

Business Engineering

Bachelor

Find out more at
hslu.ch/wi



Program concept

Professional in business and engineering

As a business engineer, you speak two languages – that of engineers and that of management. On one hand, business engineers understand the technical feasibility of products and services, but also focus on management and economic aspects through their business studies.

In short, business engineers are generalists who work at the points where the disciplines meet.



Any questions?

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Head of the Bachelor's Program in Business Engineering

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The degree program is characterized by the following aspects:

- **Practical and interdisciplinary:** Learning with industry partners from the first semester.
- **Future-proof:** Ready for complex challenges through innovation and leadership.
- **Technology-oriented:** Mechatronic modules with state-of-the-art technologies.
- Digitization is everywhere and is covered in all modules.
- **Individual and flexible programs:** Modular degree program, elective modules and specializations.
- **Market proximity through the latest specializations.**
- **International focus:** Over 75 % of the modules are in English, network of over 40 partner schools.
- **Diversity:** Suitable for people with previous technical, commercial or art-related training and different interests.



Book a personal
consultation

Possible career profiles



Guido I Country Customer Logistics, **Coca-Cola China**

Previous training

Academic baccalaureate, Type C

Modules

Digital Business Process Engineering, Operational & Development Excellence, Supply Chain Management

Motivation

Process optimization, Industry 4.0, customer contact, getting to know other cultures, virtual reality

Specialization
Operations
Management



Regula I Chief Marketing Officer, **Green ToGO**

Previous training

Polymechanic

Modules

Online Marketing, CRM, Sales Management, International Marketing

Motivation

Wants to change the world, zero waste, freedom, interested in sustainable energy

Specialization
Sales and
Marketing
Management



Lars I Global Product Manager IT/OT Systems, **Siemens**

Previous training

Commercial training

Modules

Digital Business Models, New Business Development, Management Innovation Projects, Service Innovation

Motivation

Industry 4.0, product optimization, smart products, creative and innovative

Specialization
Product Management
and New Business
Development

Unlimited career opportunities

Business engineers are sought-after in many different industries and are trained for future leadership roles thanks to their integral way of thinking.

This means that you can then work as a product manager, production manager, project manager, advisor, or in the areas of sales and marketing and other disciplines. In order to achieve your career goals, you can choose one, two or no specializations in the field of business.



Product Management and New Business Development

- Customer-oriented product strategies, concept developments, successful marketing
- Identification of new business opportunities through market trend analysis, business model development, new customer acquisition
- Close interaction with design and development teams



Operations Management

- Design of production processes, material planning and employee management for high productivity and competitiveness
- Monitoring of inventories and implementation of quality management systems for efficient processes
- Direct impact on productivity and competitiveness



Sales and Marketing Management

- Planning, delivery and control of activities for successful sales
- Management of the sales process, management of sales staff
- Strategy development, product concepts and advertising activities for customer retention and revenue growth

Your individual skills profile

Tailor your degree program to suit your needs

At the start of the degree program, the desired occupation and industry are often not yet known.

Thanks to individual support provided by our experienced lecturers, academic advisors and mentors, you can tailor your degree program specifically to your desired future profession or branch.

With an elective area of 40 % in the degree program, you have the opportunity to expand your skills and put together your timetable according to your individual preferences.

In addition to choosing your specializations and career profiles, you can combine specific elective modules to further develop your specialist knowledge, methodological skills and social skills, and thus create an individual profile. The following certificates are available here:

- Certificate International
- Certificate Entrepreneurship
- Certificate Design Focus
- Certificate Clean Technologies

Our degree program is known throughout Switzerland for its unique combination of specializations and certificate-relevant degrees.

Discover the degree program interactively



Explore the degree
program interactively



Admission/time models

Prerequisites

You will need one of the following diplomas:

- A vocational qualification and a vocational baccalaureate in a technical or commercial field
- An academic baccalaureate (trainee program or work-study placements required)
- Without (vocational) baccalaureate via the pre-admission course for persons from 25 years of age with employment-related experience hslu.ch/zls
- Vocational baccalaureate (Fachhochschulreife) or high school leaving certificate (Abitur) if you come from Germany

Full-time, part-time or work-study?

Our time models are as individual as our students. You can choose between full-time, part-time and work-study models and even switch to another model during your degree program.

You can also choose whether you would like to start your degree program in the fall semester or spring semester.

Practical bachelor's degree program (PiBS)

PiBS program in Business Engineering – for immediately after completing the academic baccalaureate. Prospective students with an academic baccalaureate are admitted directly to the degree program and can fill in any gaps in their practical skills through the tailored PiBS program. The Business Engineering degree program thus seamlessly combines theory and practice.

hslu.ch/pibs

Subsequent options

Upon successful completion of the Business Engineering degree program, you have the opportunity to begin a Master of Science in Engineering (MSE) and thus further deepen your knowledge.

Tuition fees

- Registration fee (one-off): CHF 200
- Semester fee (per semester): CHF 800–1300

International

Expand your horizons

A semester abroad is a worthwhile investment in laying the foundations for an international career. At the same time, it represents a significant advantage for the Swiss economy and its companies.

As a business engineer, you can pursue a particularly exciting international career. We offer many partnerships with university level institutions around the world in order to not only expand your specialist knowledge, but also to strengthen your personal, social and language skills.

We are particularly pleased that more than 50 % of our students take up the opportunity and spend a semester abroad.

In addition, we offer two special degrees:

- The «International Profile» certificate: Here, you need a certain number of modules in English, at least one semester abroad and a C1 level of English.
- The double degree: Two bachelor's degrees; one from the chosen foreign partner institution and one from the Lucerne School of Engineering and Architecture.

This double degree is possible if you have completed your third year of study at a partner school.

For more information, please visit hslu.ch/ea-international

«The exchange semester is a great opportunity that I recommend everyone take advantage of! Priceless experiences, self-discovery and a wide variety of fellow students enrich this exchange, which offers many benefits»

Sven Träger

Completed an exchange semester in Japan in 2022

Useful information



Registration

For organizational and administrative reasons, it is recommended that applications are submitted no later than four months prior to the commencement of studies. Later registrations are also possible. Register now: hslu.ch/jetzt



Counseling on grants

You may receive a grant. If you are in initial education, please contact your parents' canton of residence. Further information can be found at: hslu.ch/stipendien



Planning

During the year, you study twice for 14 weeks starting in mid-September or mid-February. After a short exam preparation period, the exam session takes place immediately after the degree program.



Living

Looking for more than just a roof over your head to live and learn? Lucerne University of Applied Sciences and Arts offers accommodation for students and exchange students. housing@hslu.ch



Flexibility

With us, you can study according to your needs: You choose the time model that suits you, fill gaps in your previous training in a targeted manner and determine key parts of the degree program yourself.



Independence

Do you want to prepare for self-employment at a later date or set up your own company during your degree program? Smart-up is on hand to help. hslu.ch/smart-up

Campus life



Campus

Are you a fan of mountains and lakes? Or a vibrant city life? We offer both. Our premises are beautifully situated and easily accessible by public transport.

hslu.ch/ta-standort



Living and learning

Work in our project rooms and laboratories is both practical and interdisciplinary. Particularly practical: The specialist library with its wide range of media is just ten steps from the canteen.



University sports

With us, you benefit from a comprehensive range of sports activities: unilu.ch/uni-leben/sport

What we stand for



Forward-looking approach

Our degree programs prepare you optimally for a sustainable and digitally transformed professional world.



Practical orientation

We prepare you for future professional challenges. Cooperation with industry and business is already established at the beginning of the program and lasts all the way through to the bachelor's thesis.



Interdisciplinarity

The world of work is becoming more complex and interdisciplinary. We promote your understanding of other disciplines. In project modules and in more than half of all modules, you will work closely with students from other degree programs.



Any questions?

The Bachelor's and Master's Secretariat
will be happy to help:

**Lucerne School of
Engineering and Architecture**

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More information on the
bachelor's degree in Business
Engineering