

# INTERNATIONAL MANAGEMENT IN THE HEART OF ZURICH

## SBS SWISS BUSINESS SCHOOL

**S**BS Swiss Business School was founded in 1998 as an institution of higher education and operates from the cosmopolitan city of Zurich in Switzerland.

Zurich has been consistently ranked as the number one city worldwide for

quality of life, making it an ideal place to study international management. It also boasts a large number of multinationals (Glencore International, Nestlé, Novartis, Roche Group, Credit Suisse etc.), which enjoy the city's central location at the heart of Europe.



Zurich's financial and economic impact worldwide, along with its rich cultural offerings (numerous theatres, museums and international conferences), make it the ideal place to obtain a global education.

As an international institution, more than half of our students originate from Europe, Asia and Latin America. We offer our participants an experience that prepares them to operate with ease across borders and cultures within an environment that prizes diversity and the ability to bring a worldwide perspective to the study of business.

Additionally, SBS Swiss Business School is known for offering a variety of academic programmes, from undergraduate to postgraduate and doctorate level degrees. All academic programmes are international to their core, taught entirely in English and offered in several disciplines, including business administration, e-commerce and science.

All programmes are accredited by the British Accreditation Council (BAC), Association of Collegiate Business Schools and Programs (ACBSP) and the International Assembly for Collegiate Business Education (IACBE). Both US-wide accreditation bodies have been recognised by the Council for Higher Education Accreditation (CHEA) as programmatic accrediting organisations. SBS is also certified by eduQua, the Swiss Quality Assurance certification for higher education.

## The EMBA

The School was one of the first in Europe to adapt its Executive MBA programme to the new demands of leading organisations and companies within the knowledge economy.

The EMBA represents the School's philosophy and, as such, offers a mix of impactful academic techniques and strong business case study methodology. In short, the EMBA programme allows students to work in interdisciplinary, highly interactive groups with the aim of discussing, examining and solving real-life business problems.

However, what makes the programme so valuable is its course structure, which has been designed for individuals and corporations that wish to enhance contemporary leadership and innovation skills.

Its focus on strategy and sustainability, combined with its fast-track nature, gives participants the opportunity to develop skills (managerial and leadership) connected to the digital economy. Such in-demand skills are encompassed in the learning process and reflected in real business case studies, allowing our EMBA students to become leaders and business entrepreneurs anywhere in the globalised business arena.

Our experienced faculty members, who are known for their academic expertise and advanced consulting skills, engage and encourage students to use their abilities, think critically, conduct research, make appropriate decisions and simultaneously drive new business development ideas forward.

## Executive MBA at Glance

✓ PART-TIME PROGRAMME

✓ 12 MODULES, 12 MONTHS

✓ INTERNATIONAL MANAGEMENT MAJOR

✓ ONCE-A-MONTH CAMPUS LECTURES (FRIDAY - SUNDAY)

✓ ONE YEAR COMPLETION PERIOD

✓ ONGOING ENROLLMENT

Our EMBA consists of 12 modules taking place over 12 months. Classes are also held on campus one weekend each month (Friday - Sunday), and the degree is awarded upon completion of the EMBA course structure. Finally, each participant is obliged to write a Thesis or an Action Learning Project as part of the EMBA coursework.

## EMBA Course - Action Learning Project:

The Action Learning Project is designed to equip students with a profound set of skills, necessary for them to become effective leaders, by creating, recognising and

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exploiting business opportunities in various dynamic markets.

Leaders in the future will be far more exposed to threats and risks, therefore, they should be able to think differently and act entrepreneurially in order to successfully meet the challenges attached to rapid change within dynamic markets and competitive environments.

The Action Learning Project enhances the learning process by providing students with tangible knowledge and the resources necessary to meet the challenges of tomorrow. Building knowledge relevant to entrepreneurship, innovation, strategic renewal, marketing, management, finance and accounting is the only way for students to develop path-breaking plans and viable business concepts in a global context.

#### Project Objectives

The project aims to:

- Develop and commercialise path-breaking business concepts focused on critical success factors and the acquisition of key resources.
- Allow students to use their newly acquired EMBA knowledge to tackle issues relevant to business financing, strategies for managing risk, budgetary planning, carrying out market research etc. In essence, key practical skills that any potential entrepreneur would need to succeed.

Overall, the Executive MBA programme at SBS is not just another academic option for students to consider when thinking about further education. Rather, our Executive MBA programme is a remarkable journey of knowledge for professionals to improve their career prospects and, at the same time, build a solid international business network while adding value to their marketability and cross-cultural understanding.

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**SWISS BUSINESS SCHOOL**

**Grow your Talents.  
 Increase your Value.**

**Executive Education  
 Executive MBA**



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