SBS
SWISS BUSINESS SCHOOL





www.sbs.edu

BSc

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

DEAN'S MESSAGE



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

Deciding for a challenging Bachelor program is not an easy decision, but an exciting one. To us, the Bachelor of Science in 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 will prepare you for the next business challenges and we will get you 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.

Let the SBS Learning Fun begin!

Bert Wolfs, Ph.D. Academic Dean

ACCREDITATION

SBS Swiss Business School is institutionally accredited in accordance with the Swiss Federal Act, HEdA 2021-2028.

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

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

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
- State recognized institution

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
- Challenging lectures which bring abstract business topics to life through discussions, case studies and relevant examples

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

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

BSc Program Information

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

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 Science in 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.



"I chose to study at SBS Swiss Business School because of the small class sizes, the staff always being available to ask any questions and they offered my favorite subject, marketing. My time at SBS made me aware of all of the challenges in the business world. I liked that the students came from all over the world, which made me more aware of different cultures and business concepts. My experience at SBS was great and allowed me to gain the knowledge to prepare me for the business world and it enriched my knowledge about Marketing. I would recommend SBS to people that are interested in learning more about business and students that enjoy learning in a small class environment."

Scarlet Götze, Bachelor Alumna

BSc Curriculum

Year 1			
SEMESTER 1	**ECTS**	**SEMESTER 2**	**ECTS**
ITP 100 Career Reflection Project	2	BUS 110 Law for Business Professionals	5
ACT 103 Accounting	5	MIS 121 Information Systems	6
MKT 104 Marketing	5	MGT 106 Project Management	5
MGT 102 Management	5	STA 111 Managerial Statistics	6
FIN 108 Principles of Finance	5	MGT 110 Sustainable HRM	5
ECO 101 Economics	5	FRL 106 Foreign Language	3
FRL 101 Foreign Language	3	COV 106 Company Visits and Seminars	P/F
COV 101 Company Visits and Seminars	P/F		
	30		**30**

Year 2			
SEMESTER 3	**ECTS**	**SEMESTER 4**	**ECTS**
ITP 203 Internship	P/F	ECO 211 International Economics	6
FIN 221 Principles of Finance	6	MGT 218 Strategic Sales Management	6
ACT 201 Advanced Accounting	6	FIN 222 International Finance	6
MKT 231 Marketing	6	MIS 221 Information Systems	6
FIN 202 Venture Capital and Private Equity	6	FRL 211 Foreign Language	3
FRL 206 Foreign Language	3	COV 206 Company Visits and Seminars	P/F
COV 201 Company Visits and Seminars	P/F		
International Management Specialization Courses			
FIN 208 Money and Banking	3	BUS 246 European Business	3

Marketing Specialization Courses			
MKT 208 Public Relations	3	MKT 296 Digital Marketing	3
Entrepreneurship Specialization Courses			
ACT 208 Financial Statement Analysis	3	ENT 221 Small Business Fields	3
	30		**30**

Year 3

SEMESTER 5	ECTS	SEMESTER 6	ECTS
FRL 311 Foreign Language	3	THE 305 Research Methods II	3
ITP 301 Internship	P/F	STR 305 Statistics for Research II	3
FIN 321 Financial Planning and Budgeting	6	THE 351 Thesis	15
MGT 331 Strategic Leadership and Change	6	**International Management Specialization Courses**	
BUS 316 Business in a World Economy	6	MKT 336 Cases in Sustainable Marketing	3
MKT 316 Strategic Marketing	6	FIN 341 Cases in Finance	3
International Management Specialization Courses		MGT 311 Negotiation Skills	3
MGT 321 Total Quality Management	3	**Marketing Specialization Courses**	
Marketing Specialization Courses		MKT 321 Retail Strategy	3
MKT 332 Sustainable Product Development	3	MKT 311 Sustainable Consumer Behavior	3
Entrepreneurship Specialization Courses		MKT 341 Services Marketing	3
ENT 321 Technology Entrepreneurship	3	**Entrepreneurship Specialization Courses**	
		ENT 341 Mergers and Acquisitions	3
		ENT 311 Family Business Management	3
		ENT 331v Cases in Sustainable Entrepreneurship	3
	30		**30**
TOTAL BSc CREDITS:			***180***

SBS CAREER ADVANCEMENT PROGRAM*

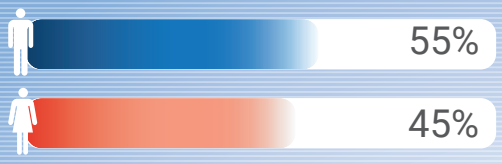
PREPARATORY YEAR S1	SBS CREDITS	PREPARATORY YEAR S2	SBS CREDITS
CAP101 Communication Skills	2	CAP108 ITP 201 Work Experience (9 Months)	15
CAP102 Information Systems	2		
CAP103 Commercial Correspondence	2		
CAP104 English	3		
CAP105 Mathematical Tools for Business	2		
CAP106 Company Visits and Seminars	2		
CAP107 Foreign Language	2		
	15		**15**

**Successful students completing the Career Advancement Program will be awarded a Diploma in Business Management*

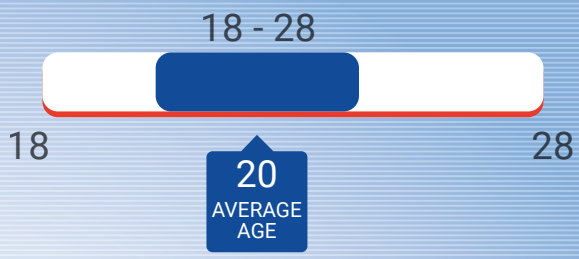
For students who do not have one year of work experience in a commercial environment, they are required to complete the CAP Program

BSc CLASS PROFILE 2020-2021

CLASS PROFILE



Age range

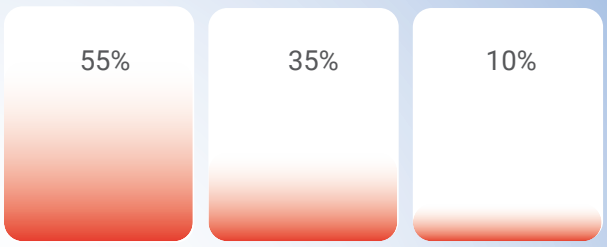


REGIONAL BACKGROUND



- Europe 55%
- USA/Canada 17%
- Middle East/Africa 11%
- Latin America 7%
- Asia 8%
- Oceania 2%

MAJOR

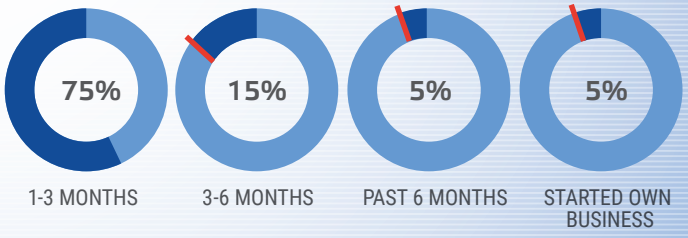


BSc PLACEMENT PROFILE 2020-2021

OVERALL PLACEMENT OF GRADUATES



TIME TO FIND EMPLOYMENT UPON COMPLETION OF PROGRAM



SALARY INFORMATION

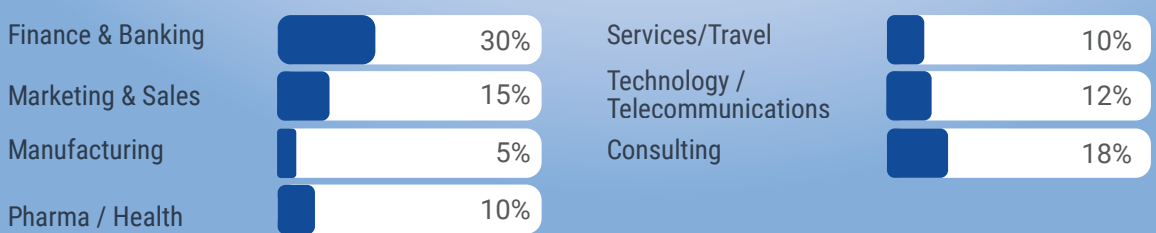
STARTING SALARY

CHF 65’000 - 75’000

ANNUAL GROSS SALARY (AVERAGE)

CHF 72’000

EMPLOYMENT SECTOR



Admissions Requirements

According to the Swiss Federal Higher Education Act (HEdA)

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 or required to complete Career Advancement Program
Swiss academic baccalaureate	• SBS admissions exam not required • Interview required with Academic Dean	• One year (100 %) of work experience in a commercial environment or required to complete Career Advancement Program
Swiss specialized vocational baccalaureate	• SBS admissions exam not required • Interview required with Academic Dean	• One year (100 %) of work experience in a commercial environment or required to complete Career Advancement Program
International Baccalaureate (IB)	• IB Score of minimum 28 • English, Economics, Business and management, Mathematics standard, higher level and Math Studiesz • Pass Minimum Mark of Acceptance IB (28) • Interview required with Academic Dean • SBS Admissions exam not required	• Required to complete Career Advancement Program
International Baccalaureate Career Related Program	• IB Score of minimum 28 • English, Economics, Business and management, Mathematics standard, higher level and Math Studies • Pass Minimum Mark of Acceptance IB (28) • Interview required with Academic Dean • SBS Admissions exam not required	• Required to complete Career Advancement Program
High School Diploma + SAT	• SBS admissions exam required •Interview required with Academic Dean • Score 1200 or higher for applicants with a high school diploma from the USA •English • Mathematics standard or higher level • Elective • Overall Mark (C) Average or D (below average) with Conditional Acceptance	• Required to complete Career Advancement Program
Foreign Diplomas	• 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.

Tuition Fees

Tuition fees at SBS Swiss Business School can be paid in full or in installments according to the payment plan below.
The tuition fees includes books, tuition, exam and extra curricular activities)

Application Fee (non-refundable)	CHF 150.-	CHF 150.-
Administration Fee*	CHF 3'000.-	CHF 3'000.-
Career Advancement Program	CHF 3'000.-	
Semester 1	CHF 8'500.-	CHF 9'000.-
Semester 2	CHF 8'500.-	CHF 9'000.-
Semester 3	CHF 8'500.-	CHF 9'000.-
Semester 4	CHF 8'500.-	CHF 9'000.-
Semester 5	CHF 8'500.-	CHF 9'000.-
Semester 6	CHF 8'500.-	CHF 9'000.-
	CHF 57'000.-	**CHF 57'000.-**

*Administration fee: CHF 3'000.- (One-time fee, full refund if the student visa is refused by the Visa Authorities – official letter of rejection from the Visa Authorities required)

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**

Call to speak with a member of our dedicated team
+41 44 880 00 88

Visit our campus
Monday to Friday
08:30 – 18:00

Send us an email
enrollment@sbs.edu

Attend an info
webinar

Learn more about us!
www.sbs.edu

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:
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8302 Kloten-Zurich, Switzerland