MSc
Master of Science in International Business
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 MSc in International Business 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 our MSc 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.

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.

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

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.

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

SBS Swiss Business School is ranked in the Top 150 Masters in Management programs and in the Top 200 Global MBA programs by QS World University Rankings.
Strengths of the SBS MSc program

STUDENTS
• Average age 25-35
• Diverse cultural, and professional backgrounds and experiences
• 60% female / 40% male
• Highly qualified students

PROGRAMS
• Taught in English
• SBS AAA Standard Accredited
  Applicable Affordable
• Small classes for personalized attention

FACULTY
• Highly qualified, experienced instructors
• Subject-matter experts; up-to-date with workplace and global trends
• Business and industry practitioners
• Hands-on approach to learning

LOCATION
• Located in Zurich - the heart of Europe and a leading global financial center
• Consistently listed among the most livable cities in the world
• Highly cosmopolitan
• Home to many international organizations and companies
• High degree of public and national safety and security

EMPLOYABILITY
• SBS Swiss Business School’s strong reputation in the industry
• Local and international employment arising from Professional Experience and connections made while studying
• Work for leading businesses in a variety of fields in Switzerland or abroad

ALUMNI
• Graduates stay in touch with SBS through the Global Alumni Network
• Alumni events, programs, reunions, and career resources
• Alumni portal: www.alumninet.ch

CAREER DEVELOPMENT
• Guaranteed Swiss Internship*
• Career Days
• Company Visits
• Guest Speakers . . . and more

*contingent on meeting academic requirements
The SBS Swiss Business School’s MSc in International Business is divided into 2 parts: In the first year, students will complete the academic courses and studies over 4 terms of 11 weeks each (see below). This period concludes with the submission and defense of a thesis in front of a panel jury. Students are encouraged to choose a business-related subject linked to their prospective career.

The second year of the program is for Professional Experience in the form of an internship, guaranteed by SBS Swiss Business School (contingent on meeting pre-requisites), or employment in the workplace, either in Switzerland, or abroad. The expected period of professional experience may be from 9 to 12 months. During this time, as a student, you will have the opportunity to apply in the workplace, lessons learned in the classroom. This period culminates in a report, outlining your experiences and detailing the lessons learned during this time.

Students who successfully complete the academic and professional experience requirements will be awarded the degree of Master of Science in International Business from the SBS Swiss Business School.
# MSc Curriculum

<table>
<thead>
<tr>
<th>Term 1</th>
<th>ECTS</th>
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<tbody>
<tr>
<td><strong>MEC 500</strong> Global Economics and Trade</td>
<td>5</td>
</tr>
<tr>
<td><strong>MAC 510</strong> International Accounting and Financial Statement Analysis</td>
<td>5</td>
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<tr>
<td><strong>MMM 500</strong> Marketing Management</td>
<td>5</td>
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<td><strong>MOB 502</strong> Sustainable Leadership and Organizations</td>
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<th>Term 2</th>
<th>ECTS</th>
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<tr>
<td><strong>MCN 520</strong> Cross-Cultural Communication</td>
<td>5</td>
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<tr>
<td><strong>MFI 540</strong> Corporate Finance</td>
<td>5</td>
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<tr>
<td><strong>MET 590</strong> Entrepreneurship and Innovation</td>
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<td><strong>MHR 530</strong> Human Resource Management</td>
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<th>Term 3</th>
<th>ECTS</th>
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<tr>
<td><strong>MDM 550</strong> Digital Marketing</td>
<td>5</td>
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<tr>
<td><strong>MBU 591</strong> Legal Environment of Business</td>
<td>5</td>
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<td><strong>MSN 500</strong> Strategic Management</td>
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<td><strong>MMS 592</strong> E-Business</td>
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<th>Term 4</th>
<th>ECTS</th>
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<tr>
<td><strong>RES 502</strong> Workshops, Forums, Seminars</td>
<td>2</td>
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<tr>
<td><strong>THE 700</strong> Research Methods in Management</td>
<td>5</td>
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<tr>
<td><strong>MBG 601</strong> International Business Project and Business Game</td>
<td>8</td>
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<tr>
<td><strong>THE 755</strong> Independent Research Project</td>
<td>15</td>
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</tbody>
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**TOTAL** 90

*Note: The order of some classes may change*
Faculty

Dr. Erdal Atukeren  
Ph.D., University of Ottawa, Canada  
(Economics)

Dr. Roman Borboa  
Ph.D., University of Arizona, USA  
(Human Resource Management)

Ms. Cassandra Budlong  
MA, Old Dominion University, USA  
(Cross-cultural Communication)

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

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

Dr. Carl Olsen, Lt. Col. (Ret.)  
DBA, SBS Swiss Business School, Switzerland  
(Leadership and Management)

Mr. Alessandro Raschella  
MSc, Bocconi University, Italy  
(Corporate Finance)

Mr. Frank Tanner  
M.Ed., University of Natal, South Africa  
(Marketing)

Dr. Bert Wolfs  
Ph.D., University of the Cumberlands, USA  
(Entrepreneurship and Innovation)

*Partial list
**MSc Admission Requirements**

- Undergraduate degree (Bachelor) from a recognized university or equivalent
- Successful completion of SBS Admissions Exam
- Fluency in English: TOEFL IBT 90 or better, IELTS 6.5 band score or better (if English is not your native language)
- Successful completion of a personal interview with our Admissions Officer, either in person or by phone/Skype

**How to Apply**

**APPLY ONLINE @ www.sbs.edu**

1. **COMPLETED AND DULY SIGNED APPLICATION FORM**
2. **COMPLETE CURRICULUM VITAE (CV)**
3. **CERTIFIED COPY OF BACHELOR’S DEGREE**
4. **OFFICIAL ACADEMIC TRANSCRIPTS**
5. **PROOF OF ENGLISH PROFICIENCY (TOEFL, IELTS, OR EQUIVALENT)**
6. **TWO REFERENCE LETTERS (PROFESSIONAL OR ACADEMIC)**
7. **NON-REFUNDABLE APPLICATION FEE OF CHF 150. -**
8. **ONE HIGH-RESOLUTION PICTURE (PASSPORT PHOTO STYLE) IN .JPG, .PNG, OR .GIF FORMAT**

**Transfers**

SBS Swiss Business School welcomes students who want to transfer from recognized educational institutions around the world. It is the responsibility of the student to have all official transcripts sent to the Admissions Office at SBS Swiss Business School.

The admissions officer will decide on the transfer of credits based on the results of each subject. Credits can only be transferred for courses completed with grades of “B” or higher.

**Tuition Fees**

Tuition fees at SBS Swiss Business School can be paid in full or in installments according to the payment plan below:

- **APPLICATION FEE** CHF 150.-
- **PAYMENT UPON ACCEPTANCE*** CHF 3’500.-
- **TERM 1** CHF 6’500.-
- **TERM 2** CHF 6’500.-
- **TERM 3** CHF 6’500.-
- **TERM 4** CHF 6’500.-

*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