



Special Theme
Top International
Schools
Switzerland

SBS Swiss Business School International management studies in Zurich

Amongst the many things popping into one's mind when thinking of Switzerland are probably unspoiled nature, stunning mountains, delicious chocolate, and, last but not least, international companies. It therefore does not come as a big surprise that some of the most successful European business schools are located in this bustling business ambience.

TEXT: SILKE HENKELE | PHOTOS: SBS

The Swiss Business School (SBS) was established in 1998 by Harvard graduated Dr. Bert Wolfs in Zurich - a city that elegantly manages to combine modern, luxurious chic with old-fashioned cosiness and thriving international business activities with Swiss traditions. In an increasingly internationally operating market, Dr. Wolfs saw the need for an education that provided students with a strong academic basis while focussing on issues linked to the management of these markets.

Custom-made programmes

SBS offers a variety of English-taught programmes to its international students. From a unique introductory course in the undergraduate program to an advanced course in the Doctor of Business Administration program, the SBS experience is thoroughly international.

In the three-year undergraduate Bachelor of Business Administration BBA (AAE) programme; the student will concentrate (after a one-year of introductory studies e.g. in-

ternational management or marketing) on her or his particular field of interest which will become their major. Students who have already started relevant undergraduate studies and possess relevant work experience can apply for the one-year 'Accelerated BA'-programme (AAE), which supplies them with additional knowledge while preparing them for a successful career in management. If successfully completed, the AAE program leads to a Bachelor of Business Administration degree.

The ensuing graduate Master of Business Administration program (MBA) enhances the insights gained in the undergraduate programme. The student is able to choose between a set of various graduate programmes with differing approaches and aims. The practice-focused 'Executive MBA' for example is taught in eight differing

modules over a period of 16 months. Here, teamwork and study groups enhance the students' ability to identify and to ultimately solve actual business problems.

The 'Flex MBA' covers a period of 15 months and is particularly aimed at students who need to intensify their knowledge of general business functionalities in order to improve their managerial skills.

For those who aim to have maximum flexibility while studying for their degree, the 'Online MBA' is the best choice. Here, the student uses SBS' excellent online facilities and may take up to five years to complete her or his degree.

While all of the above graduate programmes are designed for working professionals with full-time working experience, SBS also offers MBA programmes for full-time students. The 'Full-Time MBA' is a one-year programme, which enables the student to focus on a particular field of interest like marketing or global finance and banking.

The 'MSc International Business' focuses on issues concerning the global economy and cross-cultural leadership. Studies are equally split between one year of team-based taught courses and one year of internship in an internationally operating company.



For those who have already finished their graduate degree but want to take their studies even further, SBS is offering a doctorate programme, the Doctor of Business Administration (DBA). This programme consists of a coursework phase, as well as a supervised workshop and a research phase. The Doctor of Business Administration (DBA) can be completed within three and six years.

SBS Swiss Business School – an investment in a successful career.

Regardless of the programme the student chooses to register for, the quality of education, teachers, supervision and learning material is equally high throughout all of these programmes. In addition to its high-profile courses SBS offers its students the unique chance to get in touch with high-ranking international companies through an established network set up by SBS. In order to keep students up to date with current market developments and topics, SBS regularly invites keynote speakers from high-ranking, internationally operating companies to speak about current topics and concerns.

SBS has been accredited by various institutions (amongst them the ACBSP and IACBE) and is regularly listed as one of the

top leading European business schools. SBS alliances with partner schools around the world (e.g. in the UK, China, the United States, or Russia) are a further testimony to the international quality of SBS.

SBS' scientific standard is highlighted by the regularly published SBS Journal of Applied Business Research, which covers current topics in international management. By thus combining theory with practice, SBS has created a positive and inspiring learning environment, which encourages the students to use their full potential while at the same time presenting them with the opportunity to get in touch with successful international companies.

For those who want to put an international focus on their education, who want to remain flexible while studying and who can fully concentrate on their studies, SBS is definitely worth a visit.

www.sbs.edu

Portrait: Dr. Bert Wolfs

