you!
See you soon in Switzerland**