



Newsletter 2017

SBS Swiss Business School



Autumn Edition

Welcome to the SBS Newsletter Autumn Edition!

Enjoy reading the news about the SBS
community and events!

YOUR SBS TEAM



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New Academic Year 2017-2018

WE WARMLY WELCOME ALL OF OUR NEW STUDENTS FOR THE ACADEMIC YEAR 2017-2018

After a College Preparation Week for our new BBA students, we started the new Academic Year 2017-2018 with the following programs: Bachelor, Master, Doctor of Business Administration and Master of Science.

Our SBS Team wishes our students successful studies at SBS!



Guest Students from Kazakhstan

We were pleased to welcome our students from our partner schools in Almaty and Astana (Kazakhstan) this summer, who had a week of class sessions at SBS in Zurich. The program covered topics related to International Marketing. As part of the extracurricular activities we hosted a dinner where the students from Kazakhstan were able to try Swiss specialties. For the students from Almaty, we also invited a guest speaker, Mr. Menno Bart, who spoke about lobbying. The students from Astana had the opportunity to visit the FIFA headquarters. It was again a wonderful experience for both the participants and their instructors.



Thesis and Dissertation Defense in September



We were proud to welcome our international students on campus to defend their thesis in the Bachelor, Master and Doctorate of Business Administration programs as well as the Master of Science in Business Administration. During three days in September they had the chance to defend their written thesis in front of the SBS jury. After answering hard questions in a high stress situation, we extend to those who passed our congratulations !



Graduation Ceremony 2017

On Saturday, 16 September 2017, SBS Swiss Business School proudly turned the tassels of graduates who travelled from all around the world to attend our annual graduation at the Gottlieb Duttweiler Institute in Rüschlikon, Switzerland. We congratulate the students who graduated from our Bachelor, Master and Doctorate programs as well as the dual-degree graduates of our partner schools. We would like to thank the parents, friends and visitors for their participation in this very special event.



In September 2017, SBS Swiss Business School published and distributed Volume 5 of the *Journal of Applied Business Research* (JABR).

At SBS Swiss Business School we believe that managerial success in the 21st Century will be related to the capacity to apply business knowledge into practice in a way that can be understood and shared by all the stakeholders of the organization. In order to support this idea and contribute to excellence in management skills, SBS Swiss Business School has developed the SBS *Journal of Applied Business Research* (SBS-JABR). The *Journal* contributes to the creation of state- of-the-art academic and professional knowledge under a fully international dimension. JABR publishes original research works that deal with any of the specialties relating to the field of Business Management.

If you are interested in reading our *Journal*, Vol. 5, please feel free to get a copy on campus or download it from the website: <https://jabr.sbs.edu>

Alumni Event September 2017

Our third alumni event took place on 28 September at SBS Swiss Business School. This alumni event was slightly different compared to previous events. We hosted a forum with Dr. Bert Wolfs and Mr. Jeet Das, who spoke about doing business in a volatile market.

After the forum there was a small apero prepared for our guests.

It was a great experience, and we look forward to our next alumni event in November.



Recruitment Team on Tour

We look forward to welcoming you at the following fairs
and school visits:



02/10/2017 Monte Rosa, Switzerland
Collège Champittet Pully, Switzerland

03/10/2017 Collège du Léman Sàrl, Switzerland

04/10/2017 Aiglon College, Switzerland

05/10/2017 Lyceum Alpinum Zuoz AG, Switzerland

10/10/2017 Bavarian International School e.V, Germany

11/10/2017 Stuttgart Hybrid College Fair in Stuttgart,
Germany

12/10/2017 Kaiserslautern College Information Night,
Germany
The American School in Switzerland

16/10/2017 American International School Vienna,
Vienna International School, Austria

17/10/2017 The American International School, Salzburg,
Austria

22/11/2017 Master Messe, Zürich, Switzerland



New Faculty Members



Ms. Christina Ann Merz Bolt
German Department



Ms. Elena Sernova
Finance Department

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