



The mission of the institution is to educate individuals who will contribute to the management and leadership of global organization.

# **Dean's Message**

First of all, welcome to SBS Swiss Business School!

Deciding for a challenging Bachelor program is not an easy decision, but an exciting one. To us, the SBS Bachelor of Business Administration program is more than just a business degree; it is a life-challenging educational experience.

Switzerland is a very good place to study because quality standards in this country are very high. Situated in the heart of Europe, it has close connections with other European countries and it offers international students a more global approach to studying.

There is no doubt that SBS Swiss Business School prepares its students for the next business challenges and gets them in touch with the real world.

I'm proud to say that SBS evolves and grows year by year. We measure this growth in the increasingly ambitious and sophisticated students who chose to study with us. We measure it in the way our students inspire our faculty to keep their classes professionally relevant and academically challenging. We measure it in our ability to innovate and develop new learning formats by engaging the latest technology. We measure it in our capacity to introduce new and interdisciplinary programs that meet student needs. And we measure it in the recognition we receive for excellence-in curriculum design, in student services, in teaching, in scholarly activities and in accreditation.

Finally, we empower our students with opportunities to connect with business leaders, our lifelong alumni support.

I wish you a successful and rewarding time at SBS!

Bert Wolfs, Ph.D. Academic Dean

# **Accreditation and Ranking**



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



EDUQUA is a Swiss Quality Assurance Certificate for providers in the field of adult learning.

SBS Swiss Business School Holds a certification by EDUQUA



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 cross-bow - a protected symbol in Switzerland. Certification is granted to members with genuine Swiss high-quality services and products.



Accredited by a CHEA-Recognized Accrediting Organization

Recognized by the U.S Department of Education



Accredited by the British Accreditation Council as an Independent Higher Education Institution.

# **Key reasons to study at SBS**



#### **STUDENTS**

- Average age 18-25
- Diverse cultural backgrounds and experiences
- 49% male / 51% female
- Small classes for personalized attention



#### **PROGRAMS**

- Taught in English
- SBS AAA Standard Accredited Applicable Affordable
- Financial Times listed



#### **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
- Real-world scenarios, applications and solutions





#### 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



#### **ALUMNI**

- Graduates stay in touch with SBS through the Global Alumni Network
- Alumni events, programs, reunions, and career resources
- Alumni portal



# SBS SWISS BUSINESS SCHOOL PROSPECTS

- SBS Swiss Business School's strong reputation in the industry
- Domestic and international employment arising from experience and connections made while studying in Zurich
- Work for leading businesses in a variety of fields in Switzerland or abroad



#### **CAREER DEVELOPMENT**

- Career Days
- Company Visits
- Guest Speakers ... and more

# **BBA Program Information**

The SBS Swiss Business School Bachelor of Business Administration (BBA) is a full-time, 180 ECTS program that is divided into three years of two semesters each. Classes are lectured by qualified faculty and take place at SBS Swiss Business School campus in Kloten-Zurich.

Students also participate in internships, company visits and excursions, forums and symposia, guest speaker presentations and more.

The program culminates with the submission and defense of a thesis, on a business-related subject of the student's choosing. Students who successfully complete the program are awarded the degree of Bachelor of Business Administration from the SBS Swiss Business School.

We utilize an innovative approach to team-based learning as we strongly believe that this approach reflects today's progressive workplace. The SBS Swiss Business School's Bachelor of Business Administration is the program that will open the door to the international career opportunities that you have dreamed of, by preparing you for the world of global business.



# **BBA** Majors

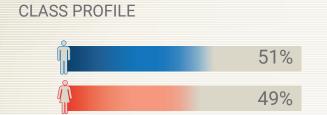
#### INTERNATIONAL MANAGEMENT • MARKETING • ENTREPRENEURSHIP

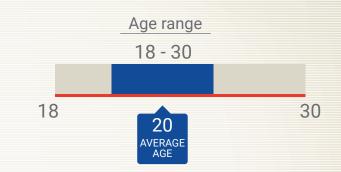
	YEAR 1		
Semester 1:	ECTS	Semester 2:	ECTS
ENG 110 English	3	ENG 115 Commercial Correspondence	3
ACT 102 Accounting	4	ECO 100 Economics	4
MIS 102 Information Systems	4	BUS 109 Law for Business Professionals	4
MKT 103 Marketing	4	STA 110 Managerial Statistics	4
MGT 101 Management	4	FIN 107 Principles of Finance	4
MGT 105 Project Management	4	COM 100 Communication Skills	4
MAT 100 Mathematical Tools for Business	4	FRL 105 Foreign Language	3
FRL 100 Foreign Language	3	COV 105 Company Visits	1
COV 100 Company Visits	1		

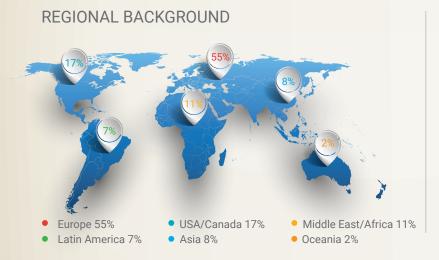
YEAR 2				
Semester 3:	ECTS	Semester 4:	ECTS	
Core Business Courses				
ACT 200 Advanced Accounting	5	ECO 210 International Economics	5	
FIN 201 Venture Capital and Private Equity	5	MIS 220 Information Systems	4	
MGT 209 Human Resource Management	4	MGT 217 Strategic Sales Management	5	
MKT 230 Marketing	5	FIN 220 Principles of Finance	5	
FRL 205 Foreign Language	3	FRL 210 Foreign Language	3	
ITP 200 Internship	3	COV 205 Company Visits	1	
COV 200 Company Visits	1			
International Management Specialization (	Courses			
FIN 207 Money & Banking	5	BUS 245 European Business	5	
Marketing Specialization Courses				
MKT 207 Public Relations	5	MKT 295 Advertising	5	
Entrepreneurship Specialization Courses				
ACT 207 Financial Statement Analysis	5	ENT 230 Small Business Field Studies	5	

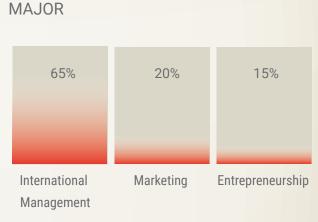
YEAR 3				
Semester 5:	ECTS	Semester 6:	ECTS	
Core Business Courses				
FIN 310 International Finance	5	FIN 320 Financial Planning and Budgeting	5	
MKT 315 Strategic Marketing	5	MGT 330 Strategic Leadership & Change	5	
MIS 320 Information Systems	5	BUS 315 Business in a World Economy	5	
FRL 310 Foreign Language	3	FRL 320 Foreign Language	3	
ITP 300 Internship	3	THE 350 Thesis	6	
International Management Specialization	Courses			
MGT 310 Negotiation Skills	4	MKT 335 Cases in Marketing	5	
MGT 320 Total Quality Management	4	FIN 340 Cases in Finance	5	
Marketing Specialization Courses				
MKT 310 Consumer Behavior	4	MKT 330 New Product Development	5	
MKT 320 Retail Strategy	4	MKT 340 Services Marketing	5	
Entrepreneurship Specialization Courses				
ENT 310 Family Business Management	4	ENT 330 Cases in Entrepreneurship II	5	
ENT 320 Cases in Entrepreneurship I	4	ENT 340 Mergers and Acquisitions	5	
Thesis Preparatory Courses				
STR505 Statistics for Research II	2	THE700 Research Methods II	2	

## **BBA CLASS PROFILE 2018-2019**









#### **BBA PLACEMENT PROFILE 2018-2019**

#### **OVERALL PLACEMENT OF GRADUATES**

Admitted to graduate program 42%
Accepted permanent job 51%
Started an internship 7%



BUSINESS

#### SALARY INFORMATION

STARTING SALARY

CHF 65'000 - 75'000

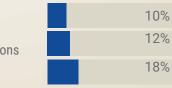
ANNUAL GROSS SALARY (AVERAGE)

CHF 72'000

#### **EMPLOYMENT SECTOR**



Services/Travel
Technology /
Telecommunications
Consulting



# **Admissions requirements**

QUALIFICATION	ADMISSION	REQUIRED WORK EXPERIENCE
Swiss commercial vocational baccalaureate or vocational baccalaureate (business or services)	SBS admissions exam not required     Interview required with Academic Dean	• None
Swiss vocational baccalaureate (other fields)	SBS admissions exam required     Interview required with Academic Dean	• One year (100 %) of work experience in a commercial environment
Swiss academic baccalaureate	SBS admissions exam not required     Interview required with Academic Dean	• One year (100 %) of work experience in a commercial environment
Swiss specialized vocational baccalaureate	SBS admissions exam not required     Interview required with Academic Dean	• One year (100 %) of work experience in a commercial environment
International Baccalaureate (IB)	<ul> <li>IB Score of minimum 28</li> <li>English, Economics, Business and management, Mathematics standard, higher level and Math Studiesz</li> <li>Pass Minimum Mark of Acceptance IB (28)</li> <li>Interview required with Academic Dean</li> <li>SBS Admissions exam not required</li> </ul>	• None
• International Baccalaureate Career Related Programme	<ul> <li>IB Score of minimum 28</li> <li>English, Economics, Business and management, Mathematics standard, higher level and Math Studies</li> <li>Pass Minimum Mark of Acceptance IB (28)</li> <li>Interview required with Academic Dean</li> <li>SBS Admissions exam not required</li> </ul>	• None
• High School Diploma + SAT	<ul> <li>SBS admissions exam required</li> <li>Interview required with Academic Dean</li> <li>Score 1200 or higher for applicants with a high school diploma from the USA</li> <li>English</li> <li>Mathematics standard or higher level</li> <li>Elective</li> <li>Overall Mark (C) Average or D (below average) with Conditional Acceptance</li> </ul>	• None
Foreign certificates	SBS admissions exam required     Interview required with Academic Dean	• One year (100 %) of work experience in a commercial environment
• Fluency in English	• TOEFL IBT 90 or better • IELTS 6.5 band score or better (if english is not your native language)	

## **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 "C" or higher.

# **How to Apply**

APPLY ONLINE @ www.sbs.edu

- 1. Completed and duly signed application form
- 2. Certified copy of High School degree
- 3. Official academic transcripts
- 4. Write a motivation letter ca. one A4 page (accepted formats: PDF/Word)
- 5. A SAT score of minimum 1200 (if applicable)
- 6. Proof of English Proficiency (TOEFL, IELTS, or equivalent)
- 7. Non-refundable application fee of CHF 150.-
- 8. One high-resolution picture (passport photo style) in .jpq, .pnq, or .qif format

#### **Tuition Fees**

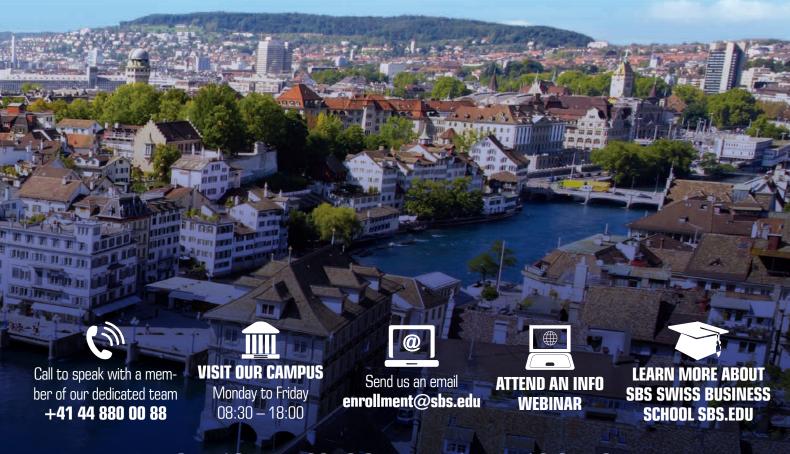
Tuition fees at SBS Swiss Business School can be paid in full or in installments according to the payment plans below:

Tuition Fees BBA Program (tuition, books, extracurricular activities)

APPLICATION FEE (NON-REFUNDABLE)	CHF	150
ADMINISTRATION FEE*	CHF	3′000
FIRST AND SECOND SEMESTER	CHF	8'500 per semester
THIRD UNTIL SIXTH SEMESTER	CHF	10'000 per semester

\*One-time non-refundable fee. Refund of 80%, only if the entry visa or the residence permit is refused by the Swiss Visa Authorities.

# TAKE THE NEXT STEP



**ZURICH** HAS BEEN CONSISTENTLY RANKED AS ONE OF **THE TOP CITIES** FOR QUALITY OF LIFE AND AMONG THE BEST
STUDENT CITIES WORLDWIDE



Facebook: www.facebook.com/SwissBusinessSchool

Twitter: www.twitter.com/SBSEDU

Linkedin: www.linkedin.com/company/sbs-swiss-business-school Youtube: www.youtube.com/user/SwissBusinessSchool Instagram: www.instagram.com/sbs\_swissbusinessschool/

\* Additional terms and conditions apply to enrolled students



We are here:

SBS Swiss Business School Flughafenstrasse 3, 8302 Kloten-Zurich, Switzerland