



Interview with Dr. Bert Wolfs, Academic Dean of Swiss Business School (SBS)

Dr. Bert Wolfs, Belgian citizen, is Academic Dean of SBS Swiss Business School. He has over 15 years of teaching experience and taught classes to diverse student groups all over the world



Could you tell our readers a brief summary about SBS?

Bert Wolfs: SBS was founded in the last century following the demand of the Swiss industry. The course at the Swiss public universities are outstanding, but they were not practical-oriented and not in English. In a country with 22% foreign work population, that is a necessity and therefore SBS was founded.

Today, SBS offers three types of programs: BBA (Bachelor of Business Administration), for students just graduated from high school, MBA (Master of Business Administration) for people with at least an additional 2 years of working experience, students with no or few work experience can take our Master programs. Finally, we offer a DBA (Doctor of Business Administration) program for senior managers with an MBA degree and 15 plus years of professional experience.

Tell us about your MBA programs and what makes them different from other programs in the region?

We qualify our institution in financial terms as a triple A institution. We are Accredited, Applicable and Affordable. This means that all our degrees are internationally recognized by leading educational agencies. Secondly, we are applicable. This means that we offer a very practical-oriented education towards our participants. Thirdly, Switzerland has still this image of being an expensive country with crazy prices. If we compare our tuition fees or study costs towards other international or European business schools, we believe that we offer real value for knowledge.

To answer the first part of your question, we offer three different types of MBA programs. Firstly, we have the full-time MBA, which allows participants with a minimum of 2 years of professional experience to obtain the MBA degree in one year. Another interesting option is the so called FLEX MBA. Flex really means flexibility; this is a blended learning program.

The last option we offer is called Executive MBA. This is for managers with over 15 years of professional and leading experience who need to update their management knowledge.

In a more demanding, competitive and changing world, what differential tools does your program provide to their future graduates?

First of all, graduates get a global perspective. We offer them all the positive and negative aspects of globalization focused on the respective program. Secondly, in a more and more complex world, leadership skills are of enhanced importance. At the end of the day, our students are going home with a toolbox. They know each instrument of how and when to apply to.

Related to gender diversity, what makes you feel that women should be motivated to pursue an MBA or and EMBA and no other programs?

Several academic studies have proven that the best performing teams are multi-functional, multi-gender teams. So, the conclusion

is simple, if we want to keep our standard of living, we need all women to support the business development and help us to re-create economic growth. A lot of female managers are clearly aware of their chances and opportunities already. Diversity is a topic which will not escape us anymore.

Can you tell to our readers what are the types of candidates that SBS looks for its MBA and Executive MBA programs?

We are looking for ambitious leaders who want a holistic view of the world, and are willing to improve their leading and entrepreneur skills in a multi-cultural environment.

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