

Program Regulations for the Swiss-Asian Master of Business Administration of the FHNW School of Business

The Director of the FHNW School of Business hereby issues these regulations based on the framework regulations for the executive education programs of FHNW University of Applied Sciences and Arts Northwestern Switzerland from October 30, 2017 and the executive education regulation of the FHNW School of Business from October 1, 2018:

Part I: General

§ 1 Scope

These Program Regulations provide the basis for the implementation of the executive education program Swiss-Asian Master of Business Administration of the FHNW School of Business and the conferral of degrees for this program.

§ 2 Further Decrees

The Director of the university issues the conditions for participation in the executive education programs of the FHNW School of Business. The Program Description is an integral part of these Program Regulations.

Part II: Program Sequence

§ 3 Admissions

¹ The executive education program is primarily directed at individuals who have an academic degree from a recognized university and acquired relevant professional experience following completion of their studies.

² Individuals who possess equivalent skills will be accepted provided that the required admission qualifications stem from another form of verification.

³ On the basis of the competence-oriented program goals, the following requirements have been established for admission to the Swiss-Asian Master of Business Administration program:

Formal Entry Qualifications:

- university degree
or
- Vocational college or higher professional examination

Experience:

- At least 3 years of professional experience (for holders of a university degree)
or
- At least 5 years of professional and managerial experience (for those having completed a course at a vocational college or having passed a higher professional examination)

Further requirements for admission to the Swiss-Asian Master of Business Administration program include:

- The potential to achieve program goals.
- The fit between the candidate's motivation for the executive education program (e.g., their career goals) with the program goals.
- English-language skills need to be proved by one of the following certificates:

IELTS	TOEFL CBT	TOEFL IBT	TOEFL paper	Cambridge
6.0	210	78	547	Advanced Certificate

- The English certificate may be waived in case that the candidate studied an academic program in the English language for at least one year.

⁴ The admissions process in the Swiss-Asian Master of Business Administration program is as follows:

1. Candidates submit their application (admission form and the documents listed in it) electronically to the coordinator of the program.
2. The program manager examines the documents submitted and invites candidates to a personal or video interview. The program manager decides which candidates to admit and records his/her decision and the justification for it in written form.

⁵ Candidates have no legal claim to admission.

⁶ Participants of the executive education programs are recorded for statistical purposes.

§ 4 Program Structure

¹ The executive education program consists of 90 ECTS credits. It is divided into modules and a final MBA thesis.

² The structure of the program is governed by the Program Description. The Program Description is an integral part of these Program Regulations and consists of the targeted skills, the learning content, the number of

ECTS credits, the type of performance record, and the performance assessment.

³ The program is subject to regular review by means of systematic surveys among and feedback by the participants. In this way the study program is continually enhanced and adapted to changes in the prevailing conditions. For this reason, the program manager reserves the right to make alterations in the contents of the course as laid down in the description of the courses. This serves the purpose of developing the program further.

§ 5 Implementation

¹ The program manager is authorized to cancel or postpone the implementation of an executive education program if a minimum number of applications is not realized or other circumstances exist that lead the FHNW School of Business to conclude that the implementation of the program would be unreasonable.

² The program manager makes a decision and informs accepted applicants of a possible postponement or cancellation of the program at least 30 days prior to the start of the program. In the case of a cancellation, already paid fees and charges will be refunded. In the case of a postponement, accepted applicants to the program have the right to withdraw from the contract within 14 days following receipt of the notification. Withdrawal from the program is done in writing to the FHNW School of Business, and, in this case, is free of charge. More extensive compensation claims are explicitly excluded.

§ 6 Fees/Charges

¹ The following program fees shall be paid for the Swiss-Asian Master of Business Administration program:
CHF 23'800.-

The program fees will be charged as follows:
Three instalments, the first (30% of the overall fee) latest 2 weeks before the start of the program, the second (40% of the overall fee) six months and the third (30% of the overall fee) one year after the start of the program.

² The program fees do not include expenses incurred for accommodation, meals and travel necessitated by residential weeks, award ceremonies, etc. Textbooks are also not included in the course fee. Participants are responsible for having access to the IT-infrastructure that is necessary to follow the e-learning part of the MBA course.

Part III: Performance and Performance Assessment

§ 7 Performance

¹ The European Credit Transfer and Accumulation System (ECTS) is used for the executive education programs. One ECTS credit corresponds to an average work output of 25-30 hours (e.g., attendance at events, guided and individual self-study, efforts related to the performance record, project work, implementation projects, practice-oriented projects, theses). ECTS credits are issued once the program requirements, respectively the module requirements, are fulfilled. No credits are issued for insufficient performance.

² In accordance with the Program Description, performance records are produced by participants either individually or in groups in the form of oral or written examinations, home study tasks (papers) or presentations.

³ Accomplishments that are successfully performed in other executive education programs can also be credited. Only complete modules, not individual courses or partial accomplishments, will be recognized.

⁴ Crediting will only take place under the following cumulatively fulfilled requirements:

- a. The extent of the crediting is maximum 50% of the program workload (excluding the final thesis; only final theses and the courses taken to prepare for thesis that are successfully performed at the FHNW can be credited). The total amount of ECTS credits to be acquired in the program should not be exceeded by the crediting.
- b. The accomplishments achieved, for which the crediting is applied, correspond to the requirements and the aspiration level of the module in terms of content and scope.
- c. A performance record was achieved in the modules to be credited.
- d. The accomplishments to be credited were usually achieved no longer than five years ago.
- e. In exceptional cases, an MAS or EMBA degree with 60 ECTS credits can be credited, provided that this program was completed at the FHNW and already covers the breadth of business administration subjects. An individual study plan for a further 30 ECTS points is determined. This usually includes courses on methodological competence, three elective courses and a project paper. The program fee is reduced.

⁵ Before the start of the program, participants provide the program manager with a written proposal confirming the achievements to be credited and the performance records produced. Proposals provided after the start of the program cannot be taken into account. The program manager decides whether the requested credits and possible fee/cost reductions will be granted.

The recognition of accomplishments outside of the program does not entitle the participant to a reduction in program fees/charges.

⁶ Achievements or credits obtained in this program can only be credited once within the framework of a modular executive education program.

§ 8

Final Thesis (MAS/MBA Thesis)

¹ The MBA thesis is a special performance record that is generally produced at the end of the program. The thesis gives participants the opportunity to show that they are able to deal with the contents of the program in an independent, competent, understandable, academically oriented, and practical way and that they are able to present this information in a suitable manner.

² Goal of the MBA thesis:

In the master's thesis, participants must academically reflect on and theoretically and practically solve a problem derived from one of the themes dealt with in the program within a defined time period (generally 6 months). Consequently, the task consists of a conceptual/theoretical part and an empirically practical part. In writing the thesis, participants demonstrate that they can independently do the following work on their own:

- Present a problem/question they are dealing with, which can create a demonstrable (practical) use, to a defined target audience.
- Use (theoretical) concepts, approaches, methods, and instruments conveyed in the program to deal with a practice-oriented question.
- Derive, present, and apply a suitable, agreed-upon method for an empirical study of the question concerned.
- Plan and implement the MBA thesis within the scope of 20 ECTS credits (including a methods seminar).
- Clearly and comprehensibly argue their proposed solution in the written work of approximately 70 pages/20,000 words (including spaces but excluding the bibliography and appendices) and perform in a convincing and (socially) competent way during the final oral exam.

³ The following process is applied for the performance record “MBA Thesis”:

Delivery of the Performance Record:	Assessment of the Performance Record:
1. Drafting of the project outline according to the following content structure: 1. Working Title and Subject Area/Problem, 2. Key Question, 3. Preliminary (Performance) Targets, 4. Uses	Approval by Program Management ¹
2. Drafting of the proposal according to the following content structure: 1. Title/Subject Area/Key Question, 2. Uses, 3. Embedding in the Literature/Research Landscape, 4. Methodical Approach, 5. Used Literature, 6. Project Planning	Approval by an academically qualified supervisor and program management ²
3. Drafting the Thesis	Discussion of the interim results with the supervisor.
4. Submission of the written work (in electronic format; printed copies only at the request of the supervisor/s)	Evaluation by the supervisor
5. Final academic meeting with the supervisor and program management	Final assessment by the supervisor and program management ²

⁴ When submitting the MBA thesis, participants must provide written assurance by means of a sworn declaration, either at the beginning or the end of the work, that they:

- wrote the text independently and only with specified sources, resources, and assistance.

and

- did not plagiarize (i.e., quotes are readily recognizable).

⁵ Grading of the thesis is documented and recorded by means of an evaluation grid of the FHNW School of Business for MBA theses and a written report by the faculty. For theses with a grade of 3 or less, a revision of the graded paper is not allowed. For theses with a grade of 3.5, a revision of the paper is possible, although the revised thesis cannot be awarded a grade higher than 4.

§ 9

Performance Assessment

¹ The performance assessment is done according to the Program Description with either a six-point scale or a two-point scale.

² Both whole grades and half grades can be given when using the six-point scale. Quarter grades (.25 or .75) are rounded.

³ The significance of the grades in the six-point scale is defined as follows:

- 6 excellent
- 5.5 very good
- 5 good
- 4.5 satisfactory
- 4 sufficient
- 3 insufficient
- 2 poor
- 1 very poor

⁴ The two-point scale consists of the levels “pass” and “fail.”

⁵ Performance records that are either not successfully completed or not started can generally be retaken/redone once in a subsequent program within two years. If a performance record is retaken/redone, the associated costs are assumed by the participant. The program manager can decide whether to grant exceptions.

⁶ If the foreseen minimum attendance obligation stated in the Program Description is not fulfilled, then the module will be declared as a “fail” or allotted a grade of 1. The module can be retaken once in a subsequent program within two years. If a module is retaken, the associated costs are assumed by the participant. The program manager can decide whether to grant exceptions or possible compensations.

⁷ Any participant who with good cause is unable to undertake course assessments or to complete the master’s thesis before the deadline set has to inform the coordinator of the program and the program manager without delay and in any case before the deadline. In the case of illness or of an accident written confirmation, for example a medical certificate or a doctor’s

¹ Program management can ask an internal employee of the FHNW School of Business with the necessary academic qualifications to look after this task.

note, is to be submitted. In other cases, a suitable proof needs to be provided.

If the participant has good cause for absence or hindrance and gives evidence of such the program manager will determine the conditions for a subsequent performance assessment.

Requests for an extension of the period of completion for the MBA thesis including reasons for the request are to be submitted to the board of studies **prior to** the expiry of the period.

⁸ The presentation of the MBA thesis cannot be carried out until 60% of the courses are successfully completed.

⁹ Following completion of each module, participants receive an updated written summary (track record) of the completed modules as well as of the performance records produced, which includes any evaluations thereby obtained and ECTS credits earned. Participants are notified of the evaluation of the performance assessment at the earliest four weeks and at the latest six weeks following the date of the examination or submission.

Part IV: Graduation from the Program

§ 10 Diplomas

¹ The program has been successfully completed when:

- All required deliverables and performance records set out in the Program Description have been performed.
- The participant has attended at least 80% of all courses.

Exceptions can be granted by the program manager on the basis of a written, well-founded request.

² Upon successful completion of the program, the corresponding diploma “Master of Business Administration FHNW” will be awarded.

³ The following items will be issued at the same time as the diploma certificate for the MBA program:

- A diploma supplement that provides information about the program profile, the grading system, and the university.
- A cumulative transcript of records (TOR) that includes which modules were passed and the performance assessments associated with them, as well as the subject of the MAS or MBA thesis.

⁴ If degrees, diplomas, and certificates are acquired in an improper way, the Director of the School can revoke them.

§ 11 Premature or Exceptional Termination of Program Participation

¹ Participation in an executive education program can be terminated prematurely via cancellation of the participant or exceptionally via disqualification.

² Disqualification takes place when successful completion of the program is no longer possible due to the failure to pass a retaken/redone performance record or to fulfill additional requirements according to the Program Regula-

tions and Program Description (e.g., failure to achieve the minimum attendance obligation when repeating a module). It can also occur by decree of the program manager in the case of serious breaches of obligation.

³ Serious breaches of obligation notably include:

- Failure to pay the participant fees.
- Repeated violation of attendance obligations.
- Violation of copyright law, in particular engaging in plagiarism.
- Use of dishonest resources during exams.
- Violation of confidentiality and non-disclosure agreements.

⁴ If participation in an executive education program is canceled prematurely or exceptionally, a confirmation of participation, or of which modules were attended and which performance assessments were achieved, can be issued.

Part V: Rights and Obligations

§ 12 Obligations of the FHNW School of Business

The FHNW School of Business ensures participants the following during the duration of the executive education program:

- Access to relevant information.
- Access to events and performance records according to the program.
- Access to infrastructure in accordance with the program for the purpose of program participants.
- Receipt of track records and diplomas/certificates.
- Compensation for disadvantaged individuals according to the Federal Law regarding elimination of discrimination toward people with disabilities (Disability Discrimination Act).

§ 13 Obligations of the Participants

Participants commit themselves to:

- Inform themselves regularly about how the program is run.
- Pay participation fees according to the terms of payment.
- Take part in the program as set out in the Program Description.
- Write their theses independently.
- Uphold copyright law and, in particular, refrain from plagiarism.
- Avoid using dishonest resources.
- Comply with confidentiality and non-disclosure agreements.
- Ensure accessibility.
- Inform and justify non-participation in performance records in a timely manner.
- Safeguard the interests of FHNW University.

§ 14 Measures for Violation of Obligations by the Participants

¹ If one of the above-mentioned obligations are violated, the FHNW School of Business can take one or more of the following measures depending on the nature and severity of the violation:

- The program manager can issue a written reprimand.
- The program manager can either temporarily or permanently suspend the participant from the program.

² Decisive factors for determining the type and duration of disciplinary measure include, on one hand, the quantitative or qualitative significance of the breach of obligation and, on the other hand, the culpability, motives, and conduct of the participant.

Part VI: Administration of Justice

§ 15 Decrees

¹ Program managers can issue the following decrees:

- Track records according to § 9 para. 7.
- Disqualification of a participant from the executive education program according to § 11 para. 2 if successful completion of the program is no longer possible.
- Disciplinary measures according to § 14 para. 1.

² The Director of the FHNW School of Business can issue the following decree:

Withdrawal of a diploma/certificate according to § 10 para. 4.

§ 16 Objection Procedure

¹ According to § 15 para. 1, a written, well-founded objection to a decree must be submitted to the Director within 14 days after notification of the decree.

² The objection must include a clearly defined demand and the signature of the person raising the objection or that of his/her representative.

³ Objections to decrees introduced by post must be submitted by post. Objections to electronically delivered track records can be submitted either by post or electronically.

⁴ Within the scope of objection procedures, participants of the executive education programs are guaranteed access to their files.

⁵ The person raising the objection must be granted a hearing during the objection procedure. This hearing must go on record.

⁶ The Director of the FHNW School of Business examines the objection, the statement of the executive education program manager, as well as the hearing and introduces a written appeal decision.

§ 17 Complaints Procedure

¹ A written, well-founded objection to an appeal decision or decree of the Director can be raised to the Appeals Committee within a non-extendable deadline of 30 days following initiation of the appeal decision or decree.

² Objections to appeal decisions and decrees of the Director must be submitted by post to:

Beschwerdekommision FHNW

Klosterzelgstrasse 2

5210 Windisch

³ The objection must include a clearly defined demand and the signature of the person raising the objection or that of his/her representative. A copy of the contested decree must accompany the objection.

⁴ An evaluation of the performance assessments within the framework of the complaints procedure takes into consideration abuse and capriciousness.

⁵ The complaints procedure is subject to fees. The law that governs the management of the administration of justice of the Canton of Aargau is the decisive factor in this regard.

Part VII: Transitional and Final Provisions

§ 18 ¹ These regulations will enter into force on September 21, 2022.

² For executive education programs that were implemented before these framework regulations entered into force, the prior provisions apply.

Olten, September 21, 2022

Issued by:

Director of the FHNW School of Business



Prof. Dr. Regula Altmann-Jöhl