



Strategy 2020+

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Executive Summary

The purpose of this document is to outline our mission, vision, and strategy for the continuous improvement and the directions of the Faculty of Business, Economics and Informatics at the University of Zurich for the period 2020+. It builds on our existing strategy, Faculty Strategy 2020, which has been in place since 2013.

The Strategy 2020+ is based on our successful re-accreditations by AACSB and EQUIS and is in concordance with the strategic principles of the University of Zurich. This document outlines the target areas for development in which we want to actively evolve in the next years.



1 Mission

Our mission is based on four pillars: (1) excellence in research; (2) learning at the frontier of knowledge; (3) international competitiveness and competence; and (4) responsibility in business and society.

Excellence in Research: We are the leading Business and Economics Faculty in Switzerland and are among the best in Europe. With four disciplines under one roof – business, economics, finance, and informatics – our research achieves the highest international recognition. We are committed to plurality and develop new links among disciplines. In individual areas, we belong to the best in the world.

Learning at the Frontier of Knowledge: We provide a method-based and research-oriented education on all levels. Our students learn the methodical craft and are familiar with the latest concepts and developments in their fields of study. Encouraging, promoting, and developing an attitude of lifelong learning is an important policy at our Faculty.

International Competitiveness and Competence: We appoint outstanding and internationally recognized scientists as faculty members. We create an excellent supporting environment for faculty and students, and we nurture young talent among students and professors. In our teaching, we convey the latest research results with modern didactical means and enable our students to apply scientific skills in a competent and ethically reflected way. Our alumni work as international specialists and executives in business, politics, and research. They can compete with graduates from worldwide leading universities.

Responsibility in Business and Society: We are part of a public university with the goal to serve the people. In business and society, we are known for our research expertise. We maintain strong links to regional businesses and corporate partners in public and private sectors. We train our students to reflect their role in a global economy in a responsible manner and consider the economic, social and ecological consequences of their decisions.



2 Strategic goals

For the development period 2020-25, we define the following strategic goals.

1. Excellent researchers and top research contributions. We are committed to excellence in research. In our hiring, we search for excellent researchers in their fields who have the potential for impactful research output for society. We see intellectual exchange and diversity as important aspects for excellent research. Our research contributions are relevant, original and of highest quality. Therefore, we strive for an international faculty bringing together different backgrounds to foster an innovative environment.

2. Programme development and attracting the best students. We offer modern and academically demanding study programmes. These programmes attract ambitious students from all over the world who are willing to engage and perform. On the Bachelor's level, we focus on a broad, method-based education. We make use of being part of a comprehensive university with the possibility for students to take a minor in another discipline or other faculty of the University. On the Master's level, our students are able to specialize in relevant topics of business and economics and informatics. Our PhD programs offer the possibility to deepen the individual interests while also refine students' theoretical and methodical skills. The programs of the continuing and executive education are closely connected to research and are oriented towards the challenges of modern management. On all levels, we integrate modern technologies in our teaching and use the technological progress to facilitate teaching.

3. Nurturing of young talents. We support our students as well as our young researchers in their personal and professional development. Our students can benefit from a wide range of information events, mentoring programs, and networking opportunities. Thereby, they navigate through their studies independently and with ample freedom to choose from the Faculty and UZH offerings according to their needs and likings. For young researchers, we give room to establish themselves in their field and support them in their career path. Regular feedback, mentoring, and opportunities for academic exchange are important cornerstones for the development of our young researchers.

4. Diversity, Plurality and Interdisciplinarity. We strive for a high degree of diversity in all areas. An appropriate representation of gender and minorities is a key goal at our Faculty. We conduct research in different areas while connecting researchers across disciplines. We foster our strength in the combination of business and economics with informatics and support this combination in research as well as in our study programmes. Our portfolio of Excellence Clusters and Excellence Topics support the interdisciplinary base and enable fruitful research collaborations between different fields and departments.

5. Internationalization. Our Faculty has a good international mix of both professors and students. We are able to recruit and compete internationally for the best talents. In research, we focus on partnerships with equitable universities and research institutions worldwide, promoting research in the setting of our Excellence Clusters and Topics. Besides the international exposure on the spot, we provide our students with an international experience by offering and supporting semester exchanges, international summer schools, and joint offerings of modules with renowned partner universities. Our choice of



partner universities is quality-oriented to ensure an academically challenging experience for our students.

6. Financial Strength and Growth. We rely on two funding pillars: cantonal and third-party funding. The Cantonal funding provides us with financial stability to focus on efficient and effective use of the resources. For third-party funding, we focus on competitive grants (ERC, SNFS, etc.) and sponsored research. Sponsored research-oriented professorships are highly esteemed within the borders of the University's autonomy and the academic freedom of teaching and research. We support initiatives and cooperation with firms and facilitate this process.

7. Visibility and Engagement. Visibility in business and society is integral for our Faculty. We are well known for our excellent research in the media. Our graduate and postgraduate study programs have a high international reputation. Connections to the corporate world and our alumni are highly valued and of great importance for us. Our alumni are essential to build an identity and students are part of the community from the beginning. We build sustainable relationships with our alumni and promote a mutually fruitful relationship.

8. Excellent Supporting Environment. The Faculty supports research and teaching with modern, efficient and purposeful administrative support. Central services at the Dean's Office are offered when they can be pooled and therefore done more efficiently. We are always trying to simplify the processes while ensuring quality and involving all the relevant stakeholders. We are eager to learn from others and feel responsible for providing a platform for exchanging ideas and best practices within the Faculty but also within the University.