SBS has designed a unique MBA program in Tourism. The SBS MBA provides a truly international and multicultural learning environment which makes its graduates very attractive to potential employers worldwide.

**Benefits**

- an international recognized program
- a student-centered learning approach
- an international and multicultural study environment

The program begins in October and consists of 15 courses. Each Term consists of 11 study weeks. The first part of the program consists of core business and tourism modules. In the second stage, more attention is given to international aspects of the tourism world.

**Program Mission**

- Provide the participants from all over the world with an advanced knowledge in tourism, based on the latest developments
- Provide them for careers in tourism or the hospitality world.
- Provide the business community with highly qualified executives, with strong knowledge and good interpersonal skills to manage in an international environment.

Improve your international career

**Professional Workshops**

In addition to the core courses, students can attend throughout the year personal and professional development workshops. These workshops cover current topics, current topics in tourism. These workshops are let by guest speakers who are managers or consultants.

**Final Thesis**

Students are encouraged to choose a subject linked to their future career. The thesis is conducted under the supervision of a lecturer.
## Program Structure

### Introduction Week

### Term 1
- MKT 575 - Tourism Marketing
- MGT 565 - Sustainable Tourism Management
- TRM 500 - Leisure and Tourism Economics
- MGT 572 - Strategic Leadership
- MGT 501 - Operations and Project Management

### Term 2
- TRM 505 - Tourism Policy and Planning
- FIN 510 - Financial Management
- COM 510 - Communication Skills
- ACC 525 - Accounting for Tourism Managers
- ENT 595 - Innovation and Entrepreneurship

### Term 3
- TRM 510 - International Relations and Tourism
- MGT 631 - Human Resource Management
- MGT 506 - Strategic Management
- MKT 605 - International Marketing Management
- MIS 512 - E-Tourism

### Term 4
- THE 700 - Research Methods for Tourism Managers
- THE 755 - Independent Research Project

## Foreign Language

Non-German speakers must study German language. Foreign language skills are an asset in the international work environment.

## How to Apply

Interested in the MBA in International Tourism Management? Apply at: [www.sbs.edu](http://www.sbs.edu) (only online applicants are considered)

## Tuition Fees

<table>
<thead>
<tr>
<th>Fee Type</th>
<th>Amount</th>
</tr>
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<tbody>
<tr>
<td>Application fee</td>
<td>CHF 150.</td>
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<tr>
<td>Payment upon acceptance</td>
<td>CHF 3500.</td>
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<tr>
<td>Course fee</td>
<td>CHF 28'500.</td>
</tr>
<tr>
<td>Total tuition fees</td>
<td>CHF 32'150.</td>
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</tbody>
</table>

## Contact Information

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