MBA
Master of Business Administration
www.sbs.edu
Dean’s Message

Business has changed radically. We exist in a business borderless environment, in which technological innovation occurs at breakneck speed. A world of incredibly smart and socially collaborative customers, of enhanced security concerns, increasingly complex government regulations, and economic uncertainty.

We understand that as a leader or future leader in a complex world, you want to engage your employees, delight your customers, restore and sustain the environment, and lead with integrity. It will not take two generations. We can and will re-invent the world in this generation!

Now is the best time for you to prepare, re-tool, and aggressively launch forward. The SBS MBA will equip you for tomorrow’s business opportunities while keeping you grounded in today’s business reality.

Our program is IACBE accredited, cutting-edge, and well-respected in the Zurich region and across the globe. Our curriculum is designed to develop leaders for the current and emerging business environment. Faculty conduct dynamic and interactive classes that are responsive to current business situations. Employers know that MBA graduates have a knowledge base and set of skills that will be an asset in this highly competitive global economy. Our students know that now is the time to take command of their careers.

Face it. You are busy. You have work obligations, family commitments, and a life to live. We understand that. That’s why our program provides the ultimate in flexibility and convenience. Our MBA fits your life; not the other way around.

Bert Wolfs, Ph.D.
Academic Dean

Accreditation

SBS Swiss Business School has received specialized accreditation for its business programs through the International Assembly for Collegiate Business Education (IACBE), located in Olathe, Kansas.

The educational programs offered by SBS Swiss Business School have received accreditation through the Accreditation Council for Business Schools and Programs, located in Overland Park, Kansas.

Accredited by a CHEA-Recognized Accrediting Organization
Recognized by the U.S Department of Education

SBS Swiss Business School holds a certification by EDUQUA. EDUQUA is a Swiss Quality Assurance Certificate for providers in the field of adult learning

SBS is a certified member of Swiss Label. The trademark of Swiss label is the crossbow - a protected symbol in Switzerland. Certification is granted to members with genuine Swiss high-quality services and products.

Ranking

The mission of the institution is to educate individuals who will contribute to the management and leadership of global organisations
Strengths of the SBS MBA Programs

Our programs are in accordance with European MBA standards equivalence of 90 ECTS credits

STUDENTS
- Average age 24-46.
- Diverse educational backgrounds and professional experience
- 40% women
- 60% of international students
- Highly qualified students

PROGRAMS
- Taught in English
- SBS AAA Standard Accredited
- Applicable
- Affordable
- Small classes for personalized attention
- Ranked internationally

FACULTY
- Known for passionate teaching and academic excellence

- Superbly skilled in teaching and professional practice
- Experts in their fields who are up-to-speed with the latest trends in the business world
- Lecturers teach a curriculum that facilitates hands-on learning opportunities
- Challenging lectures, bringing difficult topics to life through discussions and concrete examples

LOCATION
- Located in Zurich - the heart of Europe
- Zurich - Global Alpha City
- One of the most international places worldwide
- Center of international banking and insurance companies
- High degree of public and national safety

ALUMNI
- Graduates stay in touch with SBS
- Alumni events, programs, reunions, and career resources
- Alumni portal: www.alumininet.ch

CAREER DEVELOPMENT
- Career Days
- Company Visits
- Career Development Seminars
- Guest Speakers
- MBA-Exchange.com

EMPLOYABILITY
- Local and international companies employ our students after graduation or during their studies
- SBS students are reputed members of the society and business
SBS MBA Programs
An MBA is sought after by ambitious individuals and in many organizations it is rewarded by an increase in salary and promotion. One of the most common reasons students mention for pursuing an MBA is a career change. The programs are based on a common curriculum with extensive attention placed on the fields of specialization. At SBS Swiss Business School, you will find a supportive community where each person’s interests and ideas make a difference. With a limited class size, you’re assured of receiving individual attention from our faculty and staff. We offer an academically challenging curriculum, tailored to your career goals, and numerous opportunities for learning. These attributes set our MBA program apart from others. You can design a program of study that enables you to build on your strengths and interests. The program broadens your knowledge; sharpens your business skills; and incorporates your personal, professional, and extracurricular experiences.

MBA Programs at a glance

FULL-TIME MBA
- 4 Terms - Can be completed within 50 effective school weeks
  - Term 1 - Core Courses
  - Term 2 - 3 core courses and 2 Major specialization courses
  - Term 3 - 2 core courses and 3 Major specialization courses
  - Term 4 - Independent research and study
- 3 Majors
- Enrollment in Term 1 (Fall Semester of each Academic Year)

FLEX MBA
- Part-time program
- 15 modules
- International Management Major
- Once a month on campus lectures - Friday to Sunday
- 15 months completion period
- Ongoing Enrollment

EXECUTIVE MBA
- Part-time program
- 12 modules, 12 months
- International Management Major
- Once a month on campus lectures - Friday to Sunday
- 12 months completion period
- Ongoing Enrollment

ONLINE MBA
- 15 Modules
- 8 weeks per module
- OMBA can be completed within 2 years
- MBA lectured fully Online
- Ongoing Enrollment

*For details consult our EMBA Brochure

*For details consult our OMBA Brochure
# MBA MAJORS

International Management • Marketing • Global Finance & Banking

## TERM 1:

<table>
<thead>
<tr>
<th>COURSE</th>
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<tbody>
<tr>
<td>MKT 501 Marketing Management</td>
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<tr>
<td>FIN 510 Financial Management</td>
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<tr>
<td>MGT 535 Organizational Behavior and Leadership</td>
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<tr>
<td>ACC 501 Financial Accounting and Theory</td>
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<tr>
<td>MGT 501 Operations and Project Management</td>
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## TERM 2:

<table>
<thead>
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<td>ENT 502 New Venture Creation</td>
<td>5</td>
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<tr>
<td>ECO 502 Managerial Economics</td>
<td>5</td>
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<td>COM 507 Communication and Negotiation Skills</td>
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**International Management Major Specific Courses**

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<th>COURSE</th>
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<tr>
<td>ACC 505 Accounting Skills</td>
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<tr>
<td>FIN 506 International Business Finance</td>
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**Marketing Major Specific Courses**

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<tr>
<td>MKT 510 Marketing Research and Analysis</td>
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<td>MKT 512 Retail Strategy</td>
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**Global Finance and Banking Major Specific Courses**

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<tr>
<td>FIN 512 Global Financial Management</td>
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<td>FIN 513 Security Investment Analysis</td>
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## TERM 3:

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<td>MIS 501 Management Information Systems</td>
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<td>MGT 505 Business Policy and Strategy</td>
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<td>BUS 705 International Business Competitiveness</td>
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<td>MKT 515 Buyer Behavior</td>
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<td>MKT 705 Services Marketing</td>
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## TERM 4:

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<tr>
<td>THE 755 Independent Research Project</td>
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FLEX MBA

The SBS Flex MBA is a part-time program developed to provide students with a special set of skills, and expertise in the field of International Management. In today’s dynamic marketplace, successful working professionals must be innovative and entrepreneurial, combining a general knowledge of business functions with specific skills in their area of responsibility. The Flex MBA program allows students to keep their full time job while studying, and lets them apply the knowledge directly in the workplace.

The courses are held once a month on campus; on a Friday, Saturday, and Sunday from 09:00 - 18:00. This gives the participants the opportunity to meet with the lecturer and their classmates.

Faculty

All faculty members at SBS are employed in international companies and organizations in their areas of expertise. Courses are therefore practical, updated and focused on the students.

- **Prof. Richard Beswick**
  University of Grenoble, France
  (Marketing Management)

- **Mr. Thierry Kieffer, Executive**
  MBA, SBS Swiss Business School, Switzerland
  (Operations Management)

- **Dr. Joseph Brady**
  DBA, SBS Swiss Business School, Switzerland
  (Marketing Management)

- **Dr. Barry Vann**
  Ph.D. Ed.D., University of Arkansas, USA
  (Organizational Behavior)

- **Dr. Heinrich Furrer**
  Ph.D., University of Zurich, Switzerland
  (Negotiation Skills)

- **Dr. Mike Krey**
  Ph.D., University of Plymouth, UK
  (Management Information Systems)

- **Dr. Jeffrey Nilsen**
  MA, Ph.D., Princeton, USA
  (Economics)

- **Mr. Thomas Signer**
  MSc., Carnegie Mellon University, USA
  (Financial Accounting)

FLEX MBA CURRICULUM

<table>
<thead>
<tr>
<th>Course Code</th>
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<td>Economics for Decision Makers</td>
</tr>
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<td>Management Information Systems</td>
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<td>MGT 525</td>
<td>Business Values and Ethics</td>
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<tr>
<td>BUS 510</td>
<td>International Law and Business</td>
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<tr>
<td>THE755</td>
<td>Independent Research Project</td>
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</tbody>
</table>

Each course is credited with 5 ECTS; the Independent Research Project (Master Thesis) is credited with 15 ECTS. Our Flex MBA is a 90 ECTS program.
Tuition fees at SBS Swiss Business School can be paid in full or in installments according to the payment plans below:

**TUITION FEES - FLEX MBA PROGRAM**
- APPLICATION FEE ................................................................. CHF 150.-
- PAYMENT UPON ACCEPTANCE* ........................................... CHF 3'500.-
- FEES PER COURSE (15 COURSES IN TOTAL) ......................... CHF 1'900.-

**TUITION FEES FULL-TIME MBA**
- APPLICATION FEE ................................................................. CHF 150.-
- PAYMENT UPON ACCEPTANCE** .......................................... CHF 3'500.-
- FIRST TERM ........................................................................... CHF 9'500.-
- SECOND TERM ........................................................................ CHF 9'500.-
- THIRD TERM ............................................................................ CHF 9'500.-

We offer a 5% discount on full payment at the start of the program
*Part of the program tuition fees. Only refundable in case of Visa rejection by the Swiss Immigration Authorities.
**Part of the program tuition fees. Only refundable in case of Student Visa rejection by the Swiss Immigration Authorities.
ZURICH HAS BEEN CONSISTENTLY RANKED AS ONE OF THE TOP CITIES FOR QUALITY OF LIFE AND AMONG THE BEST STUDENT CITIES WORLDWIDE